

Introduction

The GCSE in **Leisure and Tourism** (Double Award) is a vocational GCSE that is equivalent upon completion to two GCSE's.

It has been designed to provide a broad educational basis for further training, for further education or for moving into employment within the leisure or tourism sector.

The course itself consists of three compulsory units, which are equally weighted. Two units are assessed 'internally', by the student producing assignments to cover investigation and analysis of Leisure and Tourism businesses to a given brief, while the third unit is assessed externally through a written test.

All three units require knowledge and analysis of organisations within the leisure and tourism sector. However, the two internally assessed units require in depth access to organisations by both students and teachers.

Unit 2

Marketing in Leisure and Tourism involves an investigation into the marketing activities of a leisure or tourism organisation.

Unit 3

Customer Service in Leisure and Tourism requires a review of the customer service provided by a selected Leisure or Tourism organisation.

Unit 1

Investigating Leisure and Tourism is externally assessed through an exam.

For this reason the two units that have been broken down to explore the issues the students need to learn about are the internally assessed ones. This new GCSE started in September 2002 and teachers are under great pressure to arrange visits and speakers to allow their students access to the information they require. Simulated exercises have a limited role in this qualification; the aim is to immerse the student and teachers in the actual working environment they are studying.

This guidance should help provide EBPs and employers with an understanding of the issues and level of depth that needs to be covered to enable students to specifically meet the requirements for their coursework.

The following pages relate mainly to Units 2 and 3. However, by explaining the work you do, the facilities you work in and the products and services provided, you are helping students understand Unit 1.

Unit 2

Marketing in Leisure

The marketing unit in the **Leisure and Tourism GCSE** introduces the student to five main themes:

- TARGET MARKETING
- MARKET RESEARCH
- THE MARKETING MIX
- SWOT ANALYSIS
- PROMOTIONAL CAMPAIGNS

TARGET MARKETING

Explanation of Term

Target marketing looks at the different groups a company might be aiming its products and services at. So it breaks down different groups of customers into 'market segments'.

Different market segments include:

- AGE – different age groups
- GENDER – the different sexes
- SOCIAL GROUP – a high earning Managing Director, a low earning student or a person in-between.
- LIFESTYLE – this is a mixture of income, stage of life, taste and how the person would like to see themselves. For example; a gym membership may be chosen for the image the gym portrays rather than strictly on price.
- ETHNICITY – the origins of a person and/or their cultural background.

Factor/Evidence

Students need to build understanding through access to evidence such as; marketing leaflets, brochures, talks, observation, etc, the products aimed at the different market segments and particularly how the different market segments can influence product design. Other examples include pricing documents produced by the company, press coverage articles, literature promoting a loyalty card, useful website references, promotional campaign literature.

Types of Companies

Examples only – most can comment on most market segments.

- AGE – Leisure centres, tour operators
- GENDER – football clubs, aerobic and exercise classes

Unit 2

- SOCIAL GROUP – compare a local authority gym/leisure centre with a private one or a luxury hotel with a youth hostel
- LIFESTYLE – large tour operators, looking at the different types of brochures they produce; e.g. 'Thomson Small and Friendly' versus their main 'Summer Sun' brochure. Different types of hotels – boutique, large chains and spas. Different types of visitor attractions such as The National Trust versus new 'hands on' museums.
- ETHNICITY – hotels, airlines, tour operators.

Generic examples of questions for companies

- Does the company have products/services aimed specifically at a particular age e.g. crèche for under 5's?
- Does the company have products aimed at low earning people or does it aim to offer luxury and exclusivity at a price?
- Does the company have different prices aimed at different price bands such as first, business and economy class flights?
- Does the company have different products/services aimed at people from different cultures, or for people going to different countries, e.g. different types of food, or advice given in brochures when travelling to certain countries.

Leaflets, brochures, prices, photos can all provide back-up evidence for the student when completing their assignment.

MARKET RESEARCH

Explanation of Term

Postal surveys, telephone questionnaires, personal surveys, observation and the internet are examples of market research. All of these are ways a company captures data and uses it to find out about its current and potential customers.

Factors/Evidence

The specification concentrates on primary research methods, where the company carries out the research itself by interviewing, phoning, sending questionnaires etc, so evidence could include customer comment cards, questionnaires, 'clip board' interviewing.

Types of Companies

The vast majority of companies in leisure and tourism find out customer satisfaction rates through questionnaires either paper based or on the internet.

Unit 2

Generic examples of questions for companies

- How does the company record the information it needs on its customers ?
- How does it use this information ?
- Does the company use questionnaires with customers to ascertain how satisfied they are with the service, their holiday, courier etc ?
Copies provide evidence for assignment work.
- Does the company have a loyalty card scheme ?
Copies of the literature promoting it provide evidence for assignment work.
- Does the company use the data you collect on customers when they join your loyalty scheme ?
- Has the company a website ?
- Does the company have any interaction on-line with customers ?
- Does the company collect data from the website ?
- How does the company use market research to help develop new products or ensure that the products it has are what people want ?

THE MARKETING MIX

Explanation of Term

The marketing mix is sometimes referred to as the 4P's. These are:

- PRODUCT
- PRICE
- PLACE
- PROMOTION

The student needs to investigate a company and describe the 4P's in relation to the company and show how they work together to meet the organisation's objectives.

Product

A travel agency's product is the items that it sells, such as package holidays, air flights, car hire etc. Its product can also be its 'brand' name, e.g. is the agency well known for quality or cheapness? Is it a trusted brand name?

Other factors that need to be considered when describing the product is the after sales service and where the product is on the 'product life cycle'. The product life cycle is rather like the human life cycle. Is the product new, in the growth stage, at maturity or in decline? For example a low cost airline flying to Barcelona might be in the growth stage whereas a scheduled airline will have entered maturity or indeed decline due to the length of time it has been flying to particular destination and because it is now facing greater competition from new low cost airlines.

Unit 2

Price

The price refers to what the company charges for its products and how it decides these prices are they aiming for profitability now or are they aiming for expansion ? If they are a public company or a charity they may want to provide a service for, as many different types of people as possible and profit may not be their ultimate objective. Price also covers the different ways customers can pay for products. For example, gym membership can be paid for monthly. Package holidays are initially paid for by a small deposit and the balance is paid 8 weeks before departure.

Place

This refers to where the product is sold. This could be on the high street, a less expensive side street, a call centre, a warehouse, over the internet or a number of these. A package tour operator sells different products in different locations, the basic holiday in this country and then excursions at 'the welcome meeting' abroad.

Place can also describe how the product moves from production stage to 'consumption' stage – the distribution channel.

Promotion

This refers to how leisure and tourism companies use marketing techniques to promote their products. The techniques include advertising, direct marketing, public relations, personal selling, displays, sponsorship, demonstrations and sales promotions.

Factors/Evidence

- Evidence can include any marketing literature promoting/selling any product the company has.
- Leaflets offering various payment methods and/or credit terms.
- A detailed description/photos of where the outlets are and the advantages.
- Promotion can be undertaken through TV, radio, billboard and newspaper advertising, direct mail letters or loyalty cards, public relations exercises such as donating money to charity or sponsorship, demonstrations and discounts or 'two for the price of one' promotions. The majority of TV travel programmes can also be seen as marketing tools if they comment favourably on the destination. Descriptions, actual leaflets and/or merchandising materials are good forms of evidence.

Types of Companies

- All companies would be useful candidates for examining the marketing mix. It would be useful to compare a privately owned company with one in the public sector to look at their similarities and differences.
- With regard to place, large companies tend to be better as they generally have various different places where their product can be bought. For example, an airline ticket may be bought in a travel agency, over the phone, via the internet or at the airport.
- With regard to promotion it may be useful to compare how a large national company like David Lloyd advertises compared with a smaller local event such as an amateur pantomime. It would also be useful for students to see how companies advertise to different segments.

Unit 2

Generic examples of questions for companies

- Does the company target one specific group of customers based on age, income and so on, or a variety with different products/services ?
- How does the company distinguish its product from another company's ?
- How does it extend the life of its products or introduce new ones ? e.g. Playstation 2 extended the life of Playstation by bringing in new features and faster technology.
- Does the company have a distinctive logo? Does it present itself with particular colours ? How does the brand image, colour scheme link in with the objectives of the organisation ?
- Does the company get customer satisfaction forms filled in ? Does the company have a customer complaints policy ?
- What new/developing products does the company have in its portfolio ? Does it have any it feels may have reached maturity and/or decline ?
- How does the company decide its prices ?
- Do they vary their prices according to the time of year ?
- Do they have season ticket prices ?
- Are there concessions and/or discounts ?
- Where are the products sold ?
- What are the main promotional techniques ?

Any examples of promotional literature is useful evidence.

SWOT ANALYSIS

Explanation of term

SWOT stands for:

- STRENGTHS
- WEAKNESSES
- OPPORTUNITIES
- THREATS

Strengths and weaknesses are internal to the company while opportunities and threats are external factors.

Factor/Evidence

- Strengths could be location, unique product, variety of different products to spread risk if one declines.
- Weaknesses could be lack of money, out of date equipment, untrained staff, high turnover of staff, poor management, bad publicity.
- Opportunities could be taking over a weaker competitor, being in an area of relative affluence with high consumer demand.
- Threats include increased taxation, new competitors opening nearby, a war looming, threats of takeover.

Types of Companies

All.

It would be useful to compare public, private and voluntary companies.

Unit 2

Generic examples of questions for companies

- Is the company pleased with the location of its selling outlets ?
- Which method of selling a product produces the highest profit ?
- Does the company product have a unique selling point ?
- Does the company have a variety of products to meet different needs and target markets ?
- Does the company manage to hit target in terms of turnover/profit ?
- Is the company equipment up to date ?
- Are staff all trained ? Does the company have the Investors in People standard ?
- Does the company have a high or low turnover of staff ? What incentives do you have in place to keep good staff ?
- Has the company had any good or bad publicity recently ?
- Has the company taken over any other companies recently or been the subject of a takeover bid themselves ?
- Does the company's customers tend to be affluent ? If there is a mild recession do you suffer ?
- Are there any new competitors threatening your products ?

PROMOTIONAL CAMPAIGNS

Explanation of term

A Promotional Campaign includes all the planning, promotional techniques and materials, the event and the evaluation of the success undertaken afterwards.

So it includes:

- What a promotional campaign is trying to achieve (its objectives).
- Who the target market is.
- What promotional technique(s) are used.
- The promotional materials used.
- How the campaign is monitored and how the success is evaluated.

Factors/Evidence

Students need to understand that special events need careful planning so access to the process of deciding what the company wants to achieve from the event, how they decide on their target market, then how they decide on the promotional techniques to use. Examples of the materials produced to promote the event are very useful. Any evaluation documents such as customer questionnaires.

Types of Companies

All.

Unit 2

Generic examples of questions for companies

- Have you undertaken or are you about to undertake any promotional campaigns?
- What is your campaign/event about?
- What are the objectives of your campaign?
- Who is the campaign aimed at – the target market?
- What promotional techniques are you using to advertise the event?
- What promotional materials have you produced for the campaign?
- What sort of evaluation will be done to see how successful the campaign has been?
- Have you any copies of the promotional material you used?

Unit 3

Customer Service in Leisure

The customer service unit in the **Leisure and Tourism GCSE** introduces the student to six main themes:

- WHAT IS CUSTOMER SERVICE
- DIFFERENT TYPES OF CUSTOMER
- BENEFITS OF CUSTOMER SERVICE
- COMMUNICATING WITH CUSTOMERS
- KEEPING CUSTOMER RECORDS
- CUSTOMER COMPLAINTS

Unit 3

CUSTOMER SERVICE

Explanation of Term

Customer service includes all contact with the customer, either face-to-face e.g. when selling the organisation's products and services or indirect contact, e.g. when dealing with letters of complaint. It involves all procedures that help the customer through the purchasing and consumption of goods/services.

There are many different situations in which customer service is provided, for example:

- Providing information
- Giving advice
- Receiving and passing on messages
- Keeping records
- Providing assistance
- Dealing with problems
- Dealing with dissatisfied customers
- Offering extra services.

The following topics need to be covered if they are relevant to your workplace.

How your company defines customer service.

The different types of customers you deal with.

The benefits of good customer service to your company.

How you communicate with your customers.

The types of records you keep on your customers

Customer complaints.

Factor/Evidence

Students need to understand through observation, training notes/manuals, how staff respond to customers.

Evidence that would be useful to students includes the following:

Any customer care training documents/information.
Mission Statement.

Blank customer record sheets and any other documentation kept on customers.

Photos of any uniform supplied by the company – including health and safety equipment.

Blank documentation kept on employees.

For example, application forms, appraisal forms, job descriptions, person specifications.

Customer satisfaction questionnaires.

Types of Companies

All.

As L&T is a service industry, all companies provide some level of customer service.

Generic examples of questions for companies

- Is there a set way that staff pass messages to one another and to customers?
- How often is there training on customer service?
- Are customer records stored electronically or on paper?
- What sorts of information do the staff give to customers?

Unit 3

DIFFERENT TYPES OF CUSTOMER

Explanation of Term

Leisure and tourism facilities are used by a wide variety of people including those with special needs such as disabled visitors and people with young children. The student needs to understand how the company meets the needs of a **wide variety of customers**, including:

- Individuals
- Groups
- People of different ages
- People from different cultures
- Non-English speakers
- People with specific needs, for example sight and hearing impaired people, wheelchair access, facilities for young children
- Business people

In addition they need to understand how internal as well as external customers are dealt with. External customers are an organisations customers or visitors. Internal customers are work colleagues perhaps working in a different department.

Factors/Evidence

Observation of the various types of customers who come to the company and the facilities that may or may not be there for them. Marketing literature promoting the facilities such as business class lounges for the business people.

With regard to internal customers, the perks, promotion prospects, training and so on that the company provides.

Types of Companies

All, but the following would prove very useful – airports and airlines, hotels, leisure centres, visitor attractions.

Generic examples of questions for companies

- Who are your main customers ?
- What sorts of needs can your customers have ?
- What sorts of facilities do you have to meet these needs ?
- What sorts of facilities do you have for young children ?
- Does the company supply literature in Braille, have loops, ramps and wide doors ?
- Can the company accept bookings over the phone, does it have business accounts and other services to meet the needs of business people ?
- Can food be provided to meet various dietary or religious needs ?
- Do any of the staff speak any other languages ? Is there any literature written in other languages ?
- What sort of promotion prospects are there for staff ?
- Is it easy for them to move around within the company ?
- What sorts of perks/benefits does the company give to its staff ? Do other suppliers of the company offer perks ?

Unit 3

BENEFITS OF CUSTOMER SERVICE

Explanation of Term

How companies benefit by providing good customer service. These benefits can be seen as:

- Increased sales
- Satisfied customers
- More customers through repeat business and recommendations
- A better public image
- An edge over the competition
- The benefits of good internal customer service include;
 - A more pleasant place to work.
 - A happier and more efficient workforce.
 - Improved job satisfaction.

Types of Companies

All including travel agencies, tour operators, gyms, hotels.

Generic examples of questions for companies

- What percentage of your customers are repeat customers ?
- What sort of public image does the company enjoy ?
- Are sales figures rising year on year ?
- Is the company improving its market share ?
- Do the workforce appear happy and motivated ?
- Are promotion prospects good ?
- How does the company gauge the level of customer satisfaction ?

COMMUNICATING WITH CUSTOMERS

Explanation of term

This involves any means of communication between the seller and the customer.

Factor/Evidence

This can include language, pitch and tone of voice, pauses and silences, body language, personal presentation and the ability to handle complaints.

Types of Companies

All.

Generic examples of questions for companies

- Have the staff got 'stock phrases' they use when greeting or answering the phone ?
- Is there any training on body language and how to engage with customers ?
- Is there any training on personal presentation ?
- How good are the staff at asking open questions ?
- Have the staff got a 'prompt' form they fill in that directs the way their questioning should go ?
- Do the staff wear uniforms? How do these fit in with the 'branding' of the company ? Are these uniforms comfortable and practical ?
- Are there rules on make-up and hair ?
- Are the staff friendly/professional in their dealings with customers ? Do they smile, use eye contact, use the customers name ?
- What training is provided for staff regarding dealing with customer complaints ?
- Do the staff appear confident when dealing with complaints ?

Unit 3

KEEPING CUSTOMER RECORDS

Explanation of term

The data kept on customers. For example a health club might have records of its' members names, addresses, telephone numbers, personal fitness plans and medical details.

Factor/Evidence

Computer files, paper files, information kept by third parties – e.g. loyalty card details.

Types of Companies

All.

Generic examples of questions for companies

- What types of records does the company hold on its customers ?
- How does the company ensure that only those eligible have access to the files ?
- What checks are there to ensure that the records held are up-to-date and accurate ?
- What training is provided to staff on the importance of records and how to input and change data ?
- How many different people have access to the same file at different times ?

CUSTOMER COMPLAINTS

Explanation of term

How staff are trained to deal with complaints and the procedures the company goes through to ensure they are addressed.

Factor/evidence

- Any forms customers can fill in when not satisfied
- Any blank records kept by the company

Types of Companies

All.

Generic examples of questions for companies

- How do you view customer complaints – e.g. as an opportunity to put things right ?
- Can you give some idea of the most common types of complaints ?
- Do you train people to deal with complaining customers?
- What is the company procedure with regard to customer complaints ?