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Pearson

Higher Nationals in

International Travel and Tourism Management

SCHEME OF WORK

UNIT: 1 The Contemporary Travel and Tourism Industry

For use with the Higher National Certificate and Higher National Diploma in International Travel and Tourism Management

First teaching from September 2018

Issue 1



Edexcel, BTEC and LCCI qualifications

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They can be customised and amended according to localised needs and requirements.

All schemes of work can be adapted to suit specific establishment time frames in line with GLH delivery.

Higher National Certificate/Diploma in International Travel and Tourism Management

SCHEME OF WORK

Programme Title:	Higher Nationals in International Travel and Tourism Management	Level:	4
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Unit Title:	The Contemporary Travel and Tourism Industry	Tutor:	
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Unit Number:	1	Academic Year:	
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Learning Outcomes (LO)	Assessment 1	Assessment 2	Assessment 3	Assessment 4
LO1 Discuss the development of the travel and tourism industry and explain how its different elements combine to provide a tourism experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LO2 Explain the factors driving tourist behaviour	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LO3 Determine current patterns and key trends in travel and tourism	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LO4 Investigate the factors affecting the current levels of popularity of different global destinations	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Sessions	Learning Outcome(s)	Session Activities
Session 1	LO1	<p>Topic(s): Unit introduction</p> <ul style="list-style-type: none"> • Introduction to the unit and the two assignments • Definitions of travel and tourism (inbound, outbound, domestic) • Volume and value of travel and tourism <p>Sample activities:</p> <ul style="list-style-type: none"> • Group activity: Discuss different definitions of travel and tourism. • Pair work: Research size, volume and value of the market. • Q&A session on the unit and curriculum ahead.
Session 2	LO1	<p>Topic(s): Development of the travel and tourism industry</p> <ul style="list-style-type: none"> • Historical context of travel and tourism • Factors underpinning the growth of the industry • Challenges and issues facing the industry <p>Sample activities:</p> <ul style="list-style-type: none"> • Pair work: Research the origins, history and development/growth of the travel and tourism. • Group discussion activity: What factors have had most impact on the growth of the industry? • Class discussion activity: What are the main challenges and issues facing the industry?
Session 3	LO1	<p>Topic(s): Structure of the travel and tourism industry (1)</p> <ul style="list-style-type: none"> • Different sectors making up the travel and tourism industry • Differences between public, private and voluntary sector organisations <p>Sample activities:</p> <ul style="list-style-type: none"> • Brainstorm the different sectors of the travel and tourism industry. • Individual research: Investigate different organisations selected from public, private and voluntary sectors and present findings on their purpose and roles. • Discussion activity on growth sectors, e.g. events and destination management.

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Sessions	Learning Outcome(s)	Session Activities
Session 4	LO1	<p>Topic(s): Structure of the travel and tourism industry (2)</p> <ul style="list-style-type: none"> Inter-relationships between industry sectors, levels of integration and the distribution chain <p>Sample activities:</p> <ul style="list-style-type: none"> Brainstorm the chain of distribution and impacts of integration Individual research: investigate the levels of integration and the relationships between organisations within the chain. Discussion activity: The changing face of the travel and tourism industry due to technology.
Session 5	LO1	<p>Topic(s): The tourism experience</p> <ul style="list-style-type: none"> The experience economy Stages of the tourism experience <p>Sample activities:</p> <ul style="list-style-type: none"> Brainstorm activity: Discuss the drivers of the experience economy. Individual research: Investigate the tourism experience and the stages of tourism experience. Individual research: Assess the stages of the tourism experience.
Session 6	LO1	<p>Topic(s):</p> <ul style="list-style-type: none"> Workshop: Assignment 1 <p>Sample activities:</p> <ul style="list-style-type: none"> Tutor-led overview of assessment requirements Open Q&A activity to address general questions and concerns Review of academic requirements and submission format Individual and group research towards assignment Individual student queries and questions.
Session 7	LO2	<p>Topic(s): Factors driving tourism behaviour (1)</p> <ul style="list-style-type: none"> Consideration of tourism flows between generating regions and destinations Push and pull factors <p>Sample activities:</p> <ul style="list-style-type: none"> Q&A session on tourism flows and push and pull factors Pair work: Different tourism flows for a specific region and/or destination Quiz to recap on learning points covered.

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Sessions	Learning Outcome(s)	Session Activities
Session 8	LO2	<p>Topic(s): Factors driving tourism behaviour (2)</p> <ul style="list-style-type: none"> Personal determinants that influence tourist behaviour Classification of tourist characteristics (e.g. Kotler et al) Rationale and purpose for tourism visits <p>Sample activities:</p> <ul style="list-style-type: none"> Class activity: Discuss the classification of tourist characteristics. Group activity: Identify and discuss personal determinants that influence tourist behaviour and factors that drive rationale for tourism visits. Quiz to recap on learning points covered during sessions 7 and 8.
Session 9	LO2	<p>Topic(s): Models of tourism motivation</p> <ul style="list-style-type: none"> How different motivations influence tourist behaviours Different models of motivation and their application <p>Sample activities:</p> <ul style="list-style-type: none"> Individual research: Investigate the motivations affecting the behaviours of different categories of tourist. Pair work: Explore and discuss the different models applicable to tourist behaviour. Presentation activity: Present (in pairs) on the strengths and weaknesses of a chosen model of tourist behaviour.
Section 10	LO1	<p>Topic(s):</p> <ul style="list-style-type: none"> Review of student progress on the first assignment <p>Sample activities:</p> <ul style="list-style-type: none"> Brief tutor-led overview of assessment requirements Open Q&A activity to address general questions and concerns Review of academic requirements and submission format Individual student queries and questions.
Session 11	LO3	<p>Topic(s):</p> <ul style="list-style-type: none"> Factors that inform consumer decision making Models of consumer behaviour that reinforce the buying process <p>Sample activities:</p> <ul style="list-style-type: none"> Group activity: Identify different models of consumer behaviour and their impact on the buying process. Pair work: Explore ways in which organisations can influence consumer behaviour in the travel and tourism industry. Presentation activity: Present (in pairs) to class on strategies employed to influence consumer behaviour.

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Sessions	Learning Outcome(s)	Session Activities
Session 12	LO3	<p>Topic(s):</p> <ul style="list-style-type: none"> Techniques for analysing and interpreting tourism patterns Use of quantitative and qualitative data Drawing on primary and secondary data sources Drawing conclusions and reporting key findings <p>Sample activities:</p> <ul style="list-style-type: none"> Individual research: Explore the difference between quantitative and qualitative data sources and the uses and applications of each. Pair work: Discuss findings from individual explorations and agree appropriate applications of different data sources. Prepare a short summary report on the application of data sources and market intelligence in the travel and tourism industry.
Session 13	LO3	<p>Topic(s):</p> <ul style="list-style-type: none"> Global tourism patterns Tourism patterns for domestic, outbound and inbound visitors Tourism arrivals and receipts by destination Growth patterns – emerging, developing and established destinations <p>Sample activities:</p> <ul style="list-style-type: none"> Individual research: Investigate tourism patterns and visitor flows for a given region/destination. Group work: Exchange findings and compare how each region/destination differs in terms of tourism patterns. Presentation activity: Present main findings back to the group.
Session 14	LO3	<p>Topic(s):</p> <ul style="list-style-type: none"> Key trends affecting the travel and tourism industry Impact of digital technology on consumer decisions Impact of changing lifestyles Reasons for increasing popularity of speciality and niche markets Increasing demand for personalisation and memorable experiences <p>Sample activities:</p> <ul style="list-style-type: none"> Group work: Explore the impact of either digital technology or changing lifestyles on consumer behaviour in the travel and tourism industry. Group work: Explore the increasing popularity of speciality and niche markets. Presentation activity: Present a summary of main findings to the class.

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Sessions	Learning Outcome(s)	Session Activities
Session 15	LO4	<p>Topic(s):</p> <ul style="list-style-type: none"> • The destination life cycle • The evolving destination • The different stages of the destination life cycle and the opportunities and challenges each stage may bring • Models of the tourist area life cycle (e.g. Butler) <p>Sample activities:</p> <ul style="list-style-type: none"> • Individual research: Investigate one of the different stages of the destination life cycle. • Group activity (drawing together students who have explored a different stage of the life cycle): Compare and contrast the different stages of the destination life cycle. • Quiz activity: Class quiz to recap on key learning points.
Section 16	LO4	<p>Topic(s): Micro and macro factors shaping the destination life cycle (1)</p> <ul style="list-style-type: none"> • Changes in tourism preferences and behaviours • The role of marketing campaigns and the use of social media in promoting a destination • Influence of digital technology <p>Sample activities:</p> <ul style="list-style-type: none"> • Individual research: Investigate the micro factors shaping the destination life cycle. • Group activity: Discuss and debate the findings from individual research and agree a shortlist of key micro-economic factors shaping the destination life cycle. • Class activity: Discuss and agree one overall summary of micro-economic factors shaping the destination life cycle.

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Sessions	Learning Outcome(s)	Session Activities
Session 17	LO4	<p>Topic(s): Micro and macro factors shaping the destination life cycle (2)</p> <ul style="list-style-type: none"> National and international legislation Safety and security Accessibility and capacity constraints Adverse tourism impacts, responsible tourism and environmental awareness <p>Sample activities:</p> <ul style="list-style-type: none"> Individual research: Investigate the macro factors shaping the destination life cycle. Group activity: Discuss and debate the findings from individual research and agree a short list of key macro-economic factors shaping the destination life cycle. Class activity: Discuss and agree one overall summary of macro-economic factors shaping the destination life cycle.
Session 18	LO2-LO4	<p>Topic(s):</p> <ul style="list-style-type: none"> Creating and delivering effective presentations Delivering and presenting information in a professional manner. Presentation formats and methods Preparing for your audience <p>Sample activities:</p> <ul style="list-style-type: none"> Q&A activity based on short videos of different presentations – good and bad points in presentations Professional use of formats and software – PowerPoint, flipcharts, interactive boards etc. Group activity: Identity and profile your audience.
Session 19	LO2-LO4	<p>Topic(s): Workshop: Assignment 2</p> <p>Sample activities:</p> <ul style="list-style-type: none"> Individual presentations from students Feedback from group/teacher
Session 20	LO2-LO4	<p>Topic(s): Workshop: Assignment 2 continued</p> <p>Sample activities:</p> <ul style="list-style-type: none"> Individual presentations from students Feedback from group/teacher

Pearson
Higher Nationals in
International Travel and Tourism
Management

SCHEME OF WORK

UNIT: 2 Managing the Customer Experience

For use with the Higher National Certificate and
Higher National Diploma in International Travel and Tourism Management
First teaching from September 2018

Issue 1



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Higher National Certificate/Diploma in International Travel and Tourism Management

SCHEME OF WORK

Programme Title:	Higher Nationals in International Travel and Tourism Management	Level:	
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Unit Title:	Managing the Customer Experience	Tutor:	
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Unit Number:	2	Academic Year:	
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Learning Outcomes (LO)	Assessment 1	Assessment 2	Assessment 3	Assessment 4
LO1 Explain the needs and expectations of market segments for the service industry	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LO2 Explore the customer experience map to create business opportunities and optimise customer touch points	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LO3 Investigate the impacts of digital technology in customer relationship management	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LO4 Apply effective customer experience management within a service sector business to maximise customer engagement	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Sessions	Learning Outcome(s)	Session Activities
Session 1	LO1	<p>Topic(s):</p> <ul style="list-style-type: none">• Introduction to Unit 2 – Managing the Customer Experience• Overview of content, delivery and assessment/s for unit• Market segmentation and customer profiling <p>Sample activities:</p> <ul style="list-style-type: none">• Tutor-led delivery of unit overview and content.• Students brainstorm the concepts of market segmentation and customer profiling to determine an organisations 'target market'.• Pair activity: Students to identify different market segments and feedback to the group.• Group discussion: Expand on the notion of market segmentation and why certain groups are targeted by hospitality organisations.• Research activity for different hospitality businesses to identify different market profiles and characteristics.• Q/A session.

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Sessions	Learning Outcome(s)	Session Activities
Session 2	LO1	<p>Topic(s):</p> <ul style="list-style-type: none"> Market segmentation and customer profiling (continued) Customer wants, needs and expectations <p>Sample activities:</p> <ul style="list-style-type: none"> Students investigate different types of customer wants, needs and expectations. Pair/small group activity: Tutor to allocate each pair a segment and ask them to identify the want, needs and expectations of these groups. Students to feedback to group and tutor to capture responses. Students to decide which of the segments they consider to be the most profitable. Tutor to introduce the students to the segmentation, targeting and positioning (STP) model to show how segmentation and determining customer needs leads a hospitality business to market positioning. Mindtools.com has an easily accessible example of STP in action and additional reading for students. Group discussion: Students to identify market positioning of well-known hospitality businesses in their locale, nationally and internationally. Q/A session.
Session 3	LO1	<p>Topic(s):</p> <ul style="list-style-type: none"> Engagement factors Emotional clusters of customer experience <p>Sample activities:</p> <ul style="list-style-type: none"> Tutor to recap on last session to confirm understanding of topic to date and to introduce the students to engagement factors. Student group presentation on different scenarios that reflect the four clusters of emotions. Research activity using case studies based on Simonson and Rosen's influence mix which identifies three main factors that influence customers' purchasing decisions. Group discussion: Tutor to facilitate discussion on the merit of Simonson and Rosen's model.

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Sessions	Learning Outcome(s)	Session Activities
Session 4	LO1	<p>Topic(s):</p> <ul style="list-style-type: none"> Onboarding and post-boarding factors Different strategies <p>Sample activities:</p> <ul style="list-style-type: none"> Tutor to introduce students to and define 'onboarding' as 'the processes and procedures that users go through when they start their journey as a customer of a product or service'. Group discussion about their journeys to the purchase of products and services from hospitality organisations. Research activity that focuses on different hospitality organisations to identify strategies used by businesses for onboarding and post-boarding.
Session 5	LO2	<p>Topic(s):</p> <ul style="list-style-type: none"> The customer journey/experience mapping <p>Sample activities:</p> <ul style="list-style-type: none"> Students brainstorm the customer journey as the 'voyage' that a customer takes through a business, from first contact to purchase to exiting the business. Pair/small group activity: Students to select a hospitality business that they have visited and brainstorm the journey or voyage that they took through this organisation using flip chart paper. Pairs/groups to feedback to the class using flip chart which can be retained for future discussion. Tutor-led discussion on when the journey starts and ends and why it is important to map each stage of the journey. Research activity for next session: Students to research the elements of the customer journey/experience prior to visit. Students should be directed to research information about the businesses products and services from their external communication tools and other internet sources.

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Sessions	Learning Outcome(s)	Session Activities
Session 6	LO2	<p>Topic(s):</p> <ul style="list-style-type: none"> The customer journey/experience mapping <p>Sample activities:</p> <ul style="list-style-type: none"> Visit to hospitality outlet for talk on customer journey within the organisation. Students to experience the customer journey. Individual activity: Students to make notes on the internal customer journey in order to be able to map the experience.
Session 7	LO2	<p>Topic(s):</p> <ul style="list-style-type: none"> The customer journey/experience mapping (continued) <p>Sample activities:</p> <ul style="list-style-type: none"> Workshop activity where students map complete journey through visited organisation from initial awareness of business to exit. Tutor to provide one-to-one and group support for the process.
Session 8	LO2	<p>Topic(s):</p> <ul style="list-style-type: none"> Customer touch points <p>Sample activities:</p> <ul style="list-style-type: none"> Tutor to recap on teaching and learning from last three sessions and to introduce the concept of customer touch points. Students may already be aware of the concept of touch points from their research, visit and mapping of their experience. Individual activity/group discussion: Using their maps, students are to identify potential touch points. Students to feedback their findings. Tutor to use the touch point mapping results to discuss possible impacts of 'getting it right' at each touch point. Group discussion: Students to discuss how the organisation can optimise each of the customer touch points to influence the behaviour, responses and actions its customers.
Session 9	LO1 & LO2	<p>Topic(s):</p> <ul style="list-style-type: none"> LO1 and LO2 recap and assessment check In-class quiz/test to recap and assess gaps in knowledge <p>Sample activities:</p> <ul style="list-style-type: none"> Tutor explanation and recap of LO1 and LO2 content. In-class quiz/test on these outcomes, peer marked with feedback exchanged.

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Sessions	Learning Outcome(s)	Session Activities
Session 10	LO1 & LO2	<p>Topic(s):</p> <ul style="list-style-type: none"> Assessment workshop for LO1 and LO2 and issue of Assignment 1 Assignment workshop for LO4 and issue of Assignment 2 <p>Sample activities:</p> <ul style="list-style-type: none"> Tutor to issue Assignments 1 and 2 and give an overview of the coverage and tasks. Open questions and answer to address any general questions and concerns. Review of academic requirements and submission format. Individual student queries and concerns.
Session 11	LO4	<p>Topic(s):</p> <ul style="list-style-type: none"> Introduction to Customer Experience Management CEM Touch point analysis Use of KPIs and analytics for customer journey analysis <p>Sample activities:</p> <ul style="list-style-type: none"> Students brainstorm the concepts and benefits of CRM/CEM Research trends in CEM and case studies of hospitality organisations to investigate how they use touch points affectively. Students to brainstorm solutions for responding to outcomes of touch point analysis – conversion rate, bounce rates, exit rates.
Session 18	LO4	<p>Topic(s):</p> <ul style="list-style-type: none"> The stages of managing the customer experience <p>Sample activities:</p> <ul style="list-style-type: none"> Small group research and investigation of given hospitality organisations to identify CEM strategies. Individual practical activity: Students to apply effective customer service within a business and services context to meet required standards.

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Sessions	Learning Outcome(s)	Session Activities
Session 13	LO4	<p>Topic(s):</p> <ul style="list-style-type: none"> Assessment workshop Assignments 1 and 2 <p>Sample activities:</p> <ul style="list-style-type: none"> Open questions and answer to address any general questions and concerns. Review of academic requirements and submission format. Individual student queries and concerns.
Session 14	LO4	<p>Topic(s):</p> <ul style="list-style-type: none"> The stages of managing the customer experience Brand building and the brand experience <p>Sample activities:</p> <ul style="list-style-type: none"> Students use mapping exercise from previous session and add in/chart pain points and customer emotions at each stage. Brainstorm ideas for brand building and improvements to the customer experience. Discussion activity: Students read and discuss current articles/research on the power of brands versus CEM.
Session 15	LO3	<p>Topic(s):</p> <ul style="list-style-type: none"> Different types of CRM systems – operational, analytical and collaborative <p>Sample activities:</p> <ul style="list-style-type: none"> Students brainstorm different types of CRM systems and their features and services. Pair feedback presentations on the advantages and disadvantages of systems.

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Sessions	Learning Outcome(s)	Session Activities
Session 16	LO3	Topic(s): <ul style="list-style-type: none">• CRM systems continued Sample activities: <ul style="list-style-type: none">• Individual activity: Tutor to provide case studies of small and large hospitality organisations using a CRM system and the benefits that this has brought to the business.• Group discussion: Students to use the case studies and discuss how CRM systems contribute to the management of customer relationships within the hospitality industry and the benefits they bring to the organisation.• Q/A session.
17	LO3	Topic(s): <ul style="list-style-type: none">• On-line customer experiences Sample activities: <ul style="list-style-type: none">• Group discussion: Students to brainstorm the ways in which hospitality organisations use technology to interact with their customers and customer expectations of how this technology should work.• Group activity: Tutor to select a number of websites and smartphone apps to see if these match the expectations of the student audience (and the tutors!).• Mini research task for next session: Students to research the use of social media by a hospitality organisation. Tutor to set the range of organisations so that there is variation in the results. Students to complete five minute presentation in the next session.

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Sessions	Learning Outcome(s)	Session Activities
Session 18	LO3	<p>Topic(s):</p> <ul style="list-style-type: none"> • Use of social media • Use of CRM apps <p>Sample activities:</p> <ul style="list-style-type: none"> • Individual activity: Five minute presentations on the use of social media by different hospitality organisations. • Group discussion: Students to discuss examples of social media platform not identified in the presentations. • Research different CRM apps in the marketplace for contacts, leads and deals and conversations. • Pair activity: Research digital solutions to CRM and different media integrated digital marketing channels. • Pair activity: Presentation on the benefits to hospitality organisations of using social media.
Session 19	LO3	<p>Topic(s):</p> <ul style="list-style-type: none"> • Assessment workshop for LO3 and issue of Assignment 3 <p>Sample activities:</p> <ul style="list-style-type: none"> • Tutor to issue Assignment 3 and give an overview of the coverage and tasks. • Open questions and answer to address any general questions and concerns. • Review of academic requirements and submission format. • Individual student queries and concerns.
Session 20	LO1-LO4	<p>Topic(s):</p> <ul style="list-style-type: none"> • Unit review and assignment workshop <p>Sample activities:</p> <ul style="list-style-type: none"> • Unit review and feedback • One-to-one appointments to discuss Assignment 3