



# Frequently asked questions

## **How realistic is Learn2Book?**

It is highly realistic. A great deal of effort has gone into ensuring that your student will feel they are booking holidays on a live Viewdata system. We have been careful to explore the functionality of all of the main tour operators' reservation systems.

The software is now supplemented by Learn2Book RolePlay which will give you the opportunity to teach your students how to sell using a brochure and viewdata simultaneously- exactly as happens in retail travel.

## **How effective is the Learn2Book pedagogy?**

Learn2Book uses a holistic approach. Students are given a range of realistic customer scenarios and are required to locate reservation codes in the Parasol Holidays Summer Sun brochure. They are then required to interact with the Viewdata simulator to process the booking.

Despite the fact the software is divided into manageable learning "chunks" the learner will never feel they are learning abstract concepts in isolation.

## **How do I implement the training?**

It really is simple. Forward your email from YouSendIt to your technical team. They will install the software on the machines identified, or will make it available via the network. They will unzip all of the support material and send it back to you. Print a copy of Parasol Holidays Summer Sun brochure for each of the students who will be completing Learn2Book, as well as any section of the handbook you think your students will require. Then simply ensure your students have access to Customer Enquiry Forms and allow them to work through the software.

After completing the course, students will give you their printed assessments which you can mark using the enclosed solutions in your Tutor's Guide and then retain as evidence; simple!

## **The support material is extensive. Do I have to have to give students all of it?**

No, not at all. As Learn2Book has been designed as a stand-alone course we wanted to give students as much support as possible. However, Learn2Book is being used across the curriculum from Access to Level 3 courses and obviously the level of support a student will need will vary from level to level and from student to student.

Therefore, we recommend you use your discretion. All students will require a copy of Parasol Holidays Summer Sun brochure and access to Customer Enquiry Forms but beyond this it is up to you. If you are using Learn2Book at the beginning of an academic year you may feel your students require a high level of support and you may wish to supply them all with a copy of the handbook.

Alternatively, if you have Level 3 students nearing the end of their travel course, they may only need the brochure and Customer Enquiry Forms; you decide! At a bare minimum, we recommend you print the Quick Start Guides and the Quick Reference Guides for your students.

You may also wish to simply copy one class set of brochures and handbooks and make them available to all students using Learn2Book. Current holders of a licence for Learn2Book can also use any of our support material in any of their travel classes.

## **I know it is common practice for multiple travel agents to print their viewdata screens and retain this on the customer's file. Can Learn2Book do this?**

Yes, it can. Our main intention when developing Learn2Book was to make it as realistic as possible to allow your students to move seamlessly from making package holiday bookings in college, to making them in a travel agency. Therefore, Learn2Book allows students to print each viewdata screen, thereby encouraging good practice. It also allows you to retain your student's booking for evidence.

## **What is Learn2BDynamic?**

As you know, dynamic packaging is the industry's latest "buzzword", yet there is a lot of myth and confusion surrounding the term. Therefore, new from us is Learn2BDynamic. Our latest software will clearly explain what dynamic packaging is as well as giving your students the opportunity to make a booking using our dynamic packaging system. It also includes lecture notes and 2 PowerPoint presentations. Best of all, it's free of charge! When you

purchase Learn2Book, Learn2BDynamic will be included as part of the package.

## **What is Learn2Book FastTrack?**

We do a lot of focus groups with students and one comment made, particularly by advanced students, is that there is too much text. So, our latest version (1.6) includes Learn2BookFastTrack which is a pared-down version of the current version of the software. If the student has seen the screen before then we offer an explanation (but a more concise one!) and if they have seen it before then they are left in peace to get on with it! We have also highlighted all of the text the students have to write down and/ or input into the system.

## **What about Learn2Book RolePlay?**

In addition, we're also including Learn2BookRole-Play with version 1.6 and, as you can probably imagine, this is the software adapted for role-plays. When I visited travel agents, without exception, they all told me that they felt the greatest strength of Learn2Book was the opportunity it afforded students to sell using the system and the brochure simultaneously. So, we devised this update as a reaction to feedback we had received from travel agents:

**“I think Learn2Book would be great for role-plays in colleges. You would never use the brochure to sell a holiday as you don’t know if the holiday would be available when you went onto the system. So, you have to do 3 things at once; check your Viewdata system, build rapport with your customer and work with your brochure. Knowing how to do all 3 simultaneously is the most important thing you could teach your students and Learn2Book is a fantastic tool for it. “**

Diane Lewis, Going Places

**“What colleges need to do is use Learn2Book to teach students how to sell holidays. Learn2Book will allow them to sell much more realistically. If the system is used with the brochure, this mirrors exactly what happens in travel agents. It’s quite simple; in retail travel if you can’t sell then you won’t succeed!**

**So, Learn2Book could be used to do loads of role-plays and really get students practicing their sales technique. If they did this then they would have a real head start in the industry.”**

Leigh Wilson, First Choice

**“I think colleges should use Learn2Book to do a lot of role-plays and give their students much more confidence in selling- after all, that’s what travel agents do!”**

Ann Hannigan, Thomson

All of these agents could instantly see the opportunity Learn2Book could give students to sell exactly like a travel agent. So, what we have done is stripped all of the text from Learn2Book and created a role-play version.

The tutor is given a tutor's guide which includes 12 customer enquires. It would then be up to the student to ask appropriate questions to find out the type of holiday the customer was looking for, find this holiday in the brochure and then check whether it was available on viewdata.

There are 12 role-plays included with Learn2BookRolePlay and these are as follows:

- **Role-play 1-** a new booking
- **Role-play 2-** a booking including children
- **Role-play 3-** an apartment booking
- **Role-play 4-** a booking including an infant and switch selling
- **Role-play 5-** a flight only booking
- **Role-play 6-** a free child place booking
- **Role-play 7-** accommodation search booking
- **Role-play 8-** accommodation search booking for a large party
- **Role-play 9-** last minute booking
- **Role-play 10-** last minute booking
- **Role-play 11-** allocation on arrival booking
- **Role-play 12-** allocation on arrival booking

Learn2BookRolePlay also comes with a 51 page handbook. We have created a fictional travel agent- **Travel Angels**- and the handbook is a customer service and selling skills training course for travel trainees with Travel Angels. As well as containing handouts on customer service and selling skills it includes a number of case studies and 17 activities to be carried out in class.

Learn2Book RolePlay has been trialled with students and they really enjoyed it, particularly when put into pairs and they got to act out a realistic selling scenario! It's also really good for assessing students in customer service situations such as complaints and telephone skills.

## **When I renew Learn2Book will it come with an update?**

Yes it will. The update is always substantial and is completely free of charge. However, what's most important to us is that the update is relevant. Therefore, if you would like to see a particular update made to Learn2Book, please tell us about it and we would be delighted to try and accommodate your suggestion. Learn2Book is **your** software- **you** are using it to teach **your** students about tour operators reservations systems, so you should get to suggest what updates we should offer. Please send your suggestions to [update@mondrago.co.uk](mailto:update@mondrago.co.uk)

## **Can students save their work in Learn2Book?**

Learn2Book has been divided into 14 sessions and each session considers a different aspect of making a package holiday booking. For example, session 7 requires your students to make a booking that includes children and session 11 is a late deal.

Each session is designed to take your student through the whole booking process, from their “customer” entering their “travel agency” to them confirming the booking, just as it would be if they were working in the industry. As you know, viewdata has no save function. Thus, to ensure the course is as realistic as possible, Learn2Book has no facility to save and quit as they work through the sessions.

We recommend, therefore, that students use the logbook included with the handbook to keep them up-to-date with where they are in the course.