

INTERACTIVE PRESENTATIONS

- **UTILIZE THE PROVEN BENEFITS OF STAGING THE DISPLAY OF INFORMATION**
- **INTERACTIVELY ENHANCE ANY LEISURE & TOURISM COURSE AT NQF LEVEL 2**
- **28 CORE PRESENTATIONS ALL EDITABLE IN POWERPOINT 2000 OR LATER**
- **54 ENGAGING, INTERACTIVE QUIZZES TO SIGNIFICANTLY REINFORCE LEARNING**

These superb presentations (four sets) enable you to use interactive whiteboards, standalone or networked PCs to enhance teaching and learning in a variety of ways.

You can save hundreds of pounds over the purchase price of inflexible, hardcopy textbooks by using this editable and truly flexible resource. Both Packs A & B are available for each topic.

Pack A - Core Presentations which cover the teaching content of most courses at Level 2 NQF. Sets 1-4 cover Leisure, Travel & Tourism, Marketing and Customer Service.

Each set contains several presentations which average 35 slides each - they feature quality photos, animations, and interactive elements. Note templates are also included and are ideal for teacher narration notes, lesson plans and student notes - they are easily printable in colour or black and white. Users of PowerPoint 2000 (or later) can easily edit the presentations to suit their own needs.

Pack B - Interactive Quizzes consist of at least 10 sets of interactive questions (in PowerPoint form), which cover the key information in the respective Pack A. The quizzes are designed to engage students and reinforce learning (utilizing feedback) in an enjoyable way.



How Age Affects Leisure

Set 1 and toddlers have a great deal of leisure time, but control over how to use it.



Much of the time will be spent in the home playing with toys supplied by parents. Leisure taken outside of the home will be with parents.

People in their 50's and early 60's are still generally very active and spend more of their leisure time without their children who may have left home.



Many people in this age group will enjoy walking, fishing and other outdoor leisure activities.

SET 1

PACK A - 8 PRESENTATIONS ON CORE LEISURE TOPICS.

PACK B - OFFERS 14 SETS OF INTERACTIVE QUESTIONS.

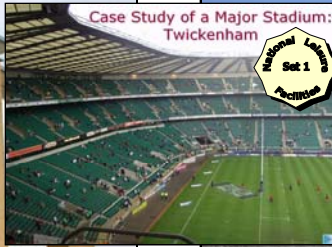
Set 1 - Introducing Leisure
Introducing Leisure
Changing Leisure
Leisure in Different Areas
Leisure Facilities - Products & Services
National Leisure Facilities
How Age Affects Leisure Time
Other Factors Affecting Leisure Time
Working in Leisure

Introducing Set 1 Leisure

How Does the Leisure Industry provide for Arts and Entertainment?



Cinemas are very common. Many cinemas are managed by commercial organisations. Some of these are large multinational companies such as UCI or Showcase.



National Leisure Facilities

Introducing Set 1 Leisure

Children's Play Activities



Playgrounds for children containing swings, slides and other equipment are found in many parks and open spaces.

Changing Set 1 Leisure

Satellite television, cable television and digital television are now available means that there is far more choice in the programmes people can watch.

Flat screens, LCD and plasma screens are now available on new televisions.

Discuss each component, then point the mouse to reveal some examples...

Some jobs in the leisure industry are carried out by volunteers for little or no pay - some staff may be employed on a part-time basis. This approach can have a large financial benefit for a charitable organisation.

Introducing Set 1 Leisure

Leisure In Different Areas Set 1

Leisure in City Centres

Arts and entertainment facilities will include theatres, cinemas and nightclubs.

There may be several cinemas and theatres. Venues for concerts and other events can also be found. Most of these will be commercial organisations.

How Age Affects Leisure Time - Notes

Slide 17

Young adults will be interested in a range of leisure activities, depending on their situation.

Some may be able to try new sports and other activities. They may be involved in team sports or extreme sports in countryside areas.

Others may have increasing amounts of money to spend on leisure.

Products & Services of Leisure Facilities Set 1

If the leisure centre has a swimming pool, a lifeguard service is provided by the lifeguard.

For a swimming pool at a leisure centre, the product is the opportunity to enjoy a swimming session.

Services include providing changing rooms and having a lifeguard on duty.

Slide 19

People in their early 30's tend to have young families.

Note templates are provided for every slide - 3 slides per page. These are perfect for a teacher's narration notes and lesson plans or for student notes. The notes are easily printed in full colour or b/w.

SET 2 PACK A - 8 PRESENTATIONS ON TRAVEL & TOURISM. PACK B - OFFERS 16 SETS OF INTERACTIVE QUESTIONS.

Set 2 - Travel & Tourism
Introducing Travel & Tourism
Types of Tourism
Methods of Travel
Tourism Destinations 1 & 2
Impacts of Tourism
Working in Tourism
Links between Leisure and Tourism

Types of Tourism
Set 2

Short Breaks

Short breaks lasting two to four nights are becoming very common.



Short breaks are usually over a weekend.

City breaks to European cities such as Paris and Prague using budget airlines are very popular, especially with couples and groups of adults.



Longer Holidays

Longer holidays are usually taken by:

- Young people, perhaps on a 'gap year' between school and university, or after they have been to university.
- These people may be away for several months visiting destinations such as Australia and New Zealand.

Types of Tourism
Set 2

Types of Impact

There are three types of tourist impact:

Economic Impact: 	Social & Cultural Impact: 	Environmental Impact:
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The Impacts of Tourism
Set 2

Methods of Travel
Set 2

Scheduled Airlines

Scheduled airlines operate a timetable of regular routes between destinations and operate regardless of how many passengers have booked.



Large airlines, such as British Airways operate routes all over the world.

Introducing Travel & Tourism Quiz A

Interactive Questions
Pack B

Q9. Which of the following is NOT a component of the travel and tourism industry?

- A. Travel agents
- B. Accommodation and catering
- C. Children's play activities
- D. Attractions

Sorry, click 'Reset' to try again.

Reset

Introducing Travel & Tourism Quiz B

Q2. A person who travels to a place and returns the same day is called a

Enter your answer here:

Day Visitor

Correct - Well Done!

Check Answer

Tourism Destinations - 1
Set 2

National Parks in England & Wales

Match the national parks to the correct place on the map.

The Components of Travel & Tourism Summary

- Tour Operators
- Travel Agents
- Online Travel Services
- Tourist Information & Guiding Services
- Transportation
- Accommodation & Catering

Introducing Travel & Tourism
Set 2

The Impacts of Tourism
Set 2

Tourism Destinations - 1
Set 2

Catering

A range of cafés, restaurants and pubs are found in all seaside towns.

Traditionally, fish and chips was the favourite meal of people on holiday, but there is far more choice today.



Introducing Travel & Tourism

Slide 32

Tourist Information & Guiding Services



This component of the travel and tourism industry includes:

- Tourist Information Centres - which are provided by tourist boards and local authorities to provide information for tourists and to assist with booking accommodation and transport.

Slide 33

Tourist Information & Guiding Services



This component of the travel and tourism industry includes:

- Guiding Services - such as 'Blue Badge' guides who have detailed information about an area. They may speak a number of languages, so that they can give tours of the area to tourists.

Note templates are provided for every slide - 3 slides per page. These are perfect for a teacher's narration notes and lesson plans or for student notes. The notes are easily printed in full colour or b/w.

Slide 34

Accommodation & Catering



SET 3

PACK A - 7 PRESENTATIONS ON KEY ASPECTS OF MARKETING.

PACK B - OFFERS 14 SETS OF INTERACTIVE QUESTIONS.

Set 3 - Marketing
Marketing - Product
Marketing - Price, Promotion, Place
Promotional Techniques
Promotional Materials
SWOT Analysis
Market Research and Target Markets
Promotional Campaigns

Market Research & Target Markets
Set 3

Market Research



It is important for leisure and tourism organisations to find out about their customers and what they need and want.

In this way, the organisation will be able to provide the correct products and services for its customers.

To find out the answers to these questions, leisure and tourism organisations do market research.

Market Research & Target Markets
Set 3

Market Segmentation

Markets can be segmented in many ways, including:

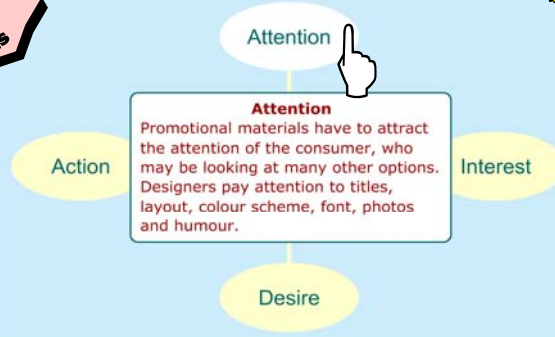


- Age
- Gender
- Social group
- Lifestyle
- Ethnicity

Markets can also be segmented in terms of where the consumer comes from (**location** or **geographical**) or by the number of times they use an organisation (such as **members** or **non-members**).

Promotional Materials
Set 3

AIDA - Summary



Promotional Techniques
Set 3

Advertising



A major museum might advertise on a national scale.

A small attraction such as a children's zoo might advertise on a regional scale.

A restaurant might advertise on a local scale.

What is Marketing?
Set 3

Revision Summary

If an organisation is **commercial**, the prices charged must be enough to make a **profit**.

Promotion aims to inform consumers about a product and _____ them to buy it.

Leisure and tourism products are marketed by different promotional _____ and promotional _____.

_____ is about where the customer can buy the products of the organisation.

SWOT Analysis
Set 3

Case Study - Seaside Hotel STRENGTHS

- Seaside location with good views over the sea – these attract customers to the hotel.
- Used by coach tour operators bringing regular groups of customers – this increases business at less busy times.
- Lots of customers come back every year (**repeat business**) – the hotel knows how to provide good service to these customers.

Consider other possible strengths of the seaside hotel...

Promotional Campaigns
Set 3

Promotional Campaigns

A promotional campaign is a co-ordinated sequence of different marketing techniques and materials used to market an event, new product or the start of a new season.



A promotional campaign might be used for:

- The launch of a new ride at a theme park
- A rock concert in an open air setting
- A boxing event
- A Christmas pantomime at a theatre

What is Marketing?
Set 3

The Marketing Mix - Summary



SET 4

PACK A - 5 PRESENTATIONS ON CUSTOMER SERVICE.
PACK B - OFFERS 10 SETS OF INTERACTIVE QUESTIONS.

Set 4 - Customer Service
What is Customer Service?
Different Types of Customer
The Benefits of Customer Service
Communicating with Customers
Handling Complaints

What is Customer Service?
Set 4

Types of Need - Revision

Which types of need are listed below? - drag the needs to the correct box.

Type of Customer Need

Help & Advice

The choice of destination for a short break
 Directions to a theme park ride

Safety & Security

A swimming teacher being well qualified

The choice of accommodation for a holiday

The feeding habits of an animal at a zoo

Information

Evacuation procedures on a cruise ship



Providing Customer Service

Customer service is provided in a number of ways. These include:

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



What is Customer Service?
Set 4

Different Types of Customer
Set 4

Grouping Customers

There are many ways of **grouping** the types of customer that use leisure and tourism organisations.

It is common for customers to be put into the following groups or categories:

- Individuals
- Groups (parties)
- People of certain ages
- People from different cultures
- Non-English speakers
- People with specific needs
- Business people



Many clubs make provision for supporters with **specific needs**, such as wheelchair users.

Different Types of Customer
Set 4

Benefits of Customer Service
Set 4

Internal & External Customers

It is important that leisure and tourism organisations provide good levels of customer service to their **internal** as well as their **external customers**.



There are two types of **internal customer**:

- People who work within the same organisation
- People who work for other organisations that provide services to the organisation

External customers are the people who buy the products and services of the organisation.

Body Language

Body language is unspoken communication conveyed through body posture, eye-contact, gestures, mannerisms, and facial expressions.



Confidence is conveyed by adopting an open body posture, maintaining good eye-contact and by speaking clearly and without hesitation.

Communicating with Customers
Set 4

Handling Complaints
Set 4

Complaints about People

Two different people against whom the complaint has been made may have a different version of the events.



It is equally difficult to handle a complaint made by one customer against another.

Also, one member of staff (an internal customer) may make a complaint against another.

Handling Complaints

One way of looking at the process of handling complaints is to consider a plan of eight stages:

- 1 - Listen carefully
- 2 - Offer an apology
- 3 - Investigate the complaint
- 4 - Understand the customer's point of view
- 5 - Take control
- 6 - Identify suitable solutions
- 7 - Offer to solve the problem
- 8 - Record the complaint

Handling Complaints
Set 4

Introducing Set 1 Leisure

There are also specialised countryside recreation activities which require skills, equipment and sometimes courage! These include potholing, cycling, water-skiing, paragliding and sailing.



Preview Online
www.sserltd.co.uk

Seaside Resorts

Links Between Set 2 Leisure & Tourism

Local people will use the beach in the summer, at weekends and other times when they are not working.



Both tourists and local people will use the facilities near the beach such as **ice cream stalls** and **deck chair hire**.

Some beaches, activities such as surfing will be available which can be used by local people and tourists.

Licences Site or VLE? Explained

These resources are for GNVQ Intermediate level, Applied GCSE and other courses at NQF level 2. A free site licence is provided with the Presentations CD ROM which allows the deployment of the presentations on all subject teacher's home PCs, laptops and an unlimited number of standalone or networked PCs on a single school site. The VLE licence is additional to a site licence and extends the permitted use to allow students and staff to access the resource externally through the school's Virtual Learning Environment (password protected access only). In the VLE version the Pack B quizzes are SCORM 2004-compliant to facilitate easy deployment onto your VLE.

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