**Level 2 Travel and Tourism**

# Sample Assessment task: notes for tutors

## Unit Title: Customer Service for the Travel and Tourism Industry

## Unit Code: F/615/7797

This is a scenario-based assignment which gives your learners the opportunity to demonstrate their understanding of and skills in, customer service.

The assignment is split into two separate tasks: creating an easy-read guide (individual work) and role plays (small group work). The tutor should make sure that learners focus on providing information about customer service for the guide and not get carried away with its overall design. In the role plays, tutors should remind learners that although they are working in a small group, they will be *assessed as individuals*. They should therefore make sure that they *each* cover all the necessary content.

Across the two tasks, tutors should check that learners have included all the evidence they need to achieve the unit. If a significant aspect has not been addressed, learners should be given an additional opportunity to cover this aspect, eg through a short question and answer session.

If you choose to use this sample assignment, you should feel free to adapt the scenario or forms of evidence to make them more relevant to or appropriate for your learners. For example, you could decide to specify the travel and tourism organisation (a hotel, travel agency or tourist information office) or give the learners complete freedom of choice. If time and technology permit you may wish to video the role plays and ask students to evaluate themselves against the video.

Additional tasks are provided to enable learners to achieve Merit and Distinction. The assignments submitted by learners must achieve the learning outcomes and meet the standards specified by the assessment criteria for the unit as outlined below. To achieve a merit or distinction grade, the learners must demonstrate that they have achieved all the criteria set for these grades. Where work for the pass standard is marginal, assessors can take account of any extension work completed by the learners.

Tutors may remove these additional tasks or make them compulsory depending on the abilities of students.

# Level 2 Travel and Tourism Assignment:

## Customer Service for the Travel and Tourism Industry (F/615/7797)

**Developing *user-friendly* material for work experience students in a Travel and Tourism Organisation**

**Background**

A small family run travel and tourism organisation is often asked to provide work experience for year 10 students. They do this willingly but want to ensure the work experience students provide the excellent customer service they require of their own staff. You have been asked to draft some materials for these students.

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**Task 1: easy-read guide to customer service**

You have been asked to create an easy-read guide to customer service. You have been given the section headings and some bullets points about what to cover. It is your job to come up with the content to go under the headings.

You can use a combination of text and diagrams or pictures; the key thing is to make it all very clear.

*Create your easy-read guide using the headings below:*

|  |
| --- |
| 1. **Why excellent service is so important?** You should make sure you explain why excellent customer service is so important for a) travel and tourism organisations b) customers and clients c) employees.   *If you are aiming for a* ***Distinction*** *you should also:*  *Use examples to illustrate the service profit chain i.e. show how excellent customer service and employee satisfaction creates improved profits.*   1. **How to provide excellent service?** You should make sure you  * outline how to provide a positive first impression and why this is important * describe how to present oneself appropriately in different customer service situations explain how body language and tone of voice can be used to enhance customer service * describe policies and procedures needed to ensure standards of service.   *If you are aiming for a* ***Merit*** *you should also:*  *Explain how organisations use policies and procedures to ensure a consistent and exemplary customer experience.*   1. **Different customers and their diverse needs**   Outline different customer types and why they have diverse needs.  *If you are aiming for a* ***Merit*** *you should also:*  *Explain how two specialist travel and tourism organisations with different target customer groups meet their specific needs.* |

**Task 2: Customer Service Role Plays**

You have also been asked to role play your customer service skills so that a video can be produced to show work experience students. The role play will demonstrate excellent service to customers. You have been provided with a brief.

**ROLE PLAYERS NEEDED for WORK EXPERIENCE TRAINING**

**Please prepare a minimum of TWO role plays to demonstrate excellent customer service skills to different customers in a travel and tourism context. You may be recorded. Work with a colleague to plan your scenarios.**

**Role Play 1. You will need to serve customers and:**

* **create a positive first impression (think about greeting, body language, tone of voice and personal appearance)**
* **demonstrate product knowledge by providing information to a customer).**

***If you are aiming for a Merit you should also:***

***Deal with two customers making sure you provide excellent service and exemplary product knowledge.***

**Role Play 2. You will need to:**

* **deal with dissatisfied customers**

***If you are aiming for a Merit you should also:***

***Respond to complaints to create a satisfied customer.***

***And then … to achieve a Distinction you should also:***

***Evaluate how well you did – consider your own customer service skills, identifying strengths and areas for improvement.***