

Learn2Book & NCFE Topic Mapping / Matching

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NCFE Level 1 Certificate in Travel

Unit 03- Select suitable holidays (Y/501/1248)

The learner can:

3.3 use a variety of information sources to display each type of holiday

The learner will:

Match holidays to different types of holidaymakers

The learner will:

Investigate booking methods

The learner can:

3.7 list the advantages and disadvantages of booking through a travel agent

Range (explanation)

Types of holiday: summer sun

Learners are often aware that holidays are not sold from brochures as is often demonstrated in centres. Retail agents sell directly from viewdata and Learn2Book would allow learners to emulate this situation.

The Parasol Holidays brochure (which is a simulation of a mass market Summer Sun brochure) covers all of the evidence requirements listed below.

- *brochure layout and information*
- *transfer times*
- *climate*
- *travel information*
- *resort information*

- insurance
- accommodation facilities

Parasol Holidays brochure can be used to cost the package holidays the learner has chosen.

The learner could then use appropriate Learn2Book session to check if costing is correct. It is standard industry practice to check a brochure costing against the Viewdata costing.

In addition, page 85 of the handbook "How Parasol Holidays cost Holidays" explains how packaged arrangements are costed. This handout also gives an example of a manual costing and requires the learner to complete a costing which can then be checked in session 7 of Learn2Book.

The Travel Angels Customer Service and Selling Skills Training Programme contains a section (pages 3- 8) which explains why customer service is so important to a business and the cost to a business of not offering good customer service.

Learn2Book RolePlay is ideal for creating realistic customer scenarios in the classroom. Colleges currently use brochures only for role-plays and consequently a major part of the sales process is missing – the travel agent's interaction with the reservation system.

Learn2Book will add a sense of excitement and realism to role-plays and create a highly realistic working environment.

Unit 04 Meet customer's needs (D/501/1249)

The learner can:

- 4.1 answer the telephone in an approved manner
- 4.2 describe the features and benefits of products and/ or services
- 4.3 role-play booking three types of holiday
- 4.4 complete a booking form for each holiday identified

The learner will:

Deal effectively with customer complaints

The learner can:

4.5 list a minimum of five common customer complaints

4.6 identify solutions to these problems

4.7 deal effectively with two customer complaints

Pages 15- 17 of the Travel Angels Customer Service and Selling Skills Training Programme covers listening skills.

There are also listening skills activities on pages 12 and 13 of the Learn2Book RolePlay Tutor's Guide.

Pages 32-35 of the Travel Angels Customer Service and Selling Skills Training Programme covers questioning techniques.

Pages 18-19 of the Travel Angels Customer Service and Selling Skills Training Programme covers telephone skills. Once they have covered this topic, they could then complete any of the Learn2Book role-plays (which can be found on pages 17-33 of your Learn2Book RolePlay Tutor's Guide) using the telephone.

Pages 20- 28 of the Travel Angels Customer Service and Selling Skills Training Programme can be used to teach your students how to handle complaints. It also includes an activity that requires students, in small groups, how to resolve a range of complaints. There is also an activity that includes a letter of complaint and requires the students, still in their small groups, to consider which of the complaints are genuine and then to write a letter of reply to the customer. The customer enquiry forms from Learn2Book are included to help guide your students.

This section of the training programme also includes a case study which your student will read through and then, working with a partner, consider what the travel agent should have done.

The final activity is a role-play with another student acting as an observer. In this activity, your student (as a travel agent) is confronted by an angry

customer and has to attempt to resolve their various complaints. There is a range of documentation provided to help make the scenario more realistic. A checklist is also included to allow the observer to provide feedback to the “travel agent”.

Unit 05 Meet customer’s needs (R/501/1250)

The learner can:

- 5.3 identify appropriate body language when communicating in the workplace
- 5.4 list the benefits of positive body language
- 5.5 list the possible effects of negative body language

The learner will:

Demonstrate effective personal presentation and positive body language

Pages 11- 14 of the Travel Angels Customer Service and Selling Skills Training Programme covers non-verbal communication.

There are also suggested body language activities on pages 11 and 12 of the Learn2Book RolePlay Tutor’s Guide.

Pages 11- 14 of the Travel Angels Customer Service and Selling Skills Training Programme covers non-verbal communication.

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NCFE level 2 certificate in Customer Service for Hospitality, Leisure, Travel and Tourism

Unit 01: welcome customers in the hospitality, leisure, travel and tourism industry (M/102/5339)

Element 1.3 Communicate effectively with customers

Learning outcomes

What the learner must know:

- 1.3.3 How to use body language to maximize effective communication
- 1.3.4 Listening techniques
- 1.3.5 Techniques for effective telephone communication
- 1.3.8 The importance of written communication skills

Element 1.4 Deal with a wide range of customer requirements and situations

- 1.4.4 Guidelines for handling difficult customers and situations
- 1.4.5 How to resolve problems and make improvements

Unit 04 communicating with customers by telephone and email

Element 4,1 Prepare to communicate with customers by telephone

- 4.1.3 Preparation required for making and receiving calls
- 4.1.4 Techniques for efficient customer call handling
- 4.1.5 How to take and pass on messages

Element 4.2 communicate effectively with customers by telephone

- 4.2.3 A range of questioning techniques

Unit 05 Deliver excellent customer service in the hospitality, leisure, travel and tourism industry

Element 5.4 Understand how to meet the product, service and quality requirements of customers.

5.4.1 The importance of matching products and services to customers needs

5.4.2 Effective methods of presenting information about products and services to customers

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The final activity is a role-play with another student acting as an observer. In this activity, your student (as a travel agent) is confronted by an angry customer and has to attempt to resolve their various complaints. There is a range of documentation provided to help make the scenario more realistic. A checklist is also included to allow the observer to provide feedback to the "travel agent".

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NCFE Level 2 Certificate in Travel and Tourism

Unit 10 Package holidays (K/501/0654)

The learner can:

10.1 define a package holiday

The learner will:

Match a package holiday to customers' needs and wants

The learner can:

10.4 select 2 package holidays to meet customers needs and wants

10.5 calculate the cost of the selected package holidays

Range (explanation)

Types- summer sun

Needs and wants- location; weather; cost; facilities; entertainment; travel dates; products and services, eg package holidays, car hire, accommodation, transport

Cost- basic cost; flight supplements; room supplements; optional extras, eg insurance, room upgrade, in-flight meals, within budget.

Learn2Book is currently the only Viewdata simulator on the market. It is extremely realistic and designed to build the learner's confidence as they move from simple to more complex bookings and well help them hone their selling skills as they do so.

Current classroom- based role plays are simply not realistic as they are unable to give the student access to reservation technology.

Despite the fact that the sessions are unitised, the learner builds a complete overview of how to use Viewdata. Each customer enquiry will take the learner through the entire process from the initial enquiry through checking availability, collecting payment and completing the booking form.

The educational design developed for Learn2Book ensures that the learner not only understands the reservation procedure but actually experiences it.

Learn2Book includes 21 bookings and these are detailed below:

Booking 1 is a Hotel booking which includes flight and board supplements and Parasol Holidays' travel insurance

Booking 2 is a Hotel booking with flight, board and room supplements and Parasol Holidays' travel insurance

Booking 3 is a Hotel booking with child, flight and board supplements.

Booking 4 is a Self-Catering (Apartment) booking which includes a flight supplement and Parasol Holidays' travel insurance

Booking 5 is a Self-Catering (Apartment) booking which includes an infant. It also includes a flight supplement and Parasol Holidays' travel insurance. The holiday requested by the client is not available and the learner has to choose from a range of flight and accommodation alternatives.

Booking 6 is a Flight only booking

Booking 7 is a search for a Free Child Place and subsequent booking.

Booking 8 is an Accommodation Search with only 1 client travelling. The client has a special request.

Booking 9 is a booking for 6 clients traveling. It is an apartment booking with flight and board supplements.

Booking 10 is a Late search booking.

Booking 11 is a Late search booking.

Booking 12 is an Allocation on Arrival booking.

Booking 13 is an Allocation on Arrival booking.



Booking 14 gives the learner an opportunity to retrieve a booking and examine it in great detail.

Pre- Assessment is a Hotel Booking with flight and board supplements and Parasol Holidays' travel insurance included.

Assessment 1 is a Hotel Booking with flight and board supplements.

Assessment 2 is a Hotel booking for 2 adults and 2 children. It includes flight, board and room supplements.

Assessment 3 is an Apartment booking which includes flight and board supplements and Parasol Holidays' travel insurance.

Assessment 4 is a Flight Only booking.

Assessment 5 is an Accommodation Search with flight and board supplements.

Assessment 6 is a Late search

Assessment 7 is an Allocation on Arrival booking.

Learn2Book includes an integrated assessment engine that generates printed evidence of student activities.