

Learn2Book & Edexcel Topic Mapping / Matching

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BTEC Firsts (Certificate and Diploma in Travel and Tourism)

BTEC qualifications are designed to provide specialist work-related qualifications in a range of sectors. They have been developed to provide the knowledge, understanding and skills necessary to prepare learners for employment and/or to provide career development opportunities for those already in work.

The BTEC Firsts offers focused vocational qualifications for learners who wish to follow a shorter programme of study related to an aspect of employment that they might wish to move into; or a taster qualification which can extend their programme of study and provide an initial experience of a vocational area.

Learn2Book is currently the only viewdata simulator on the market. It is based on a fictional tour operator called Parasol Holidays.

Parasol Holidays sell holidays to Majorca and it is the learner's job, as a fictional travel agent, to complete package holiday bookings. In order to make bookings, a copy of Parasol Holidays Summer Sun brochure is included with Learn2Book. The chosen holiday is then booked on their Viewdata reservation system known as Parasol holidays Reservation System (PARS for short).

Learn2Book is extremely realistic and designed to build the learner's confidence as they move from simple to more complex bookings. It allows them to experience viewdata the way travel agents do.

Learn2Book comes with an extensive range of customer scenarios. Learners could use these scenarios and Parasol Holidays' brochure to identify customers' package holiday requirements.

These customer requirements could then be recorded on a Customer Enquiry Form. There is a Quick Start Guide on page 19 and a more comprehensive guide to completing this form on page 36 of the handbook.

Once learners have recorded their customer's details on the Customer Enquiry Form, they would use Learn2Book to "sell" the holiday to their customer- exactly as would happen in a travel agency.

As Learn2Book can be run from a laptop computer, it is easy for tutors to implement the highly realistic role-play scenarios included in Learn2Book RolePlay. By allowing students to work with the Learn2Book viewdata simulator, role-plays suddenly begin to resemble real life; they are exactly as they would be if the learner was selling in a travel agency.

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.

Unit 2- Exploring Customer Service in Travel and Tourism

Unit Abstract

The travel and tourism industry is service oriented so it is critical that those entering the industry are fully aware of the importance of delivering good customer service. This unit also introduces learners to selling skills at a basic level.

Learning outcomes:

3. know the skills and techniques needed to provide good customer service in the travel and tourism industry.
4. be able to demonstrate customer service skills and techniques in travel and tourism situations.

Unit content

3. know the skills and techniques needed to provide good customer service in the travel and tourism industry.

- Communication methods
- Communication skills
- Selling skills
- Personal presentation

Grading criteria

P5- demonstrate customer service and selling skills in three different situations, including dealing with one complaint.

Delivery

This unit focuses on how the travel and tourism industry serves the needs of its customers. Whilst there are many real examples of customer service all around us, it is essential that this unit will be taught in the context of travel and tourism organisations. The theory, skills and techniques of customer service need to be balanced with their application and this unit provides opportunities for learners to demonstrate and apply these skills in real and/or simulated situations. The application of theory, skills and techniques should not exceed half of the delivery time, allowing learners sufficient time to practice customer service skills and techniques.

Understanding can be gained by conducting role-plays covering a diverse range of customer service situations. Learners should benefit greatly by being involved in simulated activities in a suitable environment. Practical sessions provide opportunities to develop skills essential to working in the industry. To be able to demonstrate a range of skills, learners could operate in small teams, observing each other's performance and giving constructive feedback. The emphasis should be on evaluating what they have learned from the observation to improve their own standards of service.

Role-plays could also be used to gain an understanding of the needs of different types of customers.

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 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 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 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".

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.

As it claims above, those keen to enter the travel and tourism industry are likely to find themselves in a sales role and it is, therefore, essential that they are taught how to sell whilst at college. However, it's not enough to offer them selling role-plays using simply a brochure as this is not the way travel agents sell.

"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.

What Learn2Book RolePlay and its associated support material can offer you is an opportunity to teach your students the theory of selling before getting them on to the system and letting them sell exactly as if they were in a travel agents.

The second section of the Travel Angels Customer Service and Selling Skills Training Programme is on selling skills. It contains handouts on all of the key areas of making a sale. These include:

- building rapport
- investigating needs
- presenting the product
- overcoming objections
- closing the sale

It also includes a range of case studies and activities to help reinforce the theory first introduced in the handouts.

For example, the first activity involves the students, working with a partner, considering how best to develop rapport with a range of different Travel Angels clients.

Another activity involves the students trying to guess where another student would like to go on holiday and this will help them develop good questioning techniques.

There is also a class activity which involves them listing questions they would ask a customer who had come into their agency to book a holiday. They are then encouraged to develop this list into a form which they can then use when they are doing their selling role-plays.

They are then given an activity which encourages them to focus on the facilities individual customers are looking for on their holiday. This will help them to understand that they simply don't list all of the facilities available in the accommodation but rather these features should be tailored to each individual customer.

Using the features they have chosen in the previous activity, your students are then encouraged to write a benefit feature for each one. This will help them personalise the product for each customer.

Your students are then given an activity which encourages them to consider common buying signals customers use when they have decided to go ahead with the holiday being sold. This will help them identify their customers' buying signals when they are taking part in selling role-plays.

There is also an activity included which lists a range of customer objections and, working with a partner, the students have to attempt to overcome these objections.

Suggested solutions to these activities can be found in your Learn2Book RolePlay Tutor's Guide.

In addition to the selling skills handouts and activities, this section of the training programme also contains a number of case studies which can be used as the starting point for class discussions.

Case study 3 illustrates what happens when an agent doesn't employ effective questioning techniques. The agent, Nicola, is described looking through a range of tour operators systems without success because she has not asked enough questions. The case study ends with the customer taking his business elsewhere and students are encouraged to consider why he left without making a booking.

Case study 4 uses two travel agents to illustrate the importance of using benefit statements. At the end of the case study, students are told one of the agents is a much more successful salesperson than the other and are asked to consider why this may be.

The training programme also includes examples of travel agents overcoming objections in a range of different ways and using a range of different techniques.

Case study 5 shows two agents attempting to close a sale. One of the agents starts to "over-sell" the holiday and lists facilities that the customer is not interested in. Students are asked to consider if the customer would still go ahead.

They are then asked to consider how well the other agent did in closing the sale.

The handouts in the training programme will give your students an excellent grounding in the theory of the sales process. In order to develop a deeper understanding of this theory, students can discuss all of the case studies in the training programme.

Completing the activities in the training programme will allow them to develop some of the practical skills they will require to secure a sale. However, the most effective way to develop your students selling skills is by using role-play.

As Diane Lewis of Going Place said:

“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.”

After completing the training programme, your students have a theoretical understanding of the sales process. However, Learn2Book RolePlay takes this to the next level and allows them to practice selling using their newly developed selling skills, a brochure and a viewdata system- exactly as they would if they were working in a travel agency.

Learn2Book Role-Plays can be found on pages 18- 33 of your Learn2Book RolePlay Tutor’s Guide. There are 2 copies of role-plays 1, 2, 3 and 4. These role-plays have been designed to work on 2 levels.

For Level 1 students, or maybe those who have not yet completed all of Learn2Book, you could use the original role-play. Here the customer would simply tell the trainee travel agent the name of the hotel and resort they would like to go to.

For more advanced students we have offered alternative role-plays. Here we have simply described the type of resort (for example, “A resort in the North of the island which is quiet and laid back”) and accommodation (for example, a 4 star hotel within walking distance of the resort centre and near the beach. I would like a hotel with a pool, pool bar, tennis courts and some organised activities.”)

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

Learn2Book role-plays can be found by logging in to **Learn2Book**. Once you have done this, select updates from the main menu. Here you will find Learn2BookRolePlay. If you select this, you will be taken to a menu which allows you to select role-plays 1- 12.

You can complete the role-plays in whichever order you choose, or just dip in and out of them as you require. For example, you may be doing a class about under-occupancy, so you could get them to complete role-play 3 to illustrate the points you are making in class.

It is your choice whether you will complete the role-plays with your students or put them in pairs and allow them to do role-plays with each other. Obviously, whether you did the role-play face-to face or via the telephone would be completely up to you.

Whichever way you do it, please just make sure the “customer” has a copy of the relevant role-play sheet, the “trainee travel agent” has a Customer Enquiry Form, a copy of Parasol Holidays brochure and access to Learn2Book and you’re all set to give your students a very realistic learning experience!

Once they have completed their role-play, they should be encouraged to complete the booking form and customer enquiry form for the booking they have just confirmed.

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 will 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.

Unit 4- European Holiday Destinations

Unit Content:

3. be able to cost selected holidays to Europe

Standard package holidays- summer sun

Using brochures- products and services; terms and conditions

Costing a standard package holiday: transport and accommodation; applying supplements eg. flights, under-occupancy, meals, sea views, superior accommodation; applying discounts eg child; ancillary products and services eg insurance and car hire.

Types of customers: eg families, young people, retired people.

4. be able to provide information to customers travelling to European holiday destinations

Travel information; travel documentation; travel times; check-in time; time differences; insurance; baggage allowances

Learn2Book and Learn2Book RolePlay covers a range of customer enquiries including those with free child places, flight only bookings, last minute deals and allocation on arrival. It includes bookings for families, single people, groups of friends and couples; indeed, everything you would find in a high street agency.

Learn2Book and Learn2BookRolePlay includes enquires that can't be met because the flight or accommodation is full. This encourages learners to consider alternatives (switch sell), a scenario commonly encountered within the industry.

Learn2Book includes a range of lesser known functions allowing learners to order brochures or check for building work in resort, all part of a travel agent's daily duties.

In fact, Learn2Book immerses learners in the Viewdata environment, giving them the skills and confidence to use a range of tour operators' reservation systems.

In addition, all of the assessments, which cover a range of bookings, can be printed and retained as evidence.

As the Parasol holidays brochure simulates a mass-market brochure booking conditions are, of course, listed at the back of the brochure.

In the retail travel industry the costing of package holidays is done by computers and so there is no requirement for candidates to learn how to cost holidays manually.

Viewdata is currently the main tool used by travel agents to book package holidays. They use it to check availability and last minute deals. It is then used to actually make the reservation, check the costing and generate documentation for the client file.

Using viewdata will take up a significant proportion of a travel agents day and consequently should be placed at the centre of any travel-based curriculum

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.

Edexcel level 2 BTEC Diploma in Travel Operations (Leisure Travel)

This diploma is designed to offer “preparation for a specific job”. The main technology used within the retail travel sector is Viewdata and consequently it is vital that significant Viewdata training is given when offering vocational retail travel training, Learn2Book can do this.

Mention is made throughout the arrangement document of “vocationally specific qualifications” yet students do not often get the opportunity to use Viewdata, Learn2Book can give them the opportunity.

The core unit *Introduction to the Travel Industry* makes reference specifically to the “Role and purpose of different sources (of information) such as Viewdata”

The specialist unit *Leisure Travel Services* makes specific reference to computer based reference sources one of which is Viewdata. The guidance for tutors is that this is a “Very Practical Unit” and will take the form of “brochure based activities”. Also stipulated is “Access to a realistic working environment” or “a visit to a local travel agency to see a CRS or Viewdata system in practice.” Learn2Book would allow tutors and Edexcel to put Viewdata training at the centre of their curricula instead of looking for “work arounds.”

Introduction to the Travel Industry

Pass - Describe the sources of information to be used in different circumstances

Merit - Compare and contrast the sources of information available in the travel industry

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. By actually experiencing viewdata the way that travel agents do, learners will be in a stronger position to compare it to other sources of information.

Leisure Travel Services

Pass – Select and cost appropriate standard package holidays to meet the needs of different types of customers

Pass – Use selling skills to provide sales opportunities in leisure travel

Pass – Communicate effectively with customers

Pass – Complete all necessary administration procedures related to customer bookings and/or enquiries

Pass – Select and cost a range of additional travel products and services

Merit – Confidently use a wide range of information sources to provide accurate and up-to-date information to meet customer needs.

Merit – Use effective selling skills to negotiate sales

Distinction - Demonstrate a high level of knowledge and accuracy in relation to selecting and costing a wide range of standard package holidays and additional products and services to meet the needs of different types of customers

Learners could use Parasol Holidays brochure to cost the package holiday chosen and use appropriate Learn2Book session to check if costing is correct.

Page 85 of handbook "How Parasol Holidays Cost Holidays" explains how packaged arrangements are costed. The learner is given the opportunity to work through a manual costing which can be then checked in session 7 of Learn2Book

Learn2Book sessions cover all supplements for mass market products and learners can check the costings generated by PARS against the brochure. This is common industry practice.

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

Learn2Book comes with an extensive range of customer scenarios. Learners could use these scenarios and Parasol Holidays' brochure to identify customers' package holiday requirements.

These customer requirements could then be recorded on a Customer Enquiry Form. There is a Quick Start Guide on page 19 and a more

comprehensive guide to completing this form on page 36 of the handbook.

In addition there is a 28 page handout (page 50 of the handbook) included with Learn2Book which covers Parasol Holidays' brochure in great depth. It details why brochures are used, offers an explanation of each page and explains how pricing panels are used. In addition, it explains the terminology used in the brochure, details of travel insurance and car hire and an explanation of the contract between Parasol Holidays and their clients.

Learn2Book is a simulation of Viewdata reservation technology. It is based on a fictional tour operator called Parasol Holidays.

Parasol Holidays sell holidays to Majorca and it is the learner's job, as a fictional travel agent, to complete package holiday bookings. In order to make bookings, a copy of Parasol Holidays Summer Sun brochure is included with Learn2Book. The chosen holiday is then booked on their Viewdata reservation system known as Parasol holidays Reservation System (PARS for short). The simulator is entirely self-contained and requires no telephone or Internet connection.

PARS is based on the common features of a range of tour operators systems and is incredibly realistic.

Indeed, Learn2Book is so realistic learners will feel they are working in a high street travel agency. Why?

Learn2Book covers a range of customer enquiries including those with free child places, flight only bookings, last minute deals and allocation on arrival. It includes bookings for families, single people, groups of friends and couples; indeed, everything you would find in a high street agency.

Learn2Book includes enquires that can't be met because the flight or accommodation is full. This encourages learners to consider alternatives- a scenario commonly encountered within the industry.

Learn2Book includes a range of lesser known functions allowing learners to order brochures or check for building work in resort, all part of a travel agent's daily duties.

In fact, Learn2Book immerses learners in the Viewdata environment, giving them the skills and confidence to use a range of tour operators' reservation systems

In addition, all of the assessments, which cover a range of bookings, can be printed and retained as evidence.

A booking form is included in the Parasol holiday brochure. Page 103 of the handbook contains details of how to complete a booking form and the learner has to complete a booking form for each booking made in Learn2Book.

Learners are also required to complete a customer enquiry form for each client in Learn2Book. As these enquiry forms are an integral part of Learn2Book, there is a quick start guide to customer enquiry forms on page 19 of the handbook as well as a fully comprehensive guide on page 36.

In addition a copy of completed customer enquiry forms for all enquiries in Learn2Book are included in the tutor guide.

Conditions of booking can be found on pages 20-22 of Parasol holidays brochure. An explanation of these conditions can be found in "How to use your Parasol Holidays Brochure" on page 50 of the handbook.

Insurance is available from Parasol Holidays. Page 24 of the Parasol Holidays brochure includes details of cover provided, premiums, exclusions and excesses.

Learn2Book also gives learners the opportunity to make a number of bookings which include Parasol Holidays travel insurance. In addition there are a number of bookings where the customer does not require Parasol Holidays travel insurance and learners are shown how to include alternative insurance arrangements.

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.

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.

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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.

Holiday Destinations

Pass – provide information to customers on overseas holiday information

Learn2Book covers some of the less well known viewdata functionality such as resort information – the main tool used to provide customers information on e.g. resort building work

BTEC Nationals (Award, Certificate and Diploma)

BTEC Nationals are qualifications that are designed to provide specialist work-related qualifications in a range of sectors. They give learners the knowledge, understanding and skills that they need to prepare them for employment.

The specification is designed to provide an all-round introduction to the travel and tourism industry for those who wish to further their careers in one of its many connected occupational areas. These include careers in retail travel,

Delivery strategies should reflect the nature of employment within the travel and tourism industry by encouraging learners to research and carry out assessment in the workplace or in simulated working conditions

The core unit The Business of Travel and Tourism calls for an examination of the **“Financial and administrative systems within the travel and tourism industry”**. Learn2Book will allow this.

For the specialist unit Retail Travel Operations tutors are advised that a **“simulated environment with systems such as client files”** is recommended; Learn2Book will do this. In addition it advises that tutors to **“set up role-play activities to process and to cost both packaged and tailor made holiday”**: again, Learn2Book will give you the opportunity to do this.

Most critically however tutors are advised that;

“There is a recognised IT skills gap within the travel and tourism industry. Provision of opportunities to develop IT skills within the delivery of this unit will be beneficial to learners progression to employment within the industry”

Learn2book is the ideal tool for allowing students to move into the workplace with the confidence in using Viewdata, the main IT tool for a leisure travel agent.

This unit also states that as a resource **“Student access to Viewdata reservation systems is advantageous”**

Unit 2- The Business of Travel and Tourism

Pass – describe the role and purpose of administrative systems in the travel and tourism environment

A booking form is included in the Parasol holiday brochure. Page 103 of the handbook contains details of how to complete a booking form and the learner has to complete a booking form for each booking made in Learn2Book.

Learners are also required to complete a customer enquiry form for each client in Learn2Book. As these enquiry forms are an integral part of Learn2Book, there is a quick start guide to customer enquiry forms on page 19 of the handbook as well as a fully comprehensive guide on page 36.

In addition a copy of completed customer enquiry forms for all enquiries in Learn2Book are included in the tutor guide.

Conditions of booking can be found on pages 20-22 of Parasol holidays brochure. An explanation of these conditions can be found in "How to use your Parasol Holidays Brochure" on page 50 of the handbook.

Unit 4- Customer Service in Travel and Tourism

Unit abstract

Customer service is of vital importance to all organisations in the travel and tourism industry. Excellent customer service results in a high level of satisfaction and encourages customers to return and to recommend the organisation to others. Many organisations in the travel and tourism industry offer the same or similar products and services, and it is often the quality of the customer service which distinguishes one from another.

The general principles of customer service will be studied as an introduction to this unit, examining the benefits of giving good customer service and the consequences to organisations, their customers and employers of poor service.

The skills needed by an employee of a travel and tourism organisation are developed in this unit. Aspects such as appearance, problem solving and

communication skills are all exceptionally important to the provision of excellent service. Travel and tourism organisations are in the business of providing information and selling products and services and learners will have the opportunity to develop and demonstrate these skills with customers in real or simulated situations across different sectors of the industry.

Learning outcomes

1. know the principles and benefits of good customer service in travel and tourism organisations
3. be able to demonstrate customer service skills in travel and tourism situations
4. be able to demonstrate selling skills appropriate to the travel and tourism industry.

Unit content

1. know the principles and benefits of good customer service in travel and tourism organisations
 - benefits of good service
 - consequences of poor service

3. be able to demonstrate customer service skills in travel and tourism situations

Customer service skills- creating a welcome; building rapport; effective listening; questioning; developing a dialogue; non-verbal communication eg body language, eye contact, personal presentation; communications skills; identifying customer needs; meeting customer needs; exceeding customer needs

Complaint handling: listening; questioning; empathising; understanding the problem; taking control of the situation; agreeing solutions; follow up.

Methods: verbal (face-to- face, telephone); non-verbal (written, electronic)

4. be able to demonstrate selling skills appropriate to the travel and tourism industry.

Stages of selling: building rapport; establishing customers needs and expectations; features and benefits; overcoming objections; closing the sale; completing documentation.

Grading Grid

P2- describe the benefits of good quality customer service, and the consequences of poor service

P4- use customer service skills to provide service to customers

P5- deal with two complaints (one of which must be in writing)

P6- demonstrate selling skills in a travel and tourism situation

Delivery

Role-play will be a key method in the teaching and learning of this unit, as learners are expected to demonstrate both service skills and selling skills. A range of customer profiles could be produced such as leisure travellers, families and groups.

The scenarios should provide opportunities to deal with complaints and a range of situations including requests for information, advice and problems.

The stages of selling must be demonstrated by all learners.

P4, P5 and P6 must be assessed through practical activities. This may be simulated through role-plays.

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 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 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 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".

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.

As it claims above, those keen to enter the travel and tourism industry are likely to find themselves in a sales role and it is, therefore, essential that they are taught how to sell whilst at college. However, it's not enough to offer them selling role-plays using simply a brochure as this is not the way travel agents sell.

"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.

What Learn2Book RolePlay and its associated support material can offer you is an opportunity to teach your students the theory of selling before getting them on to the system and letting them sell exactly as if they were in a travel agents.

The second section of the Travel Angels Customer Service and Selling Skills Training Programme is on selling skills. It contains handouts on all of the key areas of making a sale. These include:

- building rapport
- investigating needs
- presenting the product
- overcoming objections
- closing the sale

It also includes a range of case studies and activities to help reinforce the theory first introduced in the handouts.

For example, the first activity involves the students, working with a partner, considering how best to develop rapport with a range of different Travel Angels clients.

Another activity involves the students trying to guess where another student would like to go on holiday and this will help them develop good questioning techniques.

There is also a class activity which involves them listing questions they would ask a customer who had come into their agency to book a holiday. They are then encouraged to develop this list into a form which they can then use when they are doing their selling role-plays.

They are then given an activity which encourages them to focus on the facilities individual customers are looking for on their holiday. This will help them to understand that they simply don't list all of the facilities available in the accommodation but rather these features should be tailored to each individual customer.

Using the features they have chosen in the previous activity, your students are then encouraged to write a benefit feature for each one. This will help them personalise the product for each customer.

Your students are then given an activity which encourages them to consider common buying signals customers use when they have decided to go ahead with the holiday being sold. This will help them identify their customers' buying signals when they are taking part in selling role-plays.

There is also an activity included which lists a range of customer objections and, working with a partner, the students have to attempt to overcome these objections.

Suggested solutions to these activities can be found in your Learn2Book RolePlay Tutor's Guide.

In addition to the selling skills handouts and activities, this section of the training programme also contains a number of case studies which can be used as the starting point for class discussions.

Case study 3 illustrates what happens when an agent doesn't employ effective questioning techniques. The agent, Nicola, is described looking through a range of tour operators systems without success because she has not asked enough questions. The case study ends with the customer taking his business elsewhere and students are encouraged to consider why he left without making a booking.

Case study 4 uses two travel agents to illustrate the importance of using benefit statements. At the end of the case study, students are told one of the agents is a much more successful salesperson than the other and are asked to consider why this may be.

The training programme also includes examples of travel agents overcoming objections in a range of different ways and using a range of different techniques.

Case study 5 shows two agents attempting to close a sale. One of the agents starts to "over-sell" the holiday and lists facilities that the customer is not interested in. Students are asked to consider if the customer would still go ahead.

They are then asked to consider how well the other agent did in closing the sale.

The handouts in the training programme will give your students an excellent grounding in the theory of the sales process. In order to develop a deeper understanding of this theory, students can discuss all of the case studies in the training programme.

Completing the activities in the training programme will allow them to develop some of the practical skills they will require to secure a sale. However, the most effective way to develop your students selling skills is by using role-play.

As Diane Lewis of Going Place said:

“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.”

After completing the training programme, your students have a theoretical understanding of the sales process. However, Learn2Book RolePlay takes this to the next level and allows them to practice selling using their newly developed selling skills, a brochure and a viewdata system- exactly as they would if they were working in a travel agency.

Learn2Book Role-Plays can be found on pages 18- 33 of your Learn2Book RolePlay Tutor’s Guide. There are 2 copies of role-plays 1, 2, 3 and 4. These role-plays have been designed to work on 2 levels.

For Level 1 students, or maybe those who have not yet completed all of Learn2Book, you could use the original role-play. Here the customer would simply tell the trainee travel agent the name of the hotel and resort they would like to go to.

For more advanced students we have offered alternative role-plays. Here we have simply described the type of resort (for example, “A resort in the North of the island which is quiet and laid back”) and accommodation (for example, a 4 star hotel within walking distance of the resort centre and near the beach. I would like a hotel with a pool, pool bar, tennis courts and some organised activities.”)

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

Learn2Book role-plays can be found by logging in to **Learn2Book**. Once you have done this, select updates from the main menu. Here you will find Learn2BookRolePlay. If you select this, you will be taken to a menu which allows you to select role-plays 1- 12.

You can complete the role-plays in whichever order you choose, or just dip in and out of them as you require. For example, you may be doing a class about under-occupancy, so you could get them to complete role-play 3 to illustrate the points you are making in class.

It is your choice whether you will complete the role-plays with your students or put them in pairs and allow them to do role-plays with each other. Obviously, whether you did the role-play face-to face or via the telephone would be completely up to you.

Whichever way you do it, please just make sure the "customer" has a copy of the relevant role-play sheet, the "trainee travel agent" has a Customer Enquiry Form, a copy of Parasol Holidays brochure and access to Learn2Book and you're all set to give your students a very realistic learning experience!

Once they have completed their role-play, they should be encouraged to complete the booking form and customer enquiry form for the booking they have just confirmed.

Unit 9- retail and business travel operations

Unit abstract

The retail travel sector has a key part to play within the travel and tourism industry.

The retail sector is particularly competitive and these agents fight to have the competitive edge in a market that is already saturated.

Unit content

Understand how retail travel organisations seek to gain the competitive advantage

Competitive advantages: dynamic packaging

Delivery

Technological advances will constantly have an effect on the retail and business environment.

Retail travel is very competitive so agents have to be dynamic and creative to gain the edge over the competition.

Learn2BDynamic is offered free to all colleges purchasing Learn2Book. Learn2BDynamic is a dynamic packaging simulator. Dynamic packaging is the industry's latest "buzzword", yet there is a lot of myth and confusion surrounding the term. This 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

Edexcel level 3 BTEC Diploma in Travel Operations (Leisure Travel)

The core unit "The Travel Industry Today" makes reference to CRS systems, in the retail travel sector this means only one thing- Viewdata.

The specialist unit "Leisure Travel Organisational Practices" advises tutors that "learners also have the opportunity to demonstrate their understanding of the operational practices through practical activities". It also advised that "**learners should have access to the use of.. CRS.**" Learn2book is ideal for this type of activity.

The delivery strategy for this unit continues to advise the purpose and range of financial and administrative documentation should be taught by allowing role-play and simulation activities where learners have the opportunity to complete sample documentation." Learn2book is ideal for this type of activity.

Leisure Travel Organisational Practices

Pass – Accurately complete financial and administrative documentation used by the leisure travel agent

Pass – Accurately complete financial and administrative documentation used by the leisure travel agent

A booking form is included in the Parasol holiday brochure. Page 103 of the handbook contains details of how to complete a booking form and the learner has to complete a booking form for each booking made in Learn2Book.

Learners are also required to complete a customer enquiry form for each client in Learn2Book. As these enquiry forms are an integral part of Learn2Book, there is a quick start guide to customer enquiry forms on page 19 of the handbook as well as a fully comprehensive guide on page 36.

In addition a copy of completed customer enquiry forms for all enquiries in Learn2Book are included in the tutor guide.

Conditions of booking can be found on pages 20-22 of Parasol holidays brochure. An explanation of these conditions can be found in "How to use your Parasol Holidays Brochure" on page 50 of the handbook.

Leisure Travel Products and Services

Pass – select and use reference sources to provide appropriate information to customers

Merit – Present your costings and information accurately and coherently to the customer in an appropriate format

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*

Learners could use Parasol Holidays brochure to cost the package holiday chosen and use appropriate Learn2Book session to check if costing is correct.

Page 85 of handbook "How Parasol Holidays Cost Holidays" explains how packaged arrangements are costed. The learner is given the opportunity to work through a manual costing which can be then checked in session 7 of Learn2Book

Learn2Book sessions cover all supplements for mass market products and learners can check the costings generated by PARS against the brochure. This is common industry practice.

The core unit The Business of Travel and Tourism calls for an examination of the "**Financial and administrative systems within the travel and tourism industry**". Learn2Book will allow this.

For the specialist unit Retail Travel Operations tutors are advised that a "**simulated environment with systems such as client files**", Learn2Book will

do this. In addition it advises that tutors to “**set up role-play activities to process and to cost both packaged and tailor made holiday**”, Learn2Book will do this.

Most critically however tutors are advised that;

“There is a recognised IT skills gap within the travel and tourism industry. Provision of opportunities to develop IT skills within the delivery of this unit will be beneficial to learners progression to employment within the industry”

Learn2Book is the ideal tool for allowing students to move into the workplace with the confidence in using Viewdata, the main IT tool for a leisure travel agent.

This unit also states that as a resource “**Student access to Viewdata reservation systems is advantageous**”

The Business of Travel and Tourism

Pass – describe the role and purpose of administrative systems in the travel and tourism environment

A booking form is included in the Parasol holiday brochure. Page 103 of the handbook contains details of how to complete a booking form and the learner has to complete a booking form for each booking made in Learn2Book.

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Customer Service in Travel and Tourism

Pass – demonstrate effective customer service skills when dealing with customer situations.

Pass – demonstrate effective selling skills within travel and tourism contexts

Retail Travel Operations

Pass – describe the working practices of retail travel operations.

Pass – select and process two package and two tailor made travel services that meet the needs of the customer

As highlighted previously Learn2book allows learners to experience the booking process from start to finish. This holistic approach will mean that in essence the learner will experience the process as a travel agent. This will develop a deep insight into the working practices of a travel agent.

As previously highlighted Learn2Book will allow learners to process package holidays as the travel agent would.