

# Passport to the World!

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## THE CUSTOMER JOURNEY

In this module you will discover a useful way to start exploring the Travel & Tourism industry and how customers plan their travel.

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## SELECT A DESTINATION

In this module you will consider the second stage of the eight stages of travel.

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## MAKE A RESERVATION

Ways of making a reservation

Here are the tools that connect you to your trip.

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## USE TRANSPORTATION

How do people travel?

The transportation sector is growing rapidly and you will need to be able to decide which means of transport fits your needs the best. At the same time, you have to be aware of the sustainability of different travel options.

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## ACCOMMODATION

“Accommodation” in the travel industry covers a wide range of options for customers.

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## EAT MEALS

Here we focus on stage six of the eight stages of travel, ‘Eat Food’. We’ll explore the world’s favourite foods and look into how food tourism is gaining popularity.

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## PARTICIPATE IN ACTIVITIES

More and more travellers are seeking experiences and activities when they travel. Discover more in this module.

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## RETURN HOME AND TELL PEOPLE ABOUT TRIP

In this module we cover the best ways to keep notes on your holidays and how to share your experiences with others; whether you're thinking of writing a review or starting your own travel blog.

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