


Learning Plan 3	Subject/Pwnc: Travel and Tourism	Year/Blwyddyn: 10	
<p><u>The Four Purposes in Travel:</u> Ambitious, capable learners, who: set themselves high standards; seek and enjoy challenge and are increasingly knowledgeable and skilful. 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. 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. 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> Customer Experience in the Tourism Industry • <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> <p>Customer Experience</p> <p>Tourism Sectors</p> <p>Communication</p> <p>Customer Service Skills.</p> <p>Customer Persona</p> <p>Satisfaction</p> <p>Service Quality</p> <p>Service Improvement Plan</p> <p>Cultural Awareness</p> <p>Legal & Ethical Responsibilities</p> <p>Monitoring & Improvement</p>
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

<p>Week 1 Knowledge Checker: what is customer experience and why is it important in tourism?</p>	<p>Define customer experience and its role in tourism.</p> <p>Identify examples of good and poor customer experiences.</p>	<p>I can...</p> <p>Analyse case studies of tourism businesses.</p> <p>Evaluate customer experience components.</p>	<p>Wk 1</p>	<p>Research one local tourism business and describe its customer experience.</p> <p>Set:</p> <p>Due:</p>
<p>Week 2 Who are the customers in tourism and what are their needs?</p>	<p>Identify different types of tourism customers (e.g., leisure, business, cultural).</p> <p>Explain customer needs and expectations.</p>	<p>I can...</p> <p>Analyse customer types in scenarios.</p> <p>Create a customer persona for a tourism business.</p>	<p>Wk 2</p>	<p>Write a short report on how a tourism business meets different customer needs.</p> <p>Set:</p> <p>Due:</p>
<p>Week 3 SYL</p> <p>How can good communication improve customer experience?</p>	<p>Explain verbal and non-verbal communication in tourism.</p> <p>Describe in detail key customer service skills.</p>	<p>I can...</p> <p>Analyse customer service scenarios.</p> <p>Evaluate communication skills.</p>	<p>Wk 3</p>	<p>Homework:</p> <p>Watch a video about customer service in tourism and identify good/bad examples.</p> <p>Set:</p> <p>Due:</p>
<p>Week 4 How can tourism businesses measure customer satisfaction?</p>	<p>Describe methods such as surveys, feedback forms, and online reviews.</p> <p>Explain how businesses use data to improve service.</p>	<p>I can...</p> <p>Analyse sample survey results.</p> <p>Create a simple customer feedback questionnaire.</p>	<p>Wk 4</p>	<p>Homework:</p> <p>Design a short survey to evaluate a tourism experience and explain why each question is important.</p> <p>Set:</p> <p>Due:</p>

<p>Week 5 SYL</p> <p>How can tourism businesses improve their customer experience?</p>	<p>Suggest improvements based on customer feedback.</p> <p>Identify strategies for enhancing service quality.</p>	<p>I can...</p> <p>Analyse case studies of businesses that improved customer experience.</p> <p>Develop a Customer Experience Improvement Plan.</p>	<p>Wk 5</p>	<p>Homework: Write a reflective piece: 'How could a local tourism business improve its customer experience?'</p> <p>Set:</p> <p>Due:</p>
<p>Week 6</p> <p>What legal and ethical considerations affect customer experience in tourism?</p>	<p>Identify laws and regulations: health & safety, accessibility, data protection.</p> <p>Understand and explain ethical responsibilities: fair treatment, honesty, sustainability.</p>	<p>I can...</p> <p>Analyse legal/ethical issues in case studies.</p> <p>Create an employers' plan summarising key responsibilities for tourism staff.</p>	<p>Wk 6</p>	<p>Homework:</p> <p>Find an example of a legal or ethical issue in tourism and explain how it was handled.</p> <p>Set:</p> <p>Due:</p>
<p>Week 7</p> <p>How can tourism businesses manage customer expectations effectively?</p> <p>How does customer experience vary across different types of tourism?</p>	<p>Explain the concept of realistic expectations.</p> <p>Identify strategies to manage expectations before and during a visit.</p> <p>Compare and contrast customer experience in leisure, business, adventure, and cultural tourism.</p> <p>Explain why approaches to customer service differ.</p>	<p>I can...</p> <p>Create a guide for a tourism business on setting realistic expectations.</p> <p>Analyse the consequences of failing to meet expectations.</p> <p>Create a comparison chart of customer experience strategies for different sectors.</p> <p>Debate and discuss sector-specific challenges.</p>	<p>Wk 7</p>	<p>Homework: Set:</p> <p>Revise using flashcards, case studies, and past questions.</p> <p>Prepare a summary sheet of all customer experience strategies.</p> <p>Due:</p>
<p>Week 8</p> <p>ASSESSMENT</p>	<p>Review all key topics: communication, complaints, satisfaction, technology, legal/ethical, and sector differences.</p> <p>Apply knowledge to exam-style questions and scenario tasks.</p>	<p>I can...</p> <p>Complete a full mock assessment.</p> <p>Evaluate and reflect using self, peer and teacher feedback.</p>		<p>Homework: Choose a sector and write a short report on key customer service practices.</p> <p>Due:</p>