



## AIRLINE WELCOME

### LEVEL 2

**Unit Length –10 Hours**  
**Pathway - Hospitality**

**CREDITS: 0.5**

**TERMINOLOGY** (words used with a particular meaning in a discipline context)

The learner will use the following terms in common usage in a limited range of contexts:

Travel & tourism	Open and closed questions
Passenger assistance and guidance	Good listening
Products and services	First impressions
Passenger needs	Customer loyalty
Customer Service	Airline complaints and complainants
Verbal and non-verbal communications	Hard and soft customer service standards

**CONCEPTS** (relationships between terms used in a discipline context)

The learner will use the following basic concepts common to the discipline:

- The national significance of Airlines in the Travel and Tourism industry
- Customer service standards
- Communication skills (listening and speaking)
- Airline product knowledge
- Networking products
- Responding to customer feedback

**TECHNIQUES** (Identify basic techniques fundamental to the discipline)

The learner will use the following range of techniques common to the discipline:

- Advising and assisting airline customers (including helping customers plan forward journeys)
- Applying good customer service skills
- Communication skills (including public address speaking and speaking to customers with little or no English)
- Responding to customer complaints and concerns.

**APPLICATION** (the activities characteristic of a discipline)

The learner will address the following topic(s), issue(s) or project which requires the use of a limited range of terms, concepts and techniques:

- Applying Travel and Tourism to the UK within the airline service
- Contribution as Airline Staff team member in group role play simulation