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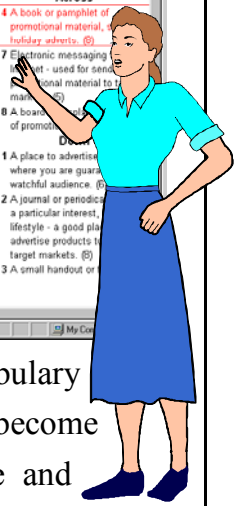
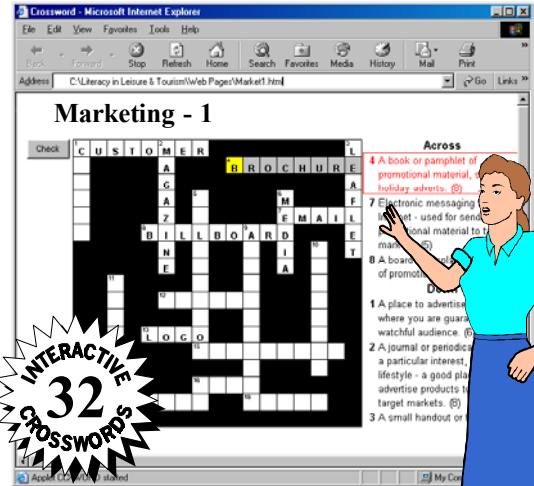
School Software & Educational Resources

**LEISURE & TOURISM  
CO-ORDINATOR**

**AGE RANGE 14-18**

## LITERACY IN LEISURE & TOURISM

- **OVER 500 KEY TERMS IDENTIFIED;**
- **SUITABLE FOR COURSES AT NQF LEVEL 2;**
- **COMPREHENSIVE COVERAGE OF CORE TOPICS;**
- **CD ROM OR PHOTOCOPY MASTERS AVAILABLE;**
- **INCLUDES FREE DUPLICATION AND SITE LICENCE;**
- **CD ROM FEATURES INTERACTIVE CROSSWORDS.**



'Literacy in Leisure & Tourism' engages pupils in an enjoyable way to study the vocabulary related to the Leisure & Tourism industries - over 500 key terms are identified. Pupils become more familiar with pertinent terminology and vocabulary and gain in confidence and knowledge. The crosswords, wordsearches and word exercises can all be used at any time and are equally suitable for homework or classwork. The resource pack contains a detailed glossary and is available as printed photocopy masters (146 pages) or on CD ROM in both Microsoft Word and Adobe Acrobat formats. The CD ROM also provides 32 interactive crosswords - you can view, complete, check and print crosswords from within your favourite Web Browser. The interactive crosswords are ideally suited for use on an interactive whiteboard or ordinary monitor.

### Literacy in Leisure & Tourism Customer Service - 2

**Across**

- To inform, recommend or suggest. (6)
- A fellow worker. (9)
- The physical protection of customers. (8)
- Something that must be done because it is a duty. (14)
- A person with overall responsibility for a department or an entire facility. (7)
- Recognising an error or mistake and saying sorry. (7)
- A written record of the details of all accidents that take place within an organisation. (8,4)
- A positive comment from a customer. (10)
- A careful analysis of the potential dangers of an activity. (4,10)

**Down**

- Cleanliness of the body. (8,7)
- Help or support. (10)
- A purchaser or end-user of a product - a person who participates in leisure activities offered by a provider. (8)
- Working together as a unit - helping and supporting each other. (8)
- Manners or conduct. (9)
- A mental approach. (8)
- Movement to a position of higher responsibility and greater pay. (9)
- A short break in a conversation. (5)

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### Literacy in Leisure & Tourism Investigating Leisure & Tourism - 3

HNKCTMMTOUROPERATORPPNR  
LXLFPHGOAYRKHNNMXXRWLMLHQ  
LXLVZTULWKPVPNWKGRDRMC  
JNJIBTMRRGPHJXYVWJRLCTO  
RFDADPJNIALFBODARDREWU  
KHRRFAZGKSTZKLCRMTITGN  
PNRNTMYJGCTCLGLMWEKSRCT  
NJLCLPTRPNMGNTKRCHTUAKR  
WPRFRMDPEMGIULXITVSRVCY  
QMHKGTLBLSRKNIVJTPCEETS  
HCATERINGEOBPRDIKFHALYI  
KAHXYNRDTMTRENREMNENACD  
WTRVLLKZAQMKTSTONRKYDDNXXE  
TRFRTRKCCRQKGBHMVXHURDRR  
NAKVEFRDJNRTCTJPVMLETVE  
JVMPLRMYIYUOHZNBZJECOJC  
REXEPBFBDBADDORCHJNDRUPR  
WLSDVRIILLTYFKWRQFERHE  
YAMWTKAIIHJNBCOXMMMLAITA  
JGR TGK CWLGBHGBZBNNGYITSTT  
KEQMNOTJMHZKHQJLLCGIMCI  
TNNLLNLPWTDTNXMXRYHOTLO  
VTXKXRLWTBDKYHGRMRTNBRN  
MCMREGISTEREDCHARITYNGM

Find the words in the grid. Words can go across, down and in two diagonals.

ABTA	HOLIDAY RESORT	SELF-CATERING
CATERING	LEISURE AND RECREATION	TOUR OPERATOR
CHARTER FLIGHT	LOCAL AUTHORITY	TOURIST GUIDE
COUNTRYSIDE RECREATION	REGISTERED CHARITY	TRAVEL AGENT
GUIDING SERVICE	ROOM ONLY	TRAVEL AND TOURISM
HALF-BOARD	SCHEDULED FLIGHT	WATERWAYS CODE

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### Literacy in Leisure & Tourism Crossword Solutions - Marketing 1 to 6

Marketing 1

Marketing 2

Marketing 3

Marketing 4

Marketing 5

Marketing 6

**ANSWERS  
TO CROSSWORDS  
& WORDSEARCHES  
INCLUDED!**

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# USE MS WORD TO EDIT TERMINOLOGY OR ALTER CLUES AND DEFINITIONS!

Topic	Number of Crossword & Wordsearch Sets
Customer Service (Core Topic)	6
Customer Service - Personal Qualities	1
Employment, Training & Careers	5
Introduction to Leisure & Tourism	1
Investigating Leisure & Tourism (Core Topic)	6
Jobs in Leisure & Tourism	2
Leisure Activities	3
Marketing (Core Topic)	6
Organisations	1
Popular U.K. Visitor Attractions	1

**N.B. Each set contains a crossword, wordsearch, solution and support sheet.**

**Word exercises are included for the core topics.**

Differentiate by allowing the pupils to choose between a crossword or wordsearch - the associated word exercises ensure a similar outcome. The crossword support sheets provide a differentiated task level between a crossword and a wordsearch. The site licence allows you to put the interactive crosswords on any number of networks and standalone computers, and to print off any number of crosswords for use within the site. This resource is aimed at GNVQ Intermediate Level, GCSE or other courses at NQF Level 2.

### Literacy in Leisure & Tourism Marketing - 3



**Across**

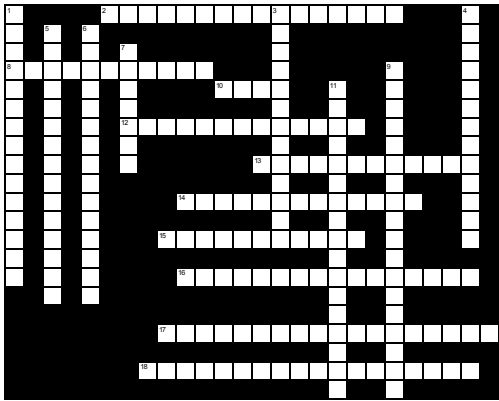
- Telling customers about a product and persuading them to buy it. It may involve advertising, publicising, sponsoring, demonstrating or direct marketing. (9)
- The conditions of a credit agreement - always read the small print very carefully. (6,5)
- A type of survey conducted by mailing out questionnaires. (6,6)
- Selling goods and services on the Internet. (1-8)
- Products aimed at enthusiastic supporters or fans, such as tea-shirts, mugs or calendars. (11)
- A method of communicating information to large numbers of people, e.g. television, billboards. (6)
- The physical site of an attraction or facility. (8)
- The unique name given to a particular product or product range, which distinguishes it from others in the market. (5,4)
- An inducement to buy, such as free insurance offered with a holiday. (9)
- A large store of information about customers and potential customers held on a computer. (8,8)

**Down**

- A promotional scheme which aims to reward repeat customers. (7,6)
- A reduction in price for a group, due to bulk sales and lower administration costs. (5,8)
- The difference between the money an organisation receives (income) and the money it spends (expenditure) - assuming income is greater than expenditure. (6)
- A person responsible for the marketing of an organisation or a product. (7)
- A lower price paid each time. (7)
- Customer allegiance.
- A poll of a representative group.
- To assess and evaluate promotional work.
- To observe and record promotional campaigns.

**PHOTOCOPY 146 Pages MASTERS!**

### Literacy in Leisure & Tourism Investigating Leisure & Tourism - 5



**Across**

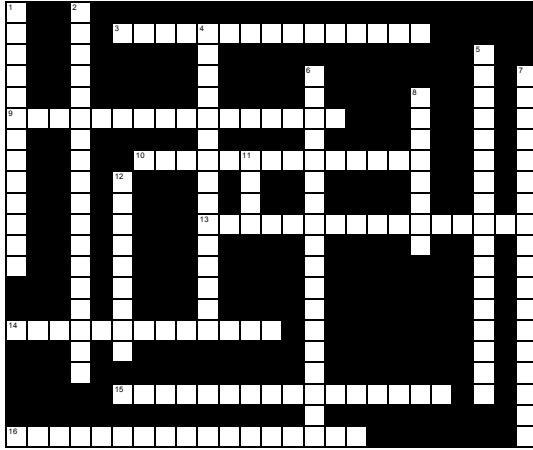
- An extra cost for a holidaymaker based on the airport or flight chosen. (6,10)
- A public body which provides funding for the Arts. (4,7)
- A company that specialises in holidays for people over the age of 50. (4)
- Another name for a package holiday. (9,4)
- A place of historic or cultural interest. (8,4)
- A type of organisation which is run by enthusiastic individuals who offer their services freely. (9,4)
- Financial backing in return for an association with an organisation. The financial backer receives advertising through the display of its brand name and logo, and good public relations by the association. (11)
- The buying and selling of different currencies for people to use when travelling abroad. (8,8)
- Permission that a local authority must give, before a new facility can be built. (8,10)
- Activity which develops and tests physical skills. (8,10)

**Down**

- A purpose built facility for tourists and holidaymakers in a city or built up area. (5,10)
- A type of service provided by a company which aims to make a profit, such as a hotel, cinema or private gym. (7,6)
- An additional service offered by a tour operator that can be paid for if desired, such as a taxi booking or the hire of a car. (8,5)
- UK, residents leaving the U.K. to travel abroad. (8,7)
- An overseas visitor to Britain. (8,7)
- A financial contribution from local or national government to public sector facilities. This reduces the cost to the public, which encourages participation. (7)
- A holiday which is arranged and organised by the holidaymakers themselves, without the intervention of a tour operator. (11,7)
- A statutory body which works to make life better for people in the countryside, and tries to improve the quality of the countryside for everyone. (11,6)

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### Literacy in Leisure & Tourism Customer Service - 6



**Across**

- Keeping customers' personal details secure and private - not disclosing them to others, or allowing others to see them. (15)
- A look on the face which conveys a message, such as a frown or a smile. (6,10)
- Accommodation provided especially for businessmen and businesswomen - it may include a desk, writing materials and internet facilities. (9,5)
- A type of body language which conveys confidence, calmness and friendliness. (4,4,8)
- Describes face-to-face dealings or phone calls with a customer. (6,7)
- A reduced eye capacity. (6,10)
- A reduced ear capacity. (7,10)

**Down**

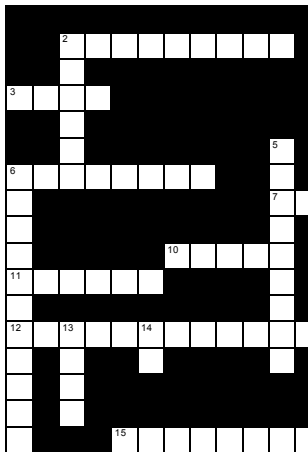
- Particular needs of individual customers which require extra thought and attention. (12,5)
- A reduced capacity of more than one sense. (12,5)
- Describes dealings with a customer by email or letters. (8,7)
- A skill that you can use to help a customer. (12,5)
- A type of body language which conveys nervousness, hostility or aggression. (12,5)
- The surroundings in which a customer works. (7,11)
- A short meeting between a staff member and a customer. (6,7)
- The manner and attitude of a staff member. (12,5)
- Variation in different lifestyle and ethnic groups. (9)

**FEATURING 10 TOPICS EACH CONTAINING CROSSWORDS, WORDSEARCHES, SOLUTIONS AND WEB CROSSWORDS.**

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# SUITABLE TO SUPPORT CLASSWORK, HOMEWORK OR EXAM REVISION!

## Literacy in Leisure & Tourism Employment, Training & Careers - 1



- Across**
- A person chosen for interview. (9)
  - Means the same as 'employment'. (4)
  - Something you have to do - a part of your job description. (4)
  - Working for less than a full working week. (4-4)
  - Doing something well or trying as hard as possible. (7)
  - An incentive payment in addition to basic pay. (5)
  - Something to aim for. It should be SMART - Specific, Measurable, Achievable, Realistic and Time Bound. (6)
  - A form used to apply for a job. (11,4)
  - Something to be proud of, like being selected for a job or getting promotion. (11)
- Down**
- A type of for a com
  - The whole training. (4)
  - A junior supervisor
  - Being on
  - A plan for
  - Something make the
  - A strateg
  - Short for

### Literacy in Leisure & Tourism - Crossword Support Introduction to Leisure & Tourism

Here are the answers to help you with the crossword.

- |          |                |                    |
|----------|----------------|--------------------|
| Activity | Leisure Centre | Sightseeing        |
| Customer | Pleasure       | Sport              |
| Event    | Products       | Tourism            |
| Facility | Provider       | Tourist            |
| Goods    | Recreation     | Travel             |
| Holiday  | Services       | Visitor Attraction |
| Leisure  |                |                    |

### Literacy in Leisure & Tourism - Crossword Support Investigating Leisure & Tourism 1

Here are the answers to help you with the crossword.

- |                |                  |             |
|----------------|------------------|-------------|
| Accommodation  | Domestic Tourist | Museum      |
| Airline        | Guest House      | Play Area   |
| Child Discount | Holidaymaker     | Profit      |
| Day Visitor    | Leisure Travel   | Short-Break |
| Departure      | Long Haul        | Theme Park  |
| Destination    | Multiplex Cinema | TIC         |

### Literacy in Leisure & Tourism - Crossword Support Investigating Leisure & Tourism 2

Here are the answers to help you with the crossword.

- |                     |                    |                     |
|---------------------|--------------------|---------------------|
| Bed and Breakfast   | Departure Lounge   | Sector              |
| British Museum      | Full-Board         | Short Haul          |
| British Resident    | Home-Based Leisure | Sporting Venue      |
| Coastal Destination | Inbound Holiday    | Tourism Town        |
| Community Centre    | National Trust     | Tourist Destination |
| Countryside Code    | Play Activity      | Well-Being          |

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## Literacy in Leisure & Tourism Customer Service - 4



the grid. Words can go across, down and in two diagonals.

- |                    |                 |
|--------------------|-----------------|
| EFFECTIVE          | PUBLIC IMAGE    |
| EYE CONTACT        | REPEAT BUSINESS |
| GESTURE            | REPUTATION      |
| INTERNAL CUSTOMERS | SPECIAL NEEDS   |
| MOTIVATION         | WORKPLACE       |
| NEW BUSINESS       |                 |

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The exercises associated with each topic are graded with respect to conceptual difficulty and therefore teachers can easily decide on the suitability of a crossword for a particular class or pupil. Print the word exercises (below left) on the back of crosswords or wordsearches to complement those activities and to provide pupils with a topic glossary.

The detailed glossary is easily adapted, e.g. Key word lists, wall displays and revision aids can all be developed.

## Literacy in Leisure Marketing - 2

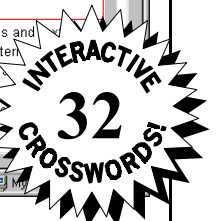
Complete the following table.  
The words are from the **Marketing 2** crossword.  
Write down your own explanation of the

Word	Expl
Advertisement	
Age	
Competitor	
Credit	
Display	
Facility	
Layout	
Market	
Mobile Poster	
Objective	
Place	
Products	
Promote	
Provider	
Services	
Souvenir	
Special Offer	
Teletext	
Video	
Visit	

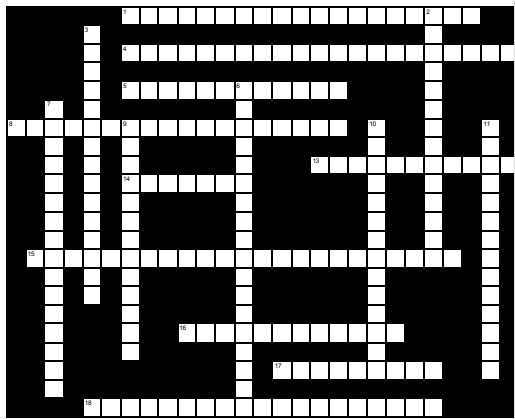
## Literacy in Leisure & Tourism - Word Exercise A Marketing - 2

Complete the following table.  
The missing words are the answers from the **Marketing 2** crossword.  
The words will be in alphabetical order when the table is completed.

Word or Phrase	Ex
	The display of favourable info
	of encouraging people to buy
	Classification according to ho
	a market.
	A rival company in the same
	Ways of paying for products
	A form of advertising involvi
	or door.
	A specialist centre or natura
	activities.
	How the pictures and text of
	page - an important feature
	The bringing together of a co
	where products are sold.
	A type of poster on a bus to
	A single definable aim.
	The third 'P' of the marketi
	can buy a product.
	Goods or services designed t
	To tell customers about a prv
	An organisation or individual
	Non-physical products, such
	information provided by trail
	A memento purchased as a re
	decorative mug or a football
	A bargain price or extra valu
	A way of advertising in the f
	television.
	Holiday companies sometimes
	they aim to let the customer
	better than they might from
	A promotional technique whic
	actually see a product by tak
	apartment.



**Literacy in Leisure & Tourism  
Investigating Leisure & Tourism - 6**



- Across**
- 1 An extra amount to pay to a travel company if the accommodation is used by fewer people than it was designed for. (9,10)
  - 4 A type of holiday which is combined with leisure activities based around a particular interest, such as mountain biking or golf. (7,8,7)
  - 5 Describes an organisation which does not set out to make a profit, such as the National Trust or the Ramblers association. (3-3,6)
  - 8 A simulated experience of the past. (8,10)
  - 13 The effect of the Leisure and Tourism industry on the local community. (6,6)
  - 14 Shared use of a site, such as the public using school facilities outside school hours. (4,3)
  - 15 A public body whose purpose is to increase the value of the tourist industry to Britain. (7,7,9)
  - 16 A lifting of planning restrictions on private sector developments in return for public leisure facilities. (8,4)
  - 17 A form of sponsorship or long-term support. (9)
  - 18 The effect of the Leisure and Tourism industry on the local surroundings. (13,6)
- Down**
- 2 The effect of the Leisure and Tourism industry on the community. (8,6)
  - 3 A type of service provided by volunteers, such as scout youth clubs and local sports clubs. They are usually t-shirts, donations and subscriptions. (9,6)
  - 6 A new facility which is launched jointly by two or more of the leisure industry. (11,7)
  - 7 A cheque that can be used anywhere in the world. (9,9,9)
  - 9 A scheme which rates hotels and other accommodation according to measurable criteria. (7,6)
  - 10 Shared use of a site, such as the public using school facilities during school hours. (5,9)
  - 11 Methods or modes of transport - by air, land or sea. (14)
  - 12 Means 'connected together' and 'dependent on each other', like the different components of the Leisure and Tourism industry. (12)

Crossword - Microsoft Internet Explorer

Address: C:\Literacy in Leisure & Tourism\Web Pages\Market5.html

**Marketing - 5**

Well done! All correct!

**Across**

- 1 A form of advertising involving showing information at an outlet where the product can be purchased. (5-2,5,7)
- 4 The combination of marketing activities. The four P's - Product, Place, Price & Promotion. (9,3)
- 5 The impression that people generally hold of an organisation. (6,5)

**Down**

- 2 A strategy used in promotion. (11,9)
- 3 The 'D' in AIDA - making customers want to buy a product. (6)
- 6 The 'I' in AIDA - keeping the customer's attention, once it has been grasped. (8)
- 7 A group of people, roughly the same age and status who can influence each other's choices

The check button provides immediate feedback to the user by removing all letters and words which have been incorrectly entered. Each user can also print off a copy of their completed crossword (already checked and verified) from within the browser.



# ORDER FORM



DESCRIPTION	STOCK CODE	FORMAT - CD ROM or PRINTED CD ROM users require MS Word - any version to edit the files and a Java enabled web browser to load the Interactive Crosswords, e.g. Internet Explorer.	QTY	COST:	COST:	SUB TOTAL
				Exc. VAT	Inc. VAT	
Literacy In Leisure & Tourism (14-18)	LTCB	Literacy In Leisure & Tourism (14-18) CD ROM		£35.00	£41.13	
	LTPR	Literacy In Leisure & Tourism (14-18) PHOTOCOPY MASTERS (146 pages)		£41.13 *^	£41.13 *^	
	LTPRS	PHOTOCOPY MASTERS (146 pages) - you must also order, or have previously ordered, item LTCB to obtain this low price!		£20.00 *	£20.00 *	
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