

THA Travel and Tourism Learning Journey



Exploring expectations of different types of customer in the travel and tourism sector

Customer service

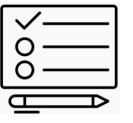
Responding to customer needs

Impact of excellent and poor customer service on travel and tourism organisations

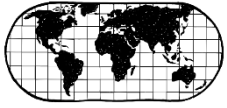
The interrelationships between travel and tourism organisations

What is 'customer service'?

Customer types



Needs of different types of customers



Different organisations in the travel and tourism industry

The role of consumer technology

Types of organisation in the travel and tourism sector

Types of tourism

Principles of sustainable tourism

Industries in the travel and tourism sector



Key organisations in the travel and tourism sector

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Types of travel

The importance of the travel and tourism sector to the UK economy

Travel planning



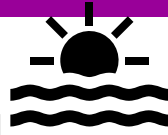
Year

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Types of visitor



Plan International holidays



Features

Examples of international travel routes



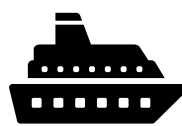
Major gateways



UK holiday planning



International destinations



Types of destinations

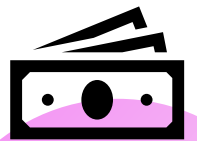


Increasing appeal

Appeal of UK destinations

Road and rail travel

UK travel and tourism categories



Sources of information



Types of visitors



Examples of UK travel



UK gateway airports and UK seaports



Year
10