


Learning Plan 1		Subject/Pwnc: Travel and Tourism		Year/Blwyddyn: 10	
<p><u>The Four Purposes in Travel:</u></p> <p>Ambitious, capable learners, who: set themselves high standards; seek and enjoy challenge and are increasingly knowledgeable and skilful.</p> <p>Enterprising, creative contributors, who: identify and grasp opportunities; lead and play different roles in teams effectively; express ideas and emotions through different media; give of their energy and skills so that other people will benefit.</p> <p>Ethical, informed citizens, who: engage with contemporary issues based upon their knowledge and values; consider the impact of their actions; know about their culture, community, society and the world.</p> <p>Healthy, confident individuals, who: have the confidence to participate in performance; form positive relationships based upon trust and mutual respect; face and overcome challenge; have the skills and knowledge to manage everyday life.</p>					
<ul style="list-style-type: none">• <u>Knowledge focus:</u> How first impressions, body language, and professional behaviour influence customer satisfaction and service quality.• The role empathy and active listening play in building strong customer relationships.• Why tourism organisations offer different services and facilities to meet varied customer expectations.• The importance of recognising and addressing diverse customer needs to improve experience and inclusivity.• How effective response to feedback enhances service and reputation.• The impact of discrimination and the importance of equalities legislation in travel and tourism.• The necessity of health, safety, and risk management for protecting customers and staff.• How to apply customer service principles in real-world scenarios, with a focus on diversity and inclusion. <ul style="list-style-type: none">• <u>What matters skills:</u>• Communication Skills:• Analytical Skills:• Problem-solving and Customer Needs Identification:• Teamwork and Discussion:• Planning and Risk Assessment:• Creative and Organizational Skills:					
<div></div> <p>First impressions, scenario, rapport, customer service, facilities, services, feedback, expectations, Equalities Act, diversity, health and safety.</p>					
Learning objective/key question		What will I know and be able to do? I can...		How will I develop my skills? (Success Criteria)	
Week 1 GCSE Introduction		<ul style="list-style-type: none">• Understand the significance of first impressions of customer service.• Understand the significance of body language.		<ul style="list-style-type: none">• Analyse a case study (positive and negative first impressions)• Role-play: Greeting customers in different settings (hotel, airport, attraction)	
				Wk 1	
				<p>Homework: Comprehension task.</p> <p>Set:</p> <p>Due:</p>	

Week 2 First Impressions	<ul style="list-style-type: none"> Understand the importance of professional appearance and behaviour. Identify how first impressions influence customer satisfaction. 	<ul style="list-style-type: none"> Discuss: "What do YOU notice first as a customer?" Create a checklist of good first impression behaviours. 	Wk 2	Homework: Set: Due:
Week 3 Building a Rapport	<ul style="list-style-type: none"> Learn verbal and non-verbal techniques for building rapport. Understand the role of empathy and active listening. 	<ul style="list-style-type: none"> Practise greetings and active listening. Identify good/bad rapport. Design a "Meet and Greet" script for a travel setting. 	Wk 3	Homework: Create an information leaflet sharing ways businesses can make a positive rapport. Set: Due:
Week 4 Services and Facilities	<ul style="list-style-type: none"> Identify typical services and facilities in travel and tourism organisations. Understand how they meet different customer expectations 	<ul style="list-style-type: none"> Compare services/facilities indifferent tourism providers. Create an infographic or poster showing facilities for different traveller types (families, business travellers, disabled guests) 	Wk 4	Homework: Research a football ground and packages available. Set: Due:
Week 5 Identifying Customer Needs	<ul style="list-style-type: none"> Recognise different types of customer needs (e.g. dietary, accessibility, cultural). Learn questioning techniques to uncover needs. 	<ul style="list-style-type: none"> Identify customer needs using scenario cards. Practise customer questioning techniques. 	Wk 5	Homework: Revise the key terms. Set: Due:
Week 6 Responding to Feedback	<ul style="list-style-type: none"> Understand why customer feedback is important. 	<ul style="list-style-type: none"> Review real or simulated feedback (TripAdvisor reviews, etc.). 	Wk 6	Homework: Carry out further reading and research surrounding these key issues. Set:

	<ul style="list-style-type: none"> Learn how to respond to both positive and negative feedback. 	<ul style="list-style-type: none"> Role-play: Handling complaints and compliments. Write sample responses (email or verbal). 		Due:
Week 7 <i>Equalities and Health & Safety</i>	<ul style="list-style-type: none"> Understand legal and ethical responsibilities (Equality Act). Explain how to respect diversity and provide inclusive service. Identify key safety and security procedures in tourism. Understand risk assessments and emergency protocols. 	<ul style="list-style-type: none"> Analyse a case study: Discrimination in travel and tourism. Successfully partake in a group discussion: Barriers to equality in tourism. Create a basic risk assessment for a school trip. <ul style="list-style-type: none"> Plan a health & safety checklist for a travel provider. 	Wk 7	Homework: Set: Revise key points from the topic, making a 'Brain Dump' Due:
Week 8 ASSESSMENT	<ul style="list-style-type: none"> Apply knowledge of Customer Service Principles. Create a prototype demonstrating knowledge of diversity and equality. 	<ul style="list-style-type: none"> Create a Diversity in employment prototype: "Inclusive Travel Starts Here". 		Homework: Set: Due: