



Year 12 Travel and Tourism (Unit 2) Term Plan

Autumn Term

Learning Overview (Contents)	Overview of main learning objectives: (Taken from the National Curriculum) <i>(This should be a list of the learning objectives / skills cover over this term)</i> • Adding Fractions using the same denominator • Using mixed numbers
Assessment Opportunities	There needs to be a minimum of 2 formal assessments per term. These formal assessments will inform the 'working at grades' and the AOB reported to parents. There may be additional unit tests depending on a subject
Textbooks Published Lesson Resources	Please include ISBN numbers of all published textbooks and other published resources if available
Home Learning Resources	Specific Links to Oak Academy (This will be shared with parents on <i>Teams</i> to help them supplement the classroom learning revision)
Knowledge organisers	Link to knowledge Organisers (look on the TES!)

Week Number	Learning Overview / objective (outlined above)	What should pupils know, understand and be able to do by the end of the week? (Use clear Success criteria)
1	Introduction to Customer Service	Know: the meaning and importance of customer service. Understand: how good service leads to customer satisfaction and loyalty. Be able to: identify examples of good and poor service in real situations.
2	Principles and Standards (A1)	Know: the key principles of effective customer service (reliability, responsiveness, empathy, assurance). Understand: the importance of professionalism, image, and teamwork. Be able to: apply these principles in class scenarios.

Week Number	Learning Overview / objective (outlined above)	What should pupils know, understand and be able to do by the end of the week? (Use clear Success criteria)
3	Internal and External Customers (A2)	Know: who internal and external customers are. Understand: how relationships differ between them. Be able to: identify internal and external customer needs in travel and tourism contexts.
4	Customer Needs and Expectations (A3)	Know: the varying needs of business travellers, families, and customers with additional needs. Understand: how to adapt service delivery for each customer type. Be able to: create customer profiles and design service responses.
5	Communication Skills (A4)	Know: the importance of verbal, non-verbal, and written communication. Understand: how communication affects customer perception. Be able to: demonstrate effective customer interaction through role play.
6	Handling Complaints and Problems (A5)	Know: common service issues and complaint types. Understand: how empathy and problem-solving enhance service recovery. Be able to: handle simulated complaint scenarios professionally.
7	Measuring Customer Service (B1)	Know: how organisations collect and analyse customer feedback. Understand: why measuring service quality supports business success. Be able to: design a customer satisfaction survey.
8	Service in Different Sectors (B2)	Know: how customer service differs between airlines, hotels, and attractions. Understand: why expectations vary by context. Be able to: compare service standards between two contrasting organisations.
9	Improving Customer Service (B3)	Know: how organisations use data and feedback to improve service. Understand: how continuous improvement benefits both customers and staff. Be able to: recommend realistic improvements for a tourism business.
10	Demonstrating Service Skills (C1)	Know: how to plan for a service situation. Understand: the importance of confidence, organisation, and personal presentation. Be able to: prepare and deliver a customer service simulation.

Week Number	Learning Overview / objective (outlined above)	What should pupils know, understand and be able to do by the end of the week? (Use clear Success criteria)
11	Practical Role-Play and Observation (C2)	Know: the expectations of professional behaviour in service roles. Understand: how to apply communication and interpersonal skills in practice. Be able to: perform customer service tasks to professional standards.
12	Evaluation and Reflection (C3)	Know: the criteria for assessing customer service performance. Understand: how reflection leads to personal improvement. Be able to: evaluate own performance and plan for future development.
13	Assignment Review and Final Submission	Know: the Pearson assessment requirements. Understand: how to evidence work to meet grading criteria. Be able to: complete and submit final assignment tasks.