


Learning Plan 2	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> Principles of customer service in tourism • <u>What matters skills:</u> <ul style="list-style-type: none"> • _Communication Skills • Analytical Skills • Problem-solving and Customer Needs Identification • Teamwork and Discussion • Planning and Risk Assessment • Creative and Organisational Skills 			<p>Key Terms:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Customer Journey <input type="checkbox"/> Upselling <input type="checkbox"/> Cross-Selling <input type="checkbox"/> Product Knowledge <input type="checkbox"/> Complaints Handling <input type="checkbox"/> Digital Customer Service <input type="checkbox"/> Sustainable Tourism <input type="checkbox"/> Experiential Tourism <input type="checkbox"/> Emerging Trends <input type="checkbox"/> Service Innovation

Learning objective/key question	What will I know and be able to do? I can...	How will I develop my skills? (Success Criteria)	Homework/Gwaith cartref to support progress	
Week 1 What are the components of 'Meeting the Customer'?	<ul style="list-style-type: none"> - Recall professional greetings, body language, and tone. - Demonstrate and apply effective meet-and-greet skills. - Evaluate the impact of first impressions on customer satisfaction. 	<p>I can...</p> <ul style="list-style-type: none"> - list at least 3 elements of a professional greeting. - explain why first impressions matter in tourism. - perform a meet-and-greet role-play confidently. - write a reflective paragraph explaining strengths and areas for improvement. tourism products. - Apply product matching to customer needs. - Analyse how features/benefits influence decisions. 	Wk 1	<p>Homework:</p> <p>Write a 150-word reflection on why first impressions are important in tourism.</p> <p>Set:</p> <p>Due:</p>
Week 2 <i>What's the significance of add-ons?</i>	<ul style="list-style-type: none"> - Identify (Understand) different tourism products. - Apply (Apply) product matching to customer needs. - Analyse (Analyse) how features/benefits influence decisions. - Define upselling/cross-selling. - Differentiate between them. - Create a sales pitch for add-ons. 	<p>I can...</p> <ul style="list-style-type: none"> - name 5 types of tourism products - match products to customer needs in a case study. - correctly define upselling and cross-selling. - give 2 examples of each. - perform a role-play adding an upsell/cross-sell to a booking. - develop a short written or verbal sales pitch for add-ons. 	Wk 2	<p>Homework:</p> <p>Write a 200-word plan showing how you could upsell or cross-sell for a booking</p> <p>Set:</p> <p>Due:</p>
Week 3 What do we mean by sound advice and product information?	<ul style="list-style-type: none"> - Recall product details. - Provide and apply tailored advice. - Analyse consequences of incorrect advice. 	<p>I can...</p> <ul style="list-style-type: none"> - recall 3 key product details. - give appropriate advice to a customer scenario. - explain consequences of poor advice. 	Wk 3	<p>Homework:</p> <p>Create a fact sheet for one UK tourism product (features, benefits, target market</p> <p>Set:</p> <p>Due:</p>

<p>Week 4</p> <p>How can we evaluate service?</p>	<p>Describe methods for evaluating service.</p> <ul style="list-style-type: none"> - Use and apply feedback to improve performance. - Evaluate own strengths/weaknesses. 	<p>I can...</p> <ul style="list-style-type: none"> - list 3 evaluation methods. - explain importance of feedback. - give and receive feedback in role-play. - write self-assessment with strengths/weaknesses. 	Wk 4	<p>Homework:</p> <p>Research one example of a complaint caused by poor advice and summarise</p> <p>Set:</p> <p>Due:</p>
<p>Week 5</p> <p>Can you be the guide?</p>	<ul style="list-style-type: none"> - Demonstrate guiding skills. - Create a guided talk. - Evaluate peer guiding. 	<p>I can...</p> <ul style="list-style-type: none"> - list 3 key guiding skills. - deliver a 2–3 minute guided talk. - give constructive feedback. - produce a guide script. 	Wk 5	<p>Homework:</p> <p>Write a 250-word script for a guided talk at a local attraction</p> <p>Set:</p> <p>Due:</p>
<p>Week 6</p> <p>How is it best to deal with complaints and compliments?</p>	<ul style="list-style-type: none"> - Explain causes of complaints. - Demonstrate complaint handling. - Recognise importance of compliments. - Evaluate complaint handling effectiveness. 	<p>I can...</p> <ul style="list-style-type: none"> - Recall causes of complaints. - Explain difference between complaints & compliments. - Apply by role-play complaint handling. - Analyse and explain strengths/weaknesses in complaint handling. - Evaluate and reflect on complaint handling process. 	Wk 6	<p>Homework:</p> <p>Create an evaluation checklist for a tourism business to measure customer service</p> <p>Set:</p> <p>Due:</p>
<p>Week 7</p> <p>Why is being aware of emerging trends an important part of customer service?</p>	<ul style="list-style-type: none"> - Identify current and emerging trends - Analyse their impact - Propose adaptations for future customer service. - Explain current sustainability and experiential tourism trends 	<p>I can...</p> <ul style="list-style-type: none"> -List at least 3 emerging digital tools/technologies in tourism. -Understand and explain how each enhances customer experience. -Analyse and identify benefits and drawbacks of a chosen technology. 	Wk 7	<p>Homework:</p> <p>Set:</p> <p>Revise key points from the topic, making a ‘Brain Dump’</p> <p>Due:</p>

	<p>- Create a proposal for an innovative trend-based product</p>	<p>-Evaluate: Present an argument on whether it should be adopted in a given tourism business. Quiz on emerging technologies; Case study analysis; Short presentation on chosen trend Research an emerging tourism technology and produce a fact sheet explaining it.</p> <p>-Analyse impacts</p> <p>-Create a proposal for an innovative trend-based product</p> <p>-List examples of sustainable and experiential tourism trends.</p> <p>- Explain why these trends matter.</p> <p>- can analyse and compare benefits and drawbacks.</p> <p>Create and design a concept for a tourism product incorporating a trend.</p>		
<p>Week 8</p> <p>Can I design strategies to improve service?</p> <p>ASSESSMENT</p>	<p>- Integrate all skills.</p> <p>- Evaluate own performance.</p> <p>- Design strategies to improve service</p>	<p>I can...</p> <p>- List stages of a customer journey.</p> <p>- Explain importance of each stage.</p> <p>- Perform a full customer interaction role-play.</p> <p>- Evaluate own and peers' performance.</p> <p>- Produce reflective improvement plan.</p> <p>- Design a service improvement strategy.</p>		<p>Homework:</p> <p>Reflection</p> <p>Interview someone about a tourism complaint and write a 1-page summary</p> <p>Set:</p> <p>Due:</p>