

Travel and Tourism All Groups

To be done over two weeks

Unit 3

Customer Service in Travel and Tourism

Why would a customer make a complaint?

Imagine a customer is going into a travel agents in town to book a holiday abroad.

They're not very happy

a) About the booking process of their holiday

For example

How were they treated at the travel agents?

How did the travel agent interact with the customer?

What would inappropriate behaviour be for a travel agent?

What was the store like?

Did the travel agent do what they said they would do?

Did the travel agent have the correct knowledge to deal with what the customer asked for?

b) About the actual holiday

For example

Was the flight/ transfer on time/ comfortable/ clean?

Was the driver polite/ helpful?

Were the instructions clear on how to get to your destination/ hotel?

Was the hotel appropriate for you and the people you were travelling with?

Did the hotel deserve its star rating? (If it was rated as five star do you think it was?

Was the food good?

How was the weather? (Did the travel agent give you the wrong information about what to expect the weather to be like)?

Make a further list of things that could go wrong on

a) A holiday in the UK

b) A holiday abroad

Have a look at the following videos

Go on to You Tube and type in 'Customer Service videos for Travel and Tourism'

You will see a link with a number 10 on the picture.

Click on this and watch the first three videos

1. Why Customer Service Matters (3:59)
2. Customer Service Training (1:36)
3. Recognising Customer Disappointment (2:45)

