

Unit 3: The Travel and Tourism Customer Experience

Learning Aim A

Definition of customer service:

- Meeting the customers' needs every time
- Exceeding the customers' needs
- Being attentive and helpful
- Being concerned and sincere
- Making the customer happy to return
- Having the customer enjoy the experience



What is Customer service?



The Aims of Customer Service

- Meeting customer needs
- Meeting organisational targets such as visitor numbers, bookings etc.
- Increasing profits
- Creating new business
- Encouraging repeat business



The importance of customer service:

- You need customers to buy products from you.
- You need customers to be so pleased with you that they keep buying your products and services.
- Customers tell others of the good experience they had with you.
- It can cost 5 times as much to win a new customer as it does to keep an existing one loyal.
- You want the security, personal development and buzz which comes from providing excellent customer service



The 3 P's of Customer Service

1. **Product/Service**- This is the item the customer is buying e.g. a holiday or tickets to a theme park.
2. **Processes and Procedures**- These are what you have to use to buy or use the product or service.
3. **Personal Behaviour**- This is to do with the human behaviour of the people you had dealing with when buying or using the product or service.



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Organisations...

Some organisations are very large with integrated businesses, while some are independent companies. Some provide the main goods and services, while others supply the support services.

Attractions- such as theme parks, heritage sites, activity centres

Accommodation- such as hotels, villas, campsites and holiday centres

Transport Operators- such as airlines, ferries, train operators and coach companies

Secondary services- such as tourist offices, airport representatives, travel insurers and passport offices.



Different Organisations in Travel and Tourism

Types of Organisation

Public



- These are non commercial part of the industry but still make a profit and aim to provide a supporting service.

Private



- This is the commercial part of the industry for example TUI, Virgin Atlantic, Blackpool Pleasure Beach and National Express

Voluntary



- This is the voluntary part of the industry that rely on donations and entrance fees. Examples include the National Trust, Youth Hostel Association and English Heritage

Small Organisations

- Fewer than 50 employees and balance sheet not exceeding €10 million
- They may be niche market focused e.g. selling walking holidays or gastronomy tours.



Medium Organisations

- Between 50 to 250 employees and annual turnover **must not exceed €43million**
- May have one or more outlet and offer wider choice of products and services



Large Organisations

- Have **more than 250** employees and annual turnover **larger than €43million**
- Large organisations depend on systems and technology to help them provide customer service e.g. internet booking facilities

