

TRAVEL & TOURISM

STUDY PACK

HCUC

A merger between Uxbridge College and Harrow College

Harrow
COLLEGE

UC
UXBRIDGE
COLLEGE



Travel and tourism is a customer-facing industry in which a high standard of customer service is expected.

This course is aimed at students who have a passion for the travel and tourism industry and wish to develop their skills to work in such a dynamic and competitive industry.

TASKS TO COMPLETE

- Watch inside Heathrow and count the number of jobs available in the airport.
- Learn the capital cities of 10 European Countries
- Research the top five visitor attractions in the UK
- Find out the most popular countries that visit the UK.
<https://www.visitbritain.org/2018-snapshot>
- Take the 3D Tour of 10 worldwide cities on your 'Maps' app
- Evaluate a previous visit to a restaurant. *This can be a fast food restaurant such as McDonalds. Using the form included to assess the levels of customer service provided by the business to their customers.*



FILMS & DOCUMENTARIES TO WATCH

- Inside Heathrow [CLICK HERE TO VIEW](#)
- A Very British Airline [CLICK HERE TO VIEW](#)
- Secret Life of a Long-Haul Flight [CLICK HERE TO VIEW](#)
- Retail Careers at TUI [CLICK HERE TO VIEW](#)
- BBC Rip-off Britain: Holiday / Travel [CLICK HERE TO VIEW](#)
- Heathrow: Britain's Busiest Airport [CLICK HERE TO VIEW](#)
- Inside the World's Greatest Hotels [CLICK HERE TO VIEW](#)



PREPARATION RESEARCH

- Research the different sectors of the Travel & Tourism Industry.
- Look at the variety of jobs available in the Travel & Tourism Industry.
- Research why people visit the United Kingdom.
- Read 'British Airways takes customer service back to basics.'
- Read 'Best Travel Companies for Customer Service.'

RECOMMENDED READING

- Hug Your Haters: *How to Embrace Complaints and Keep Your Customers*
- Customer Service for Dummies
- Amaze Every Customer Every Time: *52 Tools for Delivering the Most Amazing Customer Service on the Planet*
- Essentials of Tourism
- How to become Cabin Crew: The Insider's Guide
- How to become a Holiday Rep: The Insider's Guide



RECOMMENDED WEBSITES

- www.visitbritain.org
- www.lonelyplanet.com
- www.prospects.ac.uk
- www.instituteofcustomerservice.com
- www.twitter.com/SimonCalder

RESTAURANT SERVICE EVALUATION

Name of Restaurant _____

Date Visited (Approx.) _____

Number of People in Your Party _____

Receipt Amount _____

Had you ever eaten in this restaurant before? YES [] NO []

How did you hear about this restaurant?

Rating (Please Circle one)

1 – Very Poor, 2 – Below Average, 3 – Average, 4 – Above Average, 5 – Excellent

Food quality	1	2	3	4	5
Service and Attitude	1	2	3	4	5
Environment & Cleanliness	1	2	3	4	5

Additional Comments

SECTORS OF THE TRAVEL & TOURISM INDUSTRY

S Z X X A Y K Q M A S W C O J K E T B X
B N Z T V R N H W T E X S I N E J K P L
L T O X Q S O C P I C L F D G T C S A H
W L U I R Q T G E S I X W T O D E L C Z
H B M S T R O I P D V S F U A I X V C W
H W Z Q N C T T K L R M R E D L O S O E
R L Q Y A N A B T H E I W O W Z X K M K
I H F K K F G R B L S O B F I H G S M O
U K N H D X M H T T Y Y U A C Z L I O W
X E Y Q P D D G B T R S F S I I C F D O
L M C B X Q C O W O A M F X B C C I A S
M W H L C F A H T V L R Y Q F P F P T H
M O V D T R E A N L L Y O U N K N W I A
X F K Z D Q L H O Q I O G T W E N T O O
X I Q S A U I Y M T C U W B I J F W N I
Z E X R G S A M B Q N M W V R S L Z Q C
Z G K E A N X Y G L A H K J X R I F B Q
G I R T O U R O P E R A T O R S Q V N E
S T N E G A L E V A R T L Z T D U L X B
Z K W Z B R Y L Z J P P I Z B I Z U L W

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