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Business Culture in Tourism

Distance learning study materials

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SCHOOL OF BUSINESS
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- Subject:** Travelling, tourism, and leisure,
Hotel Industry, catering
Marketing and advertising,
Languages.
- Key words:** Barrier, complaint, client, customer care, culture shock, emails, entertainment, feedback, holiday rep, hotel services, intercultural communication, letters, tourism
- Annotation:** The study text Business Culture in Tourism is aimed at students of regular and distance study in the specialization of Tourism focusing on developing student professional skills in intercultural environment. It deals with the key topics in the area of culture, job description of the staff in tourism, and oral and written communication for interaction with clients. The text is divided into 12 chapters, each of them involving an introductory text practising professional vocabulary, creative tasks focusing on solving problems in tourism and also a test checking acquired knowledge.

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Table of contents

INTRODUCTION	5
QUICK OVERVIEW OF STUDY TEXT	6
1 INTERNATIONAL COMMUNICATION IN TOURISM CULTURE VALUES AND CULTURE DIMENSIONS.....	7
1.1 Culture and tourism.....	8
1.2 Tasks related to communication in tourism	12
2 BARRIERS TO SUCCESSFUL INTERCULTURAL COMMUNICATION IN TOURISM.....	19
2.1 Overcoming stereotypes and prejudice	20
2.2 Part B Tasks related to communication in tourism	25
3 ADAPTATION TO FOREIGN CULTURES	29
3.1 Process of adaptation.....	29
3.2 Part B Tasks related to communication in tourism	34
4 CULTURE SHOCK AND REVERSE CULTURE SHOCK	40
4.1 Stages and symptoms of culture shock	41
4.2 Part B Tasks related to communication in tourism	46
5 HOTEL AND ARRIVALS.....	52
5.1 Hotel offer	52
5.2 Part B Tasks related to communication in tourism	55
6 HOTEL SERVICES.....	62
6.1 Hotel positions.....	62
6.2 Part B Tasks related to communication in tourism	68
7 CUSTOMER SERVICE	73
7.1 Trends in tourism	74
7.2 Part B Tasks related to communication in tourism	75
8 DEALING WITH COMPLAINTS.....	83
8.1 What makes a good hotel?	84
8.2 Part B Tasks related to communication in tourism	86
9 HOLIDAY REPRESENTATIVE.....	93
9.1 How to become a holiday rep?.....	94
9.2 Part B Tasks related to communication in tourism	98
10 HOTEL ENTERTAINMENT.....	103

10.1	Trends in hotel in-room entertainment systems	103
10.2	Part B Tasks related to communication in tourism.....	107
11	WRITTEN COMMUNICATION IN TOURISM I.....	112
12	WRITTEN COMMUNICATION IN TOURISM II.....	121
	THE LIST OF LITERATURE.....	127
	SUMMARY OF THE STUDY TEXT	128
	OVERVIEW OF AVAILABLE ICONS	129

INTRODUCTION

The submitted study text *Business Culture in Tourism* is aimed at students of regular and distance study in the specialization of Tourism. It involves interconnection of knowledge in the area of the specialization and English skills at the level B1-B2, and concurrently it introduces basic culture knowledge crucial for being successful in the labour market in the mentioned field.

The text emphasizes professional terminology related to customer care, services, spoken and written communication in English, and also culture specifics influencing successful communication with clients. Students are presented with the English-English approach to learning vocabulary, which means explaining of the word meaning in English.

To be able to pass the course successfully, students must prove that their command of English corresponds to the level B1 in all language dimensions.

The study text uses an innovative interactive approach to problem solving which requires students' active participation, creativity and openness to intercultural issues aimed at being prepared to react in a flexible and adequate way in demanding interaction with clients coming from different culture background.

Students are recommended first to find out information about icons, abbreviations and symbols used in the study text. A list of them is available at the end of the text.

Students are helped with information, navigation and orientation symbols when a quick insight into a topic is needed. It is also necessary to pay attention to comments and references related to publications, textbooks, etc. where specific grammar phenomena are presented in more details.

Authors.

QUICK OVERVIEW OF STUDY TEXT

The study text **Business Culture in Tourism** is divided into 12 chapters presenting an introduction to the study of professional English in the area of tourism. Each chapter involves working with a text, a lexical part, and a practical part aimed at specific communication situations in the studied field. Certain elements, as an introductory text, vocabulary, solving critical incidents and case studies, a final test, are repeated.

Students are provided with so-called distance elements – **Questions, Answers, Independent task**, etc. Independent tasks are aimed at vocabulary following each introductory text. Another distance element **For interested persons** offers explanation of grammar phenomena occurring in the text. In the second part of the chapter student are supposed to work with **Independent task** requiring an active approach to problem solving, **Case studies** focus on problem identification and generation of alternative solutions. Students can test their knowledge in a **Final test** available at the end of the chapter.

Chapters **1 - 4** introduce specifics of intercultural communication in tourism, deal with communication barriers and their overcoming, and prepare students for potential culture shock and coping with it in interaction with people coming from different culture background.

Chapters **5 - 7** focus on specific hotel and accommodation facility offers, job positions, and services provided for clients, equipment, etc. with an emphasis on providing services.

Chapter **8** deals with handling complaints, especially in written form, and with acquiring feedback from clients.

Chapters **9 - 10** aim at a representative's work, job descriptions and various types of culture and leisure activities provided by accommodation facilities for various target groups.

Chapters **11 - 12** are devoted to written communication in tourism, especially to writing letters and emails.

1 INTERNATIONAL COMMUNICATION IN TOURISM

CULTURE VALUES AND CULTURE DIMENSIONS

QUICK OVERVIEW OF THE CHAPTER



The introductory text of the chapter 1 describes various types of communicative situations in tourism and explains the factors effecting communication behaviour influenced by communication barriers as stereotypes and prejudice. The text identifies various culture values and rituals that must be respected during interaction and introduces positive sides of the theory of cultures presenting a basic source of information of the target culture. It also emphasizes the fact that communication in tourism is a kind of intercultural communication between tourists and natives, and that the goal of communication is not only an information transfer, but also an effort to understand each other.

The practical part of the text lists exercises related to the introductory text, vocabulary used, and grammar phenomena. The second part of exercises is devoted to communication in tourism, especially to indirect communication illustrated in mini-case studies. Exercises have been created for group work where students participate on solving problems in various situations. Students are also asked to fill in an intercultural questionnaire resulting in the classification of their own attitudes to selected culture dimensions.

The topic of the first chapter is connected to previous courses in the area of communication skills and intercultural communication. It focuses on communication problems related to communication in tourism when tourists as well as representatives of the target culture must take into consideration culture background of communicators involved. The emphasis is put on the characteristics of specific cultures being a source of valuable information.

GOALS OF THE CHAPTER



- To develop culture awareness,
 - Ability to distinguish various types of communication and understand them to communicate with people with different culture background,
 - To develop vocabulary, improve grammar and communication promptness in English in situations related to tourism.
-



KEY WORDS OF THE CHAPTER

Tourism, intercultural communication, communication barriers, culture values and rituals, culture dimensions, case studies, communication problem solving.

1.1 Culture and tourism

Study the following text and complete the missing collocations.

Avoid, confusion, cultural backgrounds, mutual understanding, positive stereotypes, self-motivated, tolerate delays, various behaviours

A Nowadays, tourism can be related to an increased need for changing environment and health recovery, but also to the development of the sense of being opened to a spatial and temporal horizon of knowledge. It involves various situations, for example communication between tourists and tourism service provider, among tourists from different countries, and between employees of different nationalities of travel agencies, etc. Good communication in tourism means not only transmitting information, but also _____ of each other in an intercultural dialogue. However, in specific situations there might appear negative aspects of communication when tourist interact with local population which considers tourists intruders in their own culture.

B Communicative behaviour of each individual is connected with cultural factors, contextual factors, knowledge, and emotions, i.e. it is shaped by attitudes, values, practices and specific expectations of an ethnic group. In the process of intercultural communication, tourists from different _____ reflect their cultural identities, rules, perception, etc., which can lead to misunderstandings caused by different behaviour, perception, and especially negative stereotypes and prejudice that form communication barriers existing between tourists and staff from a specific tourism company, a hotel, a restaurant or a travel agency.

C Foreign culture offers tourists the opportunity to get in touch with _____ related to history, traditions and customs of other nations shown in symbols, heroes, rituals, and values. Symbols are words, gestures and pictures having a specific meaning that can be fully recognized only by those who share that culture, e.g. clothing, hairstyle, and flags. Heroes indicate people living or dead, real or imaginary, who had qualities appreciated in the society and serve as patterns of behaviour. Rituals involve collective activities and their fulfilment, which represents important values for people belonging to the specific culture. Values show general tendencies to prefer certain situations than others. These manifestations of culture should be taken into consideration when communicating in tourism.

D Stereotypes, cognitive generalizations about a particular social group, can play an important role in tourism as they can describe both tourists and locals. _____ can attract tourists, while negative ones can stop tourists from visiting a specific place. They affect impressions and behaviours automatically. To prevent tourists and locals from the mentioned automatic way of perception, it is recommended to acquire sufficient cognitive resources to weaken the impact of stereotypes and prejudice. Therefore, tourists should inquire about their destinations in advance and get familiar with specific aspects of the visited area, which can contribute to accepting or rejecting attitudes to population, behaviour in public, religion, customs, etc.

E To estimate behaviours of hosts, tourists can get information about various types of cultures available from Hofstede's, Hall's and Trompenaars' surveys. *Power distance* is related to the distribution of power in institutions and organisations. People in high power distance cultures are more comfortable with a larger status differential than low power distance cultures. *Masculinity and femininity* dimension refers to expected gender roles in a culture. Masculine cultures tend to have very distinct expectations of male and female roles in society while feminine cultures have a greater ambiguity in what is expected of each gender. The dimension of *individualism* and *collectivism* refers to the orientation that people in different countries have toward their work. Individualistic cultures are task-oriented, individuals are _____ and seek individual appraisal and reward. Collectivist cultures are motivated by their desire to advance the interests of the group, they seek reward for the group.

F However, the most important dimension that can influence tourists' impression about a foreign country is the concept concerning cultural differences as, context, space, and especially time reflected in the division into *monochrony* and *polychrony*. Time with monochronic cultures is characterised as linear, tangible, and divisible. Events are scheduled one item at a time and this schedule takes precedence over interpersonal relationships. Polychronic time is characterised by simultaneous occurrence of many things and by a great involvement with people. Polychronic people tend to _____ and avoid creating schedules, while for monochronic people punctuality is crucial.

G The facts mentioned above show that a quality communication in tourism is not only transmission of information, but also mutual understanding of each other's wishes and needs, which means that the provided information is perceived correctly. Tourists should clearly state their preferences to _____ in receiving services. When tourists are involved in intercultural communication, they start to understand foreign cultures and the contact with other cultures can change tourist's way of perception and can broaden their horizons. They become aware of the fact that differences between countries and cultures are the result of the geographical, social, cultural, economic, political, religious, and historical environment from which tourists are coming.

PART A TEXT-RELATED TASKS



INDEPENDENT TASK

1 Match the following topic sentences to paragraphs A-G

Communication in tourism	A
Manifestations of culture	___
Culture dimensions	___
Factors influencing communication	___
Barriers to communication in tourism	___
Impact of tourism on people	___
Importance of attitudes to time	___

2 The following words taken out of the text are nouns, verbs or adjectives. Complete the missing part of speech.

VERB	NOUN	ADJECTIVE
_____	communication	_____
_____	provider	_____
transmit	_____	_____
recognize	_____	_____
_____	_____	economic
_____	_____	divisible

3 Add opposites to the following words from the text.

<i>employee</i>	_____
<i>appear</i>	_____
<i>foreign</i>	_____
<i>collective</i>	_____
<i>sufficient</i>	_____

crucial _____

understand _____

4 Explain the meaning of the following collocations.

health recovery _____

negative stereotypes _____

patterns of behaviour _____

cognitive resources _____

masculine culture _____

linear time _____

historical environment _____

5 Find in the text (one word in each paragraph) the words corresponding to the following definitions.

- | | |
|---|--------------------------|
| A Someone who provides services in tourism | tourism service provider |
| B a belief or opinion, often held by many people and based on how things seem | _____ |
| C a set of fixed actions performed regularly, especially as part of a ceremony | _____ |
| D an unfair opinion or feeling, especially when formed without enough thought or knowledge | _____ |
| E the fact of something having more than one possible meaning | _____ |
| F the habit of arriving at the time that has been agreed | _____ |
| G the fact that you like something or someone more than another thing or person | _____ |
-
-



FOR INTERESTED PERSONS

6 Discuss the underlined forms of the Passive Voice in the text. Which tenses are used in the passive forms? Make a table showing passive forms in basic grammar tenses and then use them in your sentences.

Present Simple	is recommended
Present Continuous	_____
Past Simple	_____
Present Perfect Simple	_____
Past Perfect Simple	_____
Future Simple	_____



CASE STUDY

1.2 Tasks related to communication in tourism

1 The following text shows another culture dimensions not mentioned before – low context and high context communication. Study the text and try to apply the theoretical knowledge to a created situation related to communication in tourism.

Categorization from communicational perspective involves *low context* and *high context* cultures. Cultures belonging to Western Europe can be characterized as low context cultures, which means that details are specified and context must be explicit in the message. Low context cultures are German-Swiss, Scandinavian, English, and American. In high context cultures all is understood from the context. Typical low context cultures are Japan, China, Arab countries, and Latin American countries. Classical international tourism market leaders can be considered as low context, while high context cultures are entering market.

High context communication is often connected with indirect communication when a communicator is expected to look for information hidden in the context, but when he or she is not aware of a different way of communication, the exchange of message can fail. Study an example showing a dialogue taking place between communicators coming from both high and low context cultures. Identify them and tell whether the transmitted message reached the receiver.

Mr. Jenkins: *We're going to have to keep the production line running on Saturday.*

Mr. Wu: *I see.*

Mr. Jenkins: *Can you come to work on Saturday?*

Mr. Wu: *Yes, well, I think so.*

Mr. Jenkins: *Perfect, that'll be a great help.*

Mr. Wu: *Yes, Saturday is a special day, did you know?*

Mr. Jenkins: *What do you mean?*

Mr. Wu: *It's my son's birthday.*

Mr. Jenkins: *How nice. I hope you'll all enjoy it very much.*

Mr. Wu: *Thank you. I appreciate your understanding.*

Explanation

Your dialogue

2 Work in groups. List arguments showing how globalization has helped to develop contemporary tourism. Use the following clues:

global interdependence, intercultural and managerial skills, new challenges, communication between different ethnic groups, linguistic competences, Lingua Franca, non-verbal interpretations, developing respect

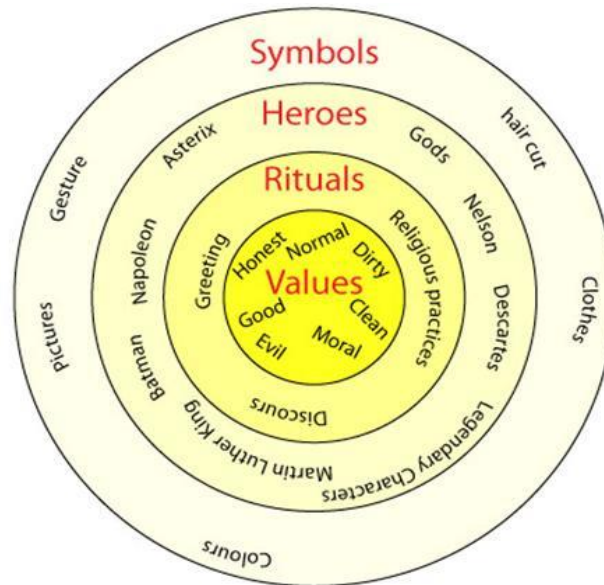
_____	_____	_____
_____	_____	_____
_____	_____	_____





TASK TO BE CONSIDERED

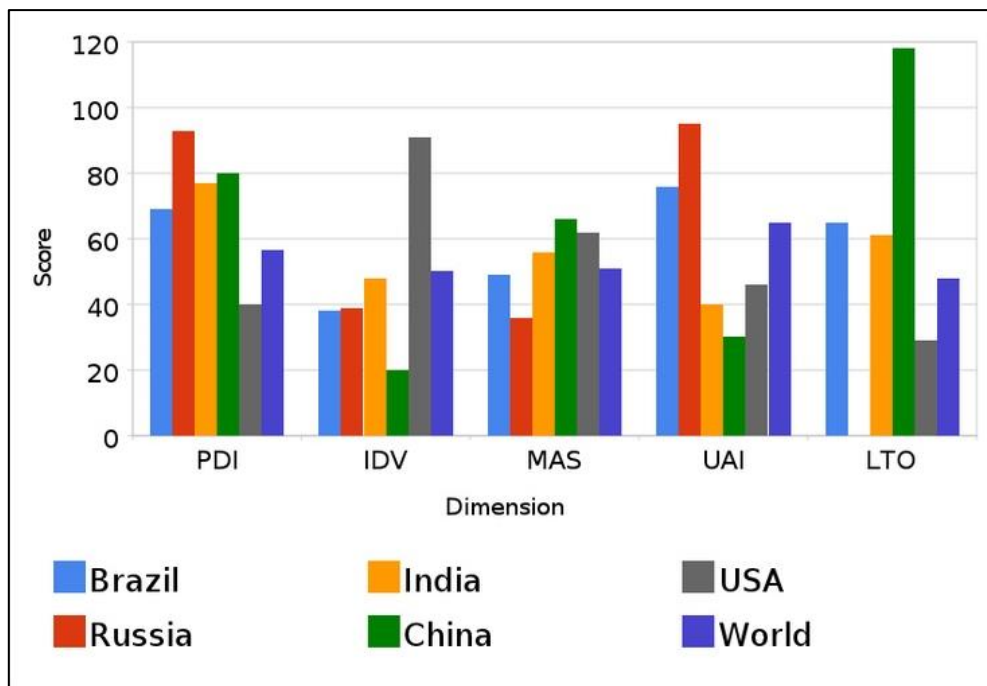
3 Work in pairs. Study Hofstede's diagram. Make comments related to values, rituals, heroes, and symbols.



Picture n. 1 Hofstede's diagram

Available from: <https://bit.ly/2GrphML>

4 Work in groups. Describe Hofstede's chart in first three dimensions.



Picture n. 2 BRIC Geert Hofstede Scores

Available from: <https://bit.ly/2L9DDVO>

5 Read the following case study and comment the mentioned prohibitions in Arabic countries.

Tourism brings together two societies and their cultures forming guest-host relationship. The greater the differences between economic, cultural and social factors are between tourists and local people, the more likely the relationship will be more unequal and less balanced.

Difficulties in relationship between host and guest are usually caused by the lack of knowledge, understanding or sensitivity from tourists' side to local culture and customs. Tourists bring their own customs and habits to the destination and rarely are aware of the culture shock they cause for the locals. It very often happens that rules that are accepted in one culture may be refused in another culture, which can lead to misunderstandings and misinterpreting of the rules in the other culture. The result can be seen in difficulties in interaction with hosts, creating confusion, generating tension, and conflicts. Breaking the rules in the destination is common among tourists because they ignore them or they are unaware of them.

Culture conflicts are likely to happen in the countries like the United Arab Emirates because of huge differences between Western tourists and Muslim hosts. Many Muslim countries feel that Western tourists behave unacceptably. Legislation in the destination can differ enormously from tourists' own country and this causes conflicts because of tourists' unawareness or ignorance.

Nowadays, Dubai is a frequent destination of Czech tourists. Dubai is a Muslim country and it follows Islamic laws. As Islam is the official religion, it is forbidden to criticise or distribute any material against the religion. It is not allowed to practise any form of other religion besides Islam in public areas. During the holy month of Ramadan it is not possible to eat in public from the sunrise to the sunset. Alcohol can be used only in definite areas as well. People can be sentenced to imprisonment because of homosexuality, affairs outside marriage, intoxication, and kissing in public places.

6 The following text gives information about specific non-verbal signals in various exotic countries. Add a paragraph about non-verbal signals in three interesting European destinations.

China

Sucking air through the teeth occurs when something is surprising or difficult. In China it is best to change the request to avoid the embarrassment of having to say "No". After finishing a meal, the custom is to place the chopsticks parallel across the bowl.

INTERNATIONAL COMMUNICATION IN TOURISM
CULTURE VALUES AND CULTURE DIMENSIONS

Japan

Direct eye contact can be seen as intimidating. Bowing in greeting is customary. Waving the hand in front of the face signals "I don't know" or "I don't understand".

Thailand

Showing the soles of the feet or pointing with a foot is insulting as the foot is seen as the dirtiest part of the body. The head is the most sacred part of the body, and children should not be patted on the head. The left hand is "unclear" and is not used to pass objects or food.

7 Choose 3 countries where you would like to study, travel or work and prepare the characteristics of their cultures. Include culture dimensions and attractive tourist destinations.

1 _____

2 _____

3 _____



INDEPENDENT TASK

8 Which dimensions related to the division of cultures can you identify in the questionnaires? Answer the questions and ask other students from various countries to fill in the questionnaire again. Compare the answers and summarize results.

Which interests do you focus on?

individual interests	1	2	3	4	5	6	7	team interests
----------------------	---	---	---	---	---	---	---	----------------

How were you brought up?

towards independence	1	2	3	4	5	6	7	keeping up traditions and links with relatives
----------------------	---	---	---	---	---	---	---	--

Which do you prefer?

sympathy, tolerance, social awareness	1	2	3	4	5	6	7	sympathy and tolerance are inferior
---------------------------------------	---	---	---	---	---	---	---	-------------------------------------

Which life orientation do you prefer?

willingness to take risk and live without certainty	1	2	3	4	5	6	7	unwillingness to take risk and live with certainty
---	---	---	---	---	---	---	---	--

What is your attitude towards authority, supervisors, etc?

respect for authority and supervisors	1	2	3	4	5	6	7	no respect for authority and supervisors
---------------------------------------	---	---	---	---	---	---	---	--

What is the role of time in your life?

time is important for me, I try to keep deadlines	1	2	3	4	5	6	7	time is not important for me, I do not keep deadlines
---	---	---	---	---	---	---	---	---

What is the position of women in your workplace?

equal	1	2	3	4	5	6	7	unequal
-------	---	---	---	---	---	---	---	---------



QUESTIONS



State if the following statements are true or false

- 1 Time is for polychronic cultures measurable. **T / F**
- 2 Tourists should communicate clearly what their expectations about services are. **T / F**

INTERNATIONAL COMMUNICATION IN TOURISM
CULTURE VALUES AND CULTURE DIMENSIONS

- 3 In high context cultures information is provided in a direct way. **T / F**
4 In Chinese society individualism is very low. **T / F**
5 Ramadan is a month of fasting in Muslim countries. **T / F**
6 Direct eye contact is not appreciated in European cultures. **T / F**
-



ANSWERS

1 F | 2 T | 3 F | 4 T | 5 T | 6 F



SUMMARY OF THE CHAPTER

Chapter 1 has introduced various types of communication situations in tourism including possible communication barriers. It presented the typology of cultures and information connected to it. Practical exercises have enabled to identify and solve problems in mini-case studies, which has led to the improvement of students' command of English.

2 BARRIERS TO SUCCESSFUL INTERCULTURAL COMMUNICATION IN TOURISM

QUICK OVERVIEW OF THE CHAPTER



The introductory text of the chapter 2 describes various kinds of communication barriers in intercultural communication in tourism where people with different culture background are in contact. Students are provided with information related not only to language barriers, but also to stereotypes and prejudice that can have a negative impact on interaction in tourism. The concluding part of the text involves ways of overcoming unwanted barriers and presents Hofstede's pyramid illustrating the process of creating stereotypes.

The practical part of the text lists exercises related to the introductory text, vocabulary used, and grammar phenomena. The second part of exercises is devoted to communication in tourism, especially to solving case studies dealing with problems in the area of communication barriers. It also comprises creative exercises where students are supposed to create their own case study based on their experiences.

GOALS OF THE CHAPTER



- Ability to distinguish various kinds of communication barriers,
 - To develop skills in overcoming them,
 - Ability to communicate with people with different culture background,
 - To develop vocabulary, improve grammar and communication promptness in English in situations related to tourism,
 - To improve skills to identify a problem and solve it.
-

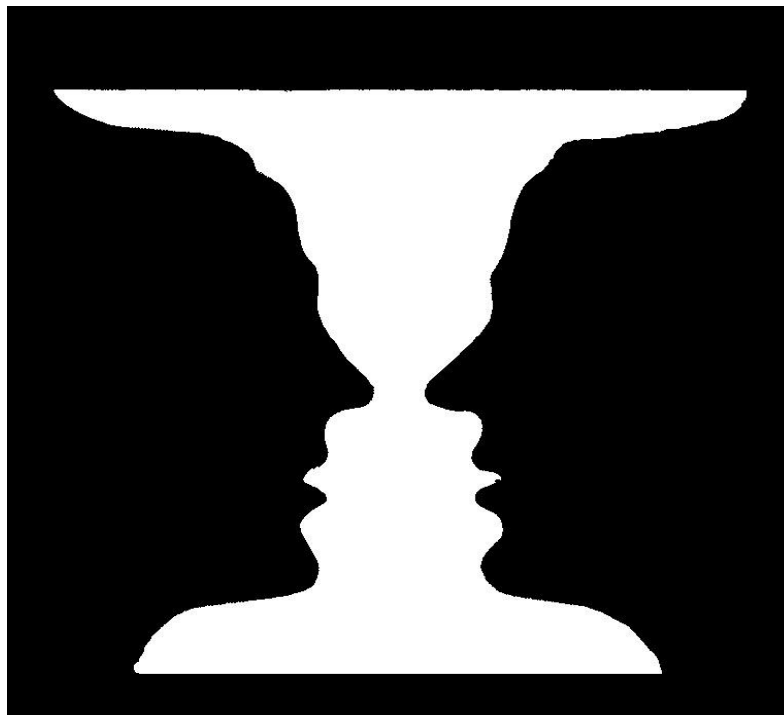
KEY WORDS OF THE CHAPTER



Tourism, communication barriers, stereotypes, prejudice, overcoming stereotypes and prejudice.

2.1 Overcoming stereotypes and prejudice

Study the picture of Rubin's vase and find necessary information about ambiguous perception. Make comments about how different perception of the same thing can influence effective intercultural communication. Then read the text.



Picture n. 3 Rubin's vase

Available from: <https://www.theodysseyonline.com/the-whole-is-greater-than-the-sum-of-its-parts>

A Nowadays, it is obvious that students, working people, and tourists during international interactions will come in touch with people with different culture background, international teams at home and abroad during negotiating with foreign partners, and managing a diverse workforce. This phenomenon should be considered positive as diversity provides a more fertile environment for creative thinking and innovation, and more and more companies are looking for finding synergy effects in cultural diversity, which means that diversity might be seen as an asset on condition that people are able to use a common international language of communication.

B Speakers do not share each other's language but can use a third language for communicative purposes - a *lingua franca*, a language which is the mother tongue to neither of them. A *lingua franca* may be any natural or any artificial language which is used among speakers of different mother tongues. It may be used either *intra*-nationally, like e.g. English in India or Nigeria, or internationally e.g. English between Germans and Japanese. While speakers of *intra*-national *lingua francas* have often acquired these as second languages and use them in a variety of domains, most participants in international *lingua franca* conversations need to be regarded as learners of a language they use for restricted

purposes only. In present time, *lingua franca* is English, but the concept of *lingua franca* also has a historical dimension.

C Apart from linguistic barriers, communicators can face other problems - stereotypes and prejudice, and sometimes even discrimination. Stereotype is a fixed idea or image that many people have of a particular type of person or thing, but which is not true in reality. The word comes from printing, where it was used to describe the printing plate for producing the same image repeatedly. Stereotypes are based on rigid generalizations which can be a barrier to the effective interpretation of a situation. Prejudice is a negative judgment or opinion formed about a group without knowledge of the facts. Discrimination means treating people in a less favourable way because they are members of a particular group.

D Researchers have conducted numerous research studies to find out more information about communication barriers. In one of them participants were asked to list the associations related with particular social groups. American college students, for example, listed the different features they thought best described different ethnic groups. It was interesting to see the remarkable consensus among the students in terms of stereotypes for Asian-Americans. Studies demonstrate how changes in a stereotype reflect social and political shifts in inter-group relations, particularly those between minority groups and White-Americans in the United States.

E As the Chinese and Japanese came to be seen as political and economic competition by the majority group in the 70s of the previous century, the negative stereotypes that initially included physical and racial descriptions such as *yellow* or *slant-eyed*, and dangerous. According to a recent study, the Asian-American stereotype is composed of qualities such as *self-disciplined*, *reserved*, *traditional*, *intelligent*, *studious*, *hard-working*, but also *cut-throat*, and *hostile*, which means that the stereotypes of Asian-Americans have expanded over time to include both positive and negative issues.

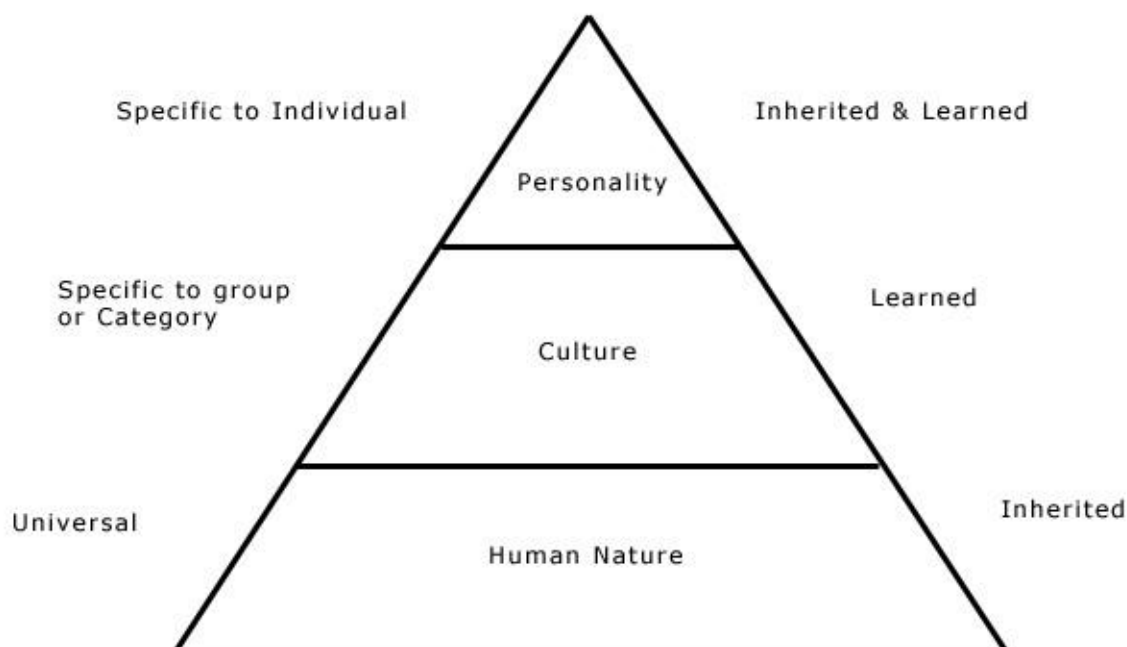
F From the sociological point of view people tend to make stereotypes because of categorizing, i.e. creating in- and out-groups. Obviously, it is more convenient and favourable to be a member of an in-group than of an out-group. Stereotyping often happens not so much because of aggressive or unkind thoughts. It is more often a simplification or generalization to rank people and call them, for example, *black people*, *policemen*, *Jews*, etc. There also exists gender stereotyping when men stereotype women and women stereotype men, but stereotyping can be subconscious and it can bias individuals' decisions and actions.

G In tourism stereotypes are used to describe tourists and locals. Stereotypes can influence the perception of tourists and hosts that they have about each other. Positive stereotypes attract tourists, while negative ones drive them away. Stereotypes are activated and applied to individuals belonging to social groups, often in an automatic way. They affect impressions and behaviours. When, for example, interacting with a person who belongs to a group perceived as aggressive, the group stereotype is activated in tourists' minds and unconsciously affects his or her behaviour. Therefore, tourists should get information about

BARRIERS TO SUCCESSFUL INTERCULTURAL COMMUNICATION IN TOURISM

their destinations in advance and have to get familiar with specific culture aspects of the area, and especially about how to behave in public.

H To avoid stereotypes and prejudice in intercultural communication it is necessary to distinguish between what is part of a person's cultural background and what is part of their personality. G. Hofstede created the model of the pyramid to illustrate three levels in human mental program. Human nature at the bottom of the pyramid indicates that all the humans have common needs like sleeping, eating, etc. These characteristics are universal and inherited. At the same time, the specific culture may determine the fact when people usually eat and sleep. These features are typical for the group of people and are learnt by them. The top of the pyramid shows that people do some things because of their individual personality. These issues are both inherited and learnt. It is vital to consider all these three levels to understand the behaviour of a person. Even if it is possible to generalize about a culture, the personality of a particular person must be taken into consideration.



Picture n. 4 Three Levels of Uniqueness in Human Mental Programming

Available from: <https://www.pinterest.cl/pin/429882726915087697/>

PART A TEXT-RELATED TASKS



INDEPENDENT TASK

1 Find in the text paragraphs referring to

- Stereotypes in tourism _____
- Linguistic barriers _____
- Stereotypes about Asian cultures _____

- Overcoming stereotypes _____

2 Explain the meaning of the following collocations and give proper examples.

Fertile environment _____

Lingua franca _____

Negative judgement _____

Minority group _____

Economic competition _____

Group stereotype _____

3 Find in the text (one in each paragraph) words corresponding to the following definitions.

- extra energy, power, success, etc. that is achieved by two or more people or companies working together _____
- created by people; not happening naturally _____
- a general statement that is based on only a few facts or examples _____
- connected with or belonging to a nation _____
- a situation in which people or organizations compete with each other _____
- a strong feeling in favour of or against one group of people _____
- a place to which somebody/something is going or being sent _____
- the details of a person's family, education, experience _____

FOR INTERESTED PERSONS



4 Work in groups. Find information about examples of discrimination in human history. Give a report to other students.

We have found out about discrimination in

5 Comment the following chart showing funny national stereotypes. Explain generalizations on which they are based. Discuss especially the issues related to the Czech Republic and another familiar culture.

BARRIERS TO SUCCESSFUL INTERCULTURAL COMMUNICATION IN TOURISM



Picture n. 5 Chart of national stereotypes

Available from: <http://www.amazing-places.com/one-sentence-annoy-europeans/>



FOR INTERESTED PERSONS

6 Find all the modal verbs in the text and state what kind of modal meaning they have in the given context.

Should – advice, recommendation

CASE STUDY



2.2 Part B Tasks related to communication in tourism

1 Study the following critical incident based on different perception. First, complete the missing words fitting in the context.

A Japanese businessman is negotiating with a Norwegian partner. The Japanese says that the deal will be very difficult. The Norwegian asks how the company can help to solve the problems The Japanese looks confused.

This is the case of misinterpretation in which two people interpreted the same statement in completely _____ ways. In order to avoid such situations, it is necessary to develop perception checking the aim of which is to ensure that our interpretation of other person's behaviour is what he or she meant. First, it is needed to describe what we thought the other person meant. If you are an _____, communicating with a collectivist, you must be aware of the fact that collectivists are not comfortable with answering direct questions.

It is also important to distinguish between listening and _____. Listening involves much more attention and includes getting new information, categorizing, checking ideas, and predicting what is coming next. During active listening it is crucial to understand by asking questions and restating what communication partners have said.

Giving feedback is _____ or non-verbal feedback to others. The ways feedback is given across cultures is different and it is useful to focus on the following:

be specific,

present the problem as a mutual one,

provide feedback at an appropriate time.

How could the Japanese and the Norwegian partner avoid misunderstanding? Present a dialogue between them.

N: I supposed that _____

J: _____

BARRIERS TO SUCCESSFUL INTERCULTURAL COMMUNICATION IN TOURISM

2 Work in groups. Create a critical incident related to communication in tourism based on different interpretations of the problem. Begin with the description of the situation and stating the problem.

3 Read the description of the study and say what kind of stereotype is reflected in it.

The main objective of this study was to describe and review stereotypes of elderly persons found in adult narrative jokes, based on theories of humour. Approximately 4,200 jokes were examined, of which 102 were judged to employ a single predominant stereotype of the elderly. A content analysis by the researcher established eight stereotypes: the impotent male, the unattractive female, the vain male, the disinterested female, the innocence of second childhood, the insatiable female, the forgetful old person, and the infirm old person. The jokes were sorted using these categories by two independent judges. High levels of concordance were found for all stereotypes excepting the innocence of second childhood. Some implications for gerontological education of ageist stereotyping in narrative jokes are suggested.

4 Read the following case study. Complete appropriate missing words, answer the questions and compare the mentioned situation in Sweden to the situation in the Czech Republic.

Barriers, discourage, male, myths, reluctant

The number of female managers in Sweden being sent on international assignments is substantially lower than the number of males. Research indicates that females experience _____ in their careers that are not faced by their male colleagues, and overcoming hidden or less apparent barriers to managerial fairness is not always easy. There also exist _____ in both academic literature and among practitioners regarding females about the women not being interested in taking on international assignments.

The findings about barriers prior to international assignments indicate that there are some factors influencing the situation, e.g. the type of industry, especially _____ dominated industries, gender stereotypes, etc. Another barrier may be the fact that men tend to have a higher salary and their careers are commonly prioritized which might _____ women from taking on international assignments. Findings further reveal that companies can be _____ to send women on international assignment because of country and its culture, high status of an assignment, children and women themselves doubting their own capabilities. Moreover, during international assignments women can face prejudice depending on country, religion and the age.

*What is the situation related to women's international assignments in the CR?
What are gender stereotypes?*

What is the difference between male and female salaries in the CR?
Do Czech women doubt in their possibilities?
What can prejudice about religion and age involve?

5 Work in groups. Make comments about the following ethnic stereotypes.



Picture n. 6 Ethnical stereotypes

Available from: http://www.thepinsta.com/latin-stereotypes-on-television_I8NOScoUz%7CGxT0fk4woNSCYX43%7C%7CI40Mgth40FpuT0E/

QUESTIONS



- | | |
|--|-------|
| 1 Diversity is beneficial. | T / F |
| 2 At present, <i>Lingua Franca</i> is French. | T / F |
| 3 Stereotypes are based on generalizations. | T / F |
| 4 Ageist stereotyping is related to gender. | T / F |
| 5 There is not a difference between listening and hearing. | T / F |
| 6 Prejudice is a positive attitude to a group of people. | T / F |

ANSWERS



1 T | 2 F | 3 T | 4 F | 5 F | 6 F



SUMMARY OF THE CHAPTER

Chapter 2 has introduced various kinds of communication barriers in tourism including possibilities how to overcome them. Students have not only been presented various types of stereotypes and prejudices and been able to identify and solve communication problems in numerous case studies, but also to create them on the basis of their experiences in communication in tourism.

3 ADAPTATION TO FOREIGN CULTURES

QUICK OVERVIEW OF THE CHAPTER



The introductory text of the chapter 3 describes various kinds of clash with target culture during communication in tourism. It deals with the process of acculturation, which is adaptation to target culture, and a phenomenon of culture shock occurring in case of a longer stay in dissimilar target culture. Students are presented with potential clash in communication in tourism between native inhabitants and tourists.

The practical part of the text lists exercises related to the introductory text, vocabulary used, and grammar phenomena. The second part of exercises mainly deals with popular acculturation models and their descriptions, with solving and creating of case studies in the area related to clash of cultures in tourism. Students are also supposed to solve critical incidents looking for their reasons caused by culture differences.

GOALS OF THE CHAPTER



- Ability to develop sensitivity and tolerance to culture differences,
- Ability to adapt to target culture,
- Ability to communicate with people with different culture background in tourism,
- To develop vocabulary, improve grammar and communication promptness in English in situations related to tourism,
- To improve skills to identify a problem and solve it.

KEY WORDS OF THE CHAPTER



Tourism, acculturation, adaptation, critical incident.

3.1 Process of adaptation

Study the following text and add the last summarizing paragraph.

A Culture factors have the most direct influence on tourist behaviour. Understanding tourist background and behaviour from the cultural point of view can give a richer portrait

ADAPTATION TO FOREIGN CULTURES

of tourist and enables marketers and managers to better identify how national cultures influence purchases, choices, and experiences. Culture data can also explain tourist preferences related to certain products and destinations and justify tourist reaction to the external environment.

B Different groups of tourists can behave differently, having different motivation and travel needs, and are influenced by different stimuli. Culturally distinct groups of tourists have different expectations and awareness, they look for different benefits and use different choice criteria. Culturally different tourists seek different destinations, respond to different communication practices, and are influenced by different promotional strategies and incentives. They also show a different level of satisfaction with a product.

C Intercultural encounters between tourists and hosts, i.e. between a stranger and a new culture environment, are often accompanied by psychological and social processes, which is common in the tourist industry. When a foreigner is not informed properly, he or she may fight to learn new symbols and rituals of the new environment, for example which words to use in a specific situation, how to welcome, when and how to offer gifts, etc. as it is impossible to recognize culture values belonging to a deeper level of culture. Therefore, a visitor to a foreign country has to learn everything from the beginning, which may generate unpleasant feelings, helplessness, and hostility to the new environment.

D When travelling, studying and working some time abroad, it is necessary to be prepared for the process of acquiring a second culture. Acculturation, the gradual, in case of short stays a partial adaptation to the target culture without losing national identity, has been researched intensively and the researchers have developed frameworks for investigating the psychological processes that underlie acculturation. It occurs when characteristics of a group are changed because of interaction with another cultural or ethnic group, for example Erasmus students in classrooms all over Europe vary in many different ways including their level of acculturation.

E The process of acculturation is obviously accompanied by learning a new language and adapting to a new culture, which are challenges faced by especially by students who go to study abroad within a programme or people working abroad. The literature indicates that individuals experience distinct stages in the process of adapting to a different culture, but not all persons advance through the stages in the same manner. If they are not given adequate support, they may experience personal challenges in the acculturation process.

F There have been created numerous acculturation models, Acton-Walker de Felix's acculturation model being one of the most famous. It involves four stages:

Tourist - the new culture is inaccessible and culture shock is probable to occur. In the language spoken first language strategies and resources are used.

Survivor - is the stage of functional language and functional understanding of the culture. A lot of people do not pass through this stage, for example people coming abroad for manual labour jobs

Immigrant - is the stage reached by most literate people who spend an extended period of time working and living in a foreign culture. The degree of acculturation is expected.

Citizen - is almost at the level of the native speaker. The person is expected to have both pronunciation and gestures very similar to those of natives.

G If individuals spend more time in a new environment, it is more likely to adapt and accept the traditions and customs from that area. It has been proved that with the course of time, the issues which seemed to be unacceptable in the initial stage of the stay, become a normal category. There also might happen an opposite situation, when a tourist cannot accept the lifestyle of the population in a certain tourist destination, and wants to shorten the stay. However, in the current economic and informational environment, all should be based on the possible, at least partial acceptance of the otherness.

H If there is a permanent contact between local population and tourists, i.e. in the situation when foreign tourists are permanently present in a tourist destination, and there are mediators facilitating the contact, acculturation is *spontaneous*. In another situation, when a certain tourist destination is promoted at governmental level to the tourists from a particular country, with the same category of tourist for a long time, the destination population takes characteristics from the tourist culture, losing gradually its own tradition. This situation can be referred to as *forced* acculturation. The third type of acculturation called *imposed* acculturation, is related to the specific situation when population in a strongly promoted tourist destination, where foreigners come constantly, does not agree with their presence and shows a hostile attitude towards them.

I To summarize, in the travel industry_____

TEXT-RELATED TASKS



INDEPENDENT TASK

1 Write topic sentences for paragraphs A-H

- A _____
- B _____
- C _____
- D _____
- E _____
- F _____
- G _____
- H _____

2 Explain the meaning of the underlined words in the text.

- stimuli* _____
- incentives* _____
- hostility* _____
- interaction* _____
- tourist destination* _____
- otherness* _____
- mediators* _____
- facilitating* _____

3 Find antonyms for the following words in the text.

- rich* _____
- different* _____
- properly* _____

hostile _____

adequate _____

permanently _____

lose _____

4 Find synonyms for the following words in the text.

enable _____

influence _____

benefit _____

inaccessible _____

accept _____

support _____

attitude _____

FOR INTERESTED PERSONS



5 Find in the text 5 adjectives and 5 adverbs. Then give rules about forming comparatives and superlatives.

Adjectives:

Rules for forming comparatives: _____

Rules for forming superlatives: _____

ADAPTATION TO FOREIGN CULTURES

Adverbs:

Rules for forming comparatives: _____

Rules for forming superlatives: _____

6 Form comparatives and superlatives for the following adjectives and adverbs.

direct	_____	_____
good	_____	_____
culturally	_____	_____
spontaneously	_____	_____
rich	_____	_____
possible	_____	_____

3.2 Part B Tasks related to communication in tourism

1 Study the following text related to acculturation models. Complete the missing words choosing from the offer.

assimilation, cope, escape, honeymoon stage, hostility, vast

The above mentioned Acton-Walker de Felix's model follows similar characteristics as other acculturation models, which means the initial _____, leading to feelings of initial euphoria, then culture shock, resulting from feelings of disorientation, _____ towards the host culture, leading to feelings of resentment, initial adaptation, leading to a sense of autonomy within the host culture, and finally _____ into the host culture, leading to a sense of belonging to both the host and home culture.

The first stage in the mentioned model refers to phenomena ranging from mild irritability to deep psychological panic and crisis. E.T. Hall describes a hypothetical example of an American living abroad (Japan) for the first time in the following way: At first, things are the same. But

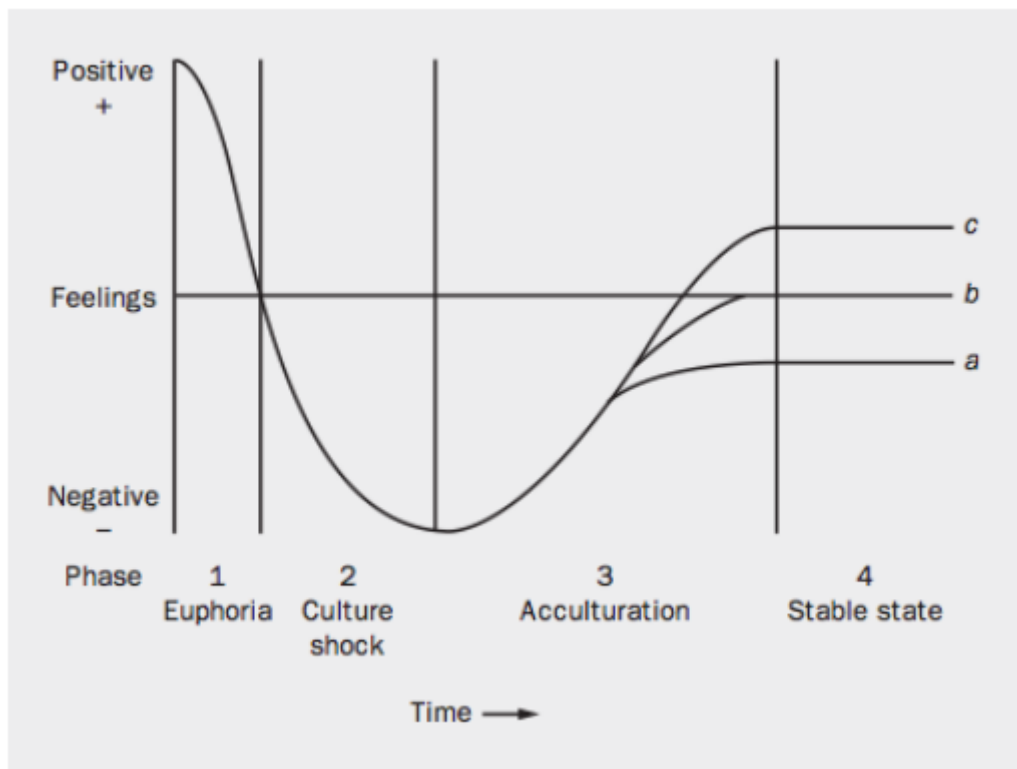
soon the American discovers that under familiar exterior there are _____ differences. When someone says "yes", it often does not mean yes at all, and when people smile, it does not mean they are pleased. People tell him that they will do the things and do not. The longer he stays, the more enigmatic the country looks.

Some acculturation models involve the flight stress response, which enables individuals to _____, avoid and distance themselves from the source of threat. There are examples of students who had to flee from school when faced with unexpected and stressful social situations. One of them happened in School of Business Administration in Karviná when a Turkish Erasmus student left the Czech Republic because of not being able to _____ with sharing a kitchen and pots at the dorms with the students who cooked and ate pork. In this case, the spontaneous act of flight protected the boy from threat.

INDEPENDENT TASK



2 Make comments about the Berry's acculturation model. Find out the a, b, and c possible outcomes of the process.



Picture n. 7 Berry's acculturation model

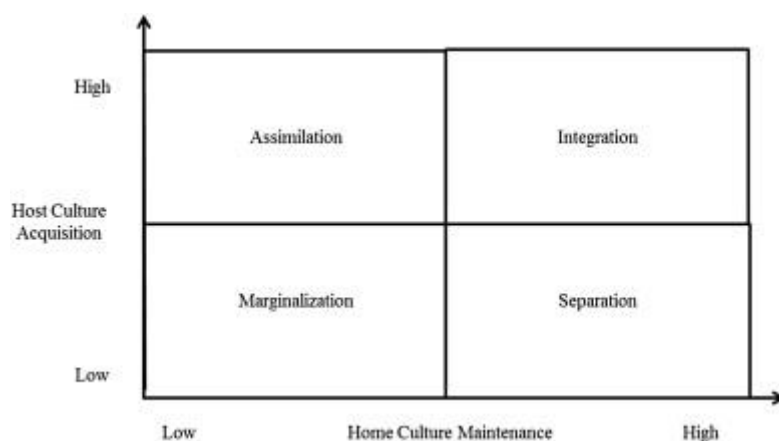
Available from:

<https://www.google.cz/search?q=acculturation+curve&client=firefox-b-ab&dcr=0&tbm=isch&imgil=r26cjsYOKY>

ADAPTATION TO FOREIGN CULTURES

3 Work in groups. Study the following passage showing the acculturation model used in tourism. Try to apply this model to a specific case related to acculturation in tourism.

Berry argued that psychological acculturation centres around two choices: The extent to which people wish to interact with and adopt aspects of their host culture and the extent to which they wish to preserve elements of their home culture. Choices along these two dimensions result in one of four acculturation strategies, as can be seen in the chart below. People who adopt an *assimilation* strategy embrace the host culture, while forsaking their home culture. In contrast, people who adopt a *separation* strategy prefer to preserve their home culture and are not interested in interacting with or acquiring aspects of the host culture. People who adopt an *integration* strategy embrace the host culture by interacting with and adopting it, while also maintaining their home culture. Lastly, people who adopt a *marginalization* strategy are not motivated to interact with, adopt, or maintain either culture.



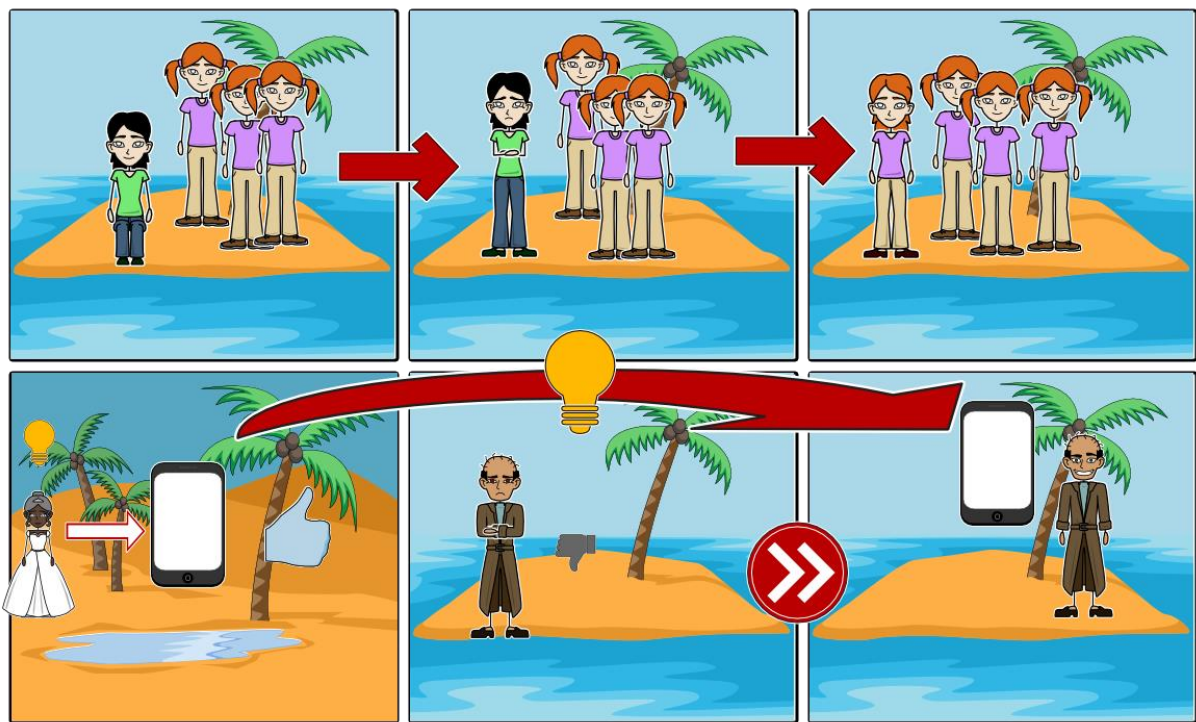
Picture n. 8 Berry's acculturation model

Available from: <https://bit.ly/2k3qh0M>

My case study reflecting the model:

4 Work in pairs. Complete the blanks on the second line and create a similar storyboard to the first one. The story must be related to the process of acculturation.

Then create your own storyboard.



Create your own at Storyboard That

Picture n. 9 Storyboard

Available from: <https://bit.ly/2rNYXIn>

My storyboard:

5 Analyze the following critical incidents and find their most appropriate reasons. Then try to give your own explanation related to the cases.

Don, an American, is interviewing candidates for a managerial job in his company based in China. One of the internal candidates is Li-Chen Nguyen. She is a computer programmer whose technical work is excellent. She has been a member of some of the most successful work teams in the company. When Don interviews her, he tries to get information from her. He wants her to talk about her leadership contributions to the groups. However, Li-Chen looks at her hands; she says everyone in the group worked hard and she seems embarrassed.

Don is surprised at such behaviour as it is unusual in his home country and begins to wonder if Li-Chen has the skills needed to be an effective manager.

Explanation

ADAPTATION TO FOREIGN CULTURES

You are a European manager on an assignment in Hong Kong for six months. Lately, you have been feeling irritation and cannot get on with family and colleagues. You even criticized your assistant for a small error. What is wrong with you?

1. You are obviously under a great deal of stress and gradually losing your mind.
2. You are not fit for an overseas assignment and should only accept domestic assignments.
3. You just don't like Hong Kong and would do better somewhere else.
4. You are experiencing the normal strain of adjustment to a different cultural environment.

Explanation

You are on technical assignment in Saudi Arabia. The site manager stands very near when you are both looking at a computer screen and you are becoming uncomfortable. How should you interpret this situation?

1. The manager is obviously "coming on" to you.
2. The manager is feeling very comfortable with you and you should take it as a compliment.
3. The manager is trying to get close to you so that you will speak favourably of the Saudi operation at headquarters.
4. The manager is merely observing the customary amount of "personal space" between colleagues in his country.

Explanation

CASE STUDY



6 Prepare a case study based on your own experience with the process of acculturation.

Present it to the class.

QUESTIONS



- | | |
|---|-------|
| 1 Hostility means a friendly attitude. | T / F |
| 2 Culture shock occurs between the stages of <i>tourist</i> and <i>survivor</i> . | T / F |
| 3 Culture shock is a kind of stress. | T / F |
| 4 When people smile, they always show a positive attitude. | T / F |
| 5 Acculturation can occur in tourist destinations. | T / F |
| 6 Homesickness does not belong to the culture shock symptoms. | T / F |

ANSWERS



1 F | 2 T | 3 T | 4 F | 5 T | 6 F

SUMMARY OF THE CHAPTER



Chapter 3 has introduced the process of adaptation to target culture. It has listed various acculturation models and shown potential situations in interaction between tourists and native inhabitants. Students have been presented with critical incidents illustrating clash of cultures in tourism and with possibilities how to solve it.

4 CULTURE SHOCK AND REVERSE CULTURE SHOCK



QUICK OVERVIEW OF THE CHAPTER

The introductory text of the chapter 4 describes a phenomenon of culture shock and its symptoms that may occur during a stay in target culture. It introduces Oberg's concept of culture shock and lists negative feelings accompanying it. Attention is also devoted to phases of culture shock and to necessity to develop various activities to cope with culture shock and its symptoms.

The practical part of the text lists exercises related to the introductory text, vocabulary used, and grammar phenomena. The second part of exercises is mainly devoted to secondary culture shock which surprisingly can be accompanied with more intensive symptoms than primary culture shock. Exercises focus on the possible course of culture shock and its overcoming during interaction in tourism and indicates potential sources of culture shock in various tourist destinations.



GOALS OF THE CHAPTER

- Ability to develop sensitivity and tolerance to culture differences,
 - Ability to adapt to target culture,
 - Ability to cope with primary and secondary culture shock,
 - To develop vocabulary, improve grammar and communication promptness in English in situations related to tourism,
 - To improve skills to identify a problem and solve it.
-



KEY WORDS OF THE CHAPTER

Tourism, culture shock, symptoms of culture shock, sources of culture shock, tourist destinations.

4.1 Stages and symptoms of culture shock

Read the following jumbled text and put the paragraphs in the most appropriate order.

A Learning a new language and adapting to a new culture are challenges faced by especially students who go to study abroad within a programme or people working abroad, but recently it also concerns immigrants and refugees, and tourists. The literature indicates that individuals experience distinct stages in the process of adapting to a different culture, but not all persons advance through the stages in the same manner. These stages are characterized by typical behaviours and emotions, and they range from hyperactivity, anxiety and initial disorientation to some degree of adaptation. The intensity of these emotional responses in school will vary depending on several factors such as a welcoming class and school environment, and a teacher that is culturally responsive. If students are not given adequate support and their home culture is not recognized and valued in the classroom, they may experience personal challenges in the acculturation process, especially in overcoming culture shock.

B According to K. Oberg culture shock is related to anxiety that results from losing familiar signs and symbols of social intercourse, therefore it often occurs to tourists when visiting tourist destinations, especially those that differ much from their home cultures. Some of the symptoms of culture shock present excessive washing of the hands, concern about drinking water, food, dishes, and bedding. Another feature of culture shock may be fear of physical contact with attendants, a feeling of helplessness and a desire for dependence on long-term residents of one's own nationality, anger because of delays, and other frustrations. There is also a fear of being cheated, robbed, and injured, as well as being afraid of minor pains. However, above all, people experiencing culture shock long to be back at home and to visit relatives, etc.

C **In the process of assimilation** the individuals' home cultural values and beliefs are replaced by the new culture, leaving behind the parents' culture for example. The students usually identify with the host culture, deny and hide their cultural and linguistic background. This action can have negative implications towards the students' families as the students who move in this direction experience negative self-esteem.

D During the third stage people move into one of two lines - **assimilation** or **acculturation**. This is a stage of gradual recovery of equilibrium and the acknowledgment of the differences of both cultures. This is also referred to as culture stress or culture shock. At this stage foreigners may experience an identity crisis, where one feels neither bound firmly to the native culture nor yet adapted to the new culture. Culturally and linguistically diverse ones who have reached this stage, take a course of action in one of two ways. Within the process of **acculturation** individuals are able to find value and meaning in both cultures and identify with both and they react positively towards both cultures and no longer feel the need to hide their linguistic and cultural background. Moreover, some may feel fear or loneliness, and sometimes they can even suffer from a physical illness.

CULTURE SHOCK AND REVERSE CULTURE SHOCK

E At the second stage individuals begin to notice cultural differences and feel deprived of things familiar to their culture of origin. The awareness of such differences may be disorienting to the individual. This stage usually lasts from several weeks to several months. Students at this stage may experience difficulties with self-esteem, feelings like depression, withdrawal, inattention or hyperactivity.

F The first period is often called the *honeymoon* in which the individual is excited about new customs, food, sights and the newness of the new and different culture. Students at this stage experience much stimulation, fascination and excitement with the new culture. Some may look distracted and unfocused. They may experience the silent period of second language acquisition.

G As it was stated in Unit 2, the most common theory of cultural adaptation is the U-Curve Model designed to explain the emotional curve that many sojourners experience when entering into and immersing themselves in new culture. The model bases itself around predictability as it states that the sojourner will go through from three to five stages of emotional adaptation throughout his or her time abroad: the honeymoon stage, leading to feelings of initial euphoria, culture shock, resulting from feelings of disorientation, hostility towards the host culture, leading to feelings of resentment, initial adaptation, leading to a sense of autonomy within the host culture and finally assimilation into the host culture, leading to a sense of belonging to both the host and home culture.

H The recommendation related to overcoming culture shock involves analysing objectively the differences between home and host country and looking for the reasons the host country does things differently. It is also necessary to set some goals for yourself to redevelop the feeling of control in a person's life, e.g. planning some activities, studying a foreign language every day and watching programmes in this language, finding local friends and talking to them about feelings and problems in specific situations. All these activities should give people more self-confidence that can help them to cope with culture shock and its symptoms.

PART A TEXT-RELATED TASKS

INDEPENDENT TASK



1 List the paragraphs in the logical order. The first and the last paragraphs have been already matched.

- A 1
- B _____
- C _____
- D _____
- E _____
- F _____
- G 8

2 Answer the following questions.

What pattern do acculturation models follow?

When does acculturation process occur?

What is culture shock and its symptoms?

What are the possible outcomes of the final stage of acculturation?

How can culture shock be overcome?

3 Find the explanation of the meaning of the following words in an English-English dictionary.

challenge _____

disorientation _____

CULTURE SHOCK AND REVERSE CULTURE SHOCK

anxiety _____
frustration _____
equilibrium _____
inattention _____
self-esteem _____
symptom _____

4 Use the following collocations in your own sentences.

personal challenge _____
excessive anger _____
linguistic background _____
cultural differences _____
honeymoon stage _____
initial euphoria _____
host culture _____

5 Complete the missing words in the following text about reverse culture shock. Choose from the offer.

alienation, departed, initially, personality, secondary, support, unexpected

Reverse culture shock, or _____ culture shock, can be experienced after returning to original culture. It is an _____ confrontation with the familiar. Overcoming reverse culture shock can be more difficult than the original one. Individuals are _____ happy to be back at home, but then they experience the feeling of _____ connected with being aware of the fact that things have changed since they _____. There usually follows a period of adjustment, which depends on an individual's _____, the age, the gap between home and host culture, and the social _____ that an individual receives.

6 Go through the text and find present participles and gerunds. Explain the difference between them and focus on their proper translation into Czech.

learning a new language _____

people experiencing culture shock _____

differences are disorienting _____

entering new culture _____

overcoming culture shock _____

FOR INTERESTED PERSONS



7 List the rules related to using gerunds and infinitives after verbs. Give 5 examples at least.

verb + preposition + GERUND

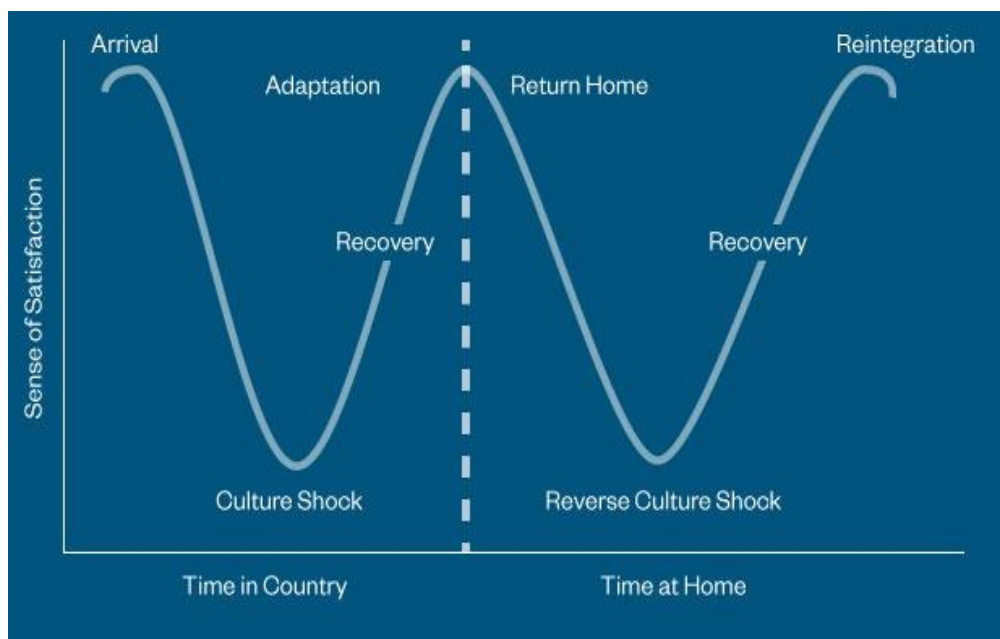
be interested in doing st



QUESTIONS

4.2 Part B Tasks related to communication in tourism

1 Work in groups. Make comments on Kealy’s model and try to apply it to a case study. Present it to the rest of the class.



Picture n. 10 Kealy’s model

Available from: <https://bit.ly/2wLE2KE>

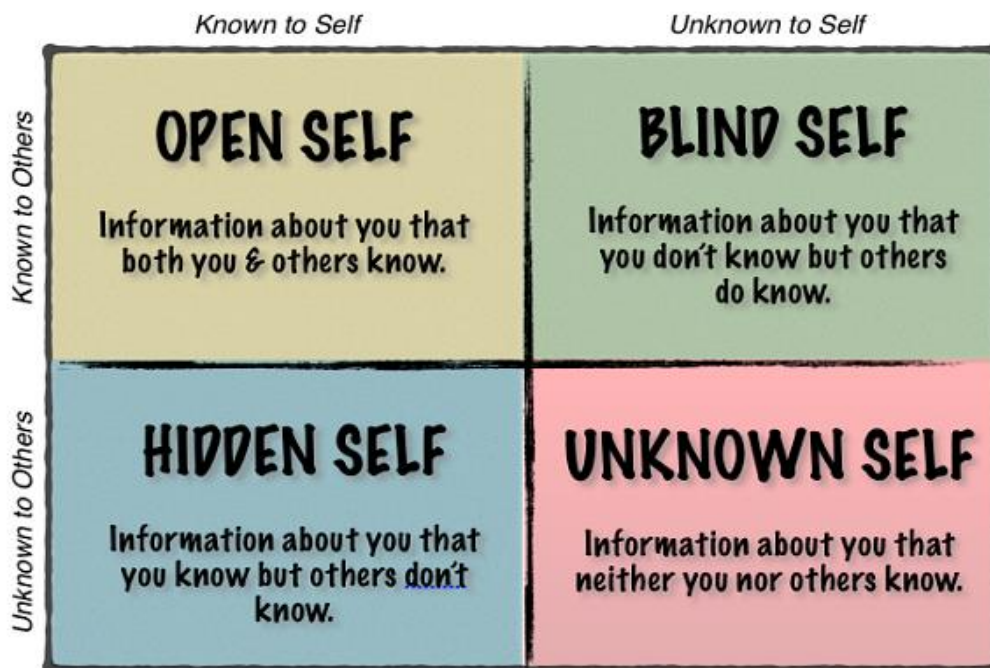
2 Have you ever experienced culture shock or do you know someone who experienced it? Where? What were its symptoms and ways of overcoming it?

3 Reflect on how well you are suited to work in international assignments. Mark the statements true-false. Tell your colleagues about the results.

- I am a sociable person and have a lot of friends. T / F
- I enjoy travel and learning about new cultures. T / F

- I have always been good at learning foreign languages. T / F
 - I enjoy dealing with ambiguous situations. T / F
 - I am tolerant with people who disagree with me. T / F
 - I am prepared to change things according to what happens. T / F
 - I am a good listener. T / F
 - I can cope with stress. T / F
 - I have experience of working abroad. T / F
 - I am patient when things don't work out as I want them to. T / F
-
-
-
-

4 Study the Johari windows on culture. Give an explanation of the windows and make an application to a concrete situation.



Picture n. 11 Johari windows on culture

Available from: <https://successfulculture.com/wp-content/uploads/2016/06/johari-window.png>

CULTURE SHOCK AND REVERSE CULTURE SHOCK

5 Study the following text and say if the statements are true, false or not mentioned.

In the tourism industry culture shock takes place especially, when tourists choose a holiday destination totally different from their own for example in terms of religion. An example may be a Polish catholic tourist will be totally surprised when travelling to an Arab country like Egypt or Tunis, where majority of population is Muslims, with women wearing traditional Muslim clothes covering their face or the whole body. This phenomenon will be probably perceived as a restriction of women's freedom.

After spending some time in new surroundings, tourists may adapt and accept the traditions and customs from that area, which means that what appeared to be unacceptable, can go into the normal category. However, an opposite situation may take place as well. When a tourist is not able to accept the lifestyle of the population in a tourist destination, he or she will shorten the stay.

Tourists usually go through the stages mentioned above. In the stage 1, tourists experience a short period of euphoria showing excitement of travelling and seeing new things. Then, in the second stage there is a period of culture shock, when tourists come in contact with the new environment. In the next third stage called acculturation, tourists gradually learn how to work in new conditions and try to adopt some of the local culture values, and begin to integrate into a new social environment. In the stage 4 tourists' mood becomes stable in terms of both positive or negative feelings, which means that either tourists continue feeling strangers or they become bi-culturally adapted.

- Culture shock takes place when tourists travel to similar culture to theirs. _____
- When you enter a mosque in an Arab country, women have to take off their shoes. _____
- Traditional Arab clothes limit women's rights. _____
- Tourists are never able to adapt to a foreign culture. _____
- Euphoria is a very negative feeling. _____
- Biculturalism shows knowledge of two cultures. _____

6 Work in groups. Make comments about the following pictures as possible sources of culture shock. Take into account different attitudes and traditions.



Picture n. 12 Culture Shock

Available from: <https://bit.ly/2GrRses>

7 Work in pairs. Express your opinion about the following statements and find suitable examples.

- One can learn something about the local culture even in a short time.

- Language is often a problem for tourists.

- The perception of political trouble can affect tourism.

- The role of media in intercultural tourist encounters is extremely important.

- Political and economic events impact tourism.

CULTURE SHOCK AND REVERSE CULTURE SHOCK

- Hosts and tourists can experience more culture shock when they have limited previous intercultural contacts.

8 Work in groups. Describe the picture and explain the notice.



Available from: <http://www.globaltimes.cn/content/1061940.shtml>



QUESTIONS

- 1 *Honeymoon* is associated with excitement. **T / F**
 - 2 Overcoming culture shock does not involve any social contacts. **T / F**
 - 3 Alienation is a positive feeling. **T / F**
 - 4 Kealy's model deals with the primary and secondary culture shocks. **T / F**
 - 5 Being bicultural means having the knowledge of three cultures. **T / F**
 - 6 When tourists enter a mosque, it is necessary to take off shoes. **T / F**
-

ANSWERS



1 T | 2 F | 3 F | 4 T | 5 F | 6 T

SUMMARY OF THE CHAPTER



Chapter 4 has introduced a phenomenon of culture shock. It has listed various symptoms typical for primary and secondary culture shock and shown situations probable to happen in tourist destinations that can be a source of culture shock for tourists.

5 HOTEL AND ARRIVALS



QUICK OVERVIEW OF THE CHAPTER

The introductory text of the chapter 5 describes new possibilities related to the preparation of offer in hotels corresponding with new trends in tourism connected to using of new technologies, meeting clients' demands, etc.

The practical part of the text deals with the whole procedure related to a hotel guest's arrival with an emphasis on welcoming of a client taking into consideration culture specifics. Students will be supposed to fill in a registration form paying attention to guest's history, which undoubtedly presents part of successful communication in tourism. Students will practice how to ensure a car hire and how to provide other required services.



GOALS OF THE CHAPTER

- To formulate hotel's offer
 - To welcome a guest
 - To fill in a registration form
 - To ensure a car hire.
-



KEY WORDS OF THE CHAPTER

Check-in, check-out, hotel offer, guest, package, registration, welcome.

5.1 Hotel offer

Read the text and answer the questions below.

OUR OFFER:

When it's time for a getaway, our hotel offers unique travel packages and hotel discounts. Search our latest hotel special offers by location, date of travel, package type or by what interests you.

LEISURE ESCAPES

Give yourself the getaway you deserve with a \$50 credit (or local currency equivalent) daily credit on your next trip. Use your on-property credit for dining, shopping, relaxing and more.

BED & BREAKFAST

Make the most of your weekend and book a Bed & Breakfast package at participating destinations.

2X POINTS PACKAGE

Your next trip could be twice as rewarding with the 2x Points Package when you book your stay at any our participating hotels.

INSTANT GETAWAY

The best things in life are free. At our hotel, that includes a complimentary drink upon arrival and in-room breakfast for two. So grab your friends or significant other – it's time to get away in style.

ADVANCE PURCHASE

Save up to 20% off our Best Available Rate by booking with us in advance.

STAY WITH US. GO OUT.

Discover destinations around the world and enjoy two welcome beverages, Premium Wi-Fi, and late checkout.

WEEKEND GETAWAY PACKAGE

Be spontaneous – get up and go for a weekend adventure with our Weekend Getaway Package. Earn Double Points while taking advantage of Internet access, breakfast, and late checkout.

MILITARY FAMILY RATE

Enjoy exclusive savings for active & retired military, veterans and their families on leisure stays. Relax, unwind and put your feet up – you've earned it.

FAMILY FUN PACKAGE

Wake up to breakfast for four and internet access when you book your next stay at participating hotels.

PART A TEXT-RELATED TASKS



INDEPENDENT TASK

1 What kind of hotel is the special offer from?

2 What do you find special about this offer?

3 What other possibilities would you recommend to your clients?

4 Explain the meaning of the following expressions.

getaway _____

travel package _____

on-property credit _____

participating destinations _____

complimentary drink _____

in-room breakfast _____

welcome beverages _____

late checkout _____

put your feet up _____

5 Find in the text (one word in each paragraph) the words corresponding to the following definitions.

A a place to which sb/sth is going or being sent _____

B money that you have saved _____

C your husband, wife, partner or sb that you have a special relationship with _____

D before the time that is expected; before sth happens? _____

6 Prepare your own offer.



Available from: <https://bit.ly/2lqKCb2>

5.2 Part B Tasks related to communication in tourism

CUSTOMER CARE

Welcoming guests

1 Study the rules and phrases for welcoming guests and in groups of two, practice welcoming to your hotel – A the receptionist, B the guest.

Read eight rules for welcoming guests

- smile when you greet the customer
- listen to what the customer is saying
- make eye contact, but do not stare
- make sure you look interested
- address the customer by name
- do not interrupt the customer
- keep reasonable distance from the customer, not too close and not too far
- always thank the customer when appropriate

HOTEL AND ARRIVALS

Phrases for welcoming guests

a warm/ hearty/ cheerful/ pleasant/ grateful/ friendly/ honoured/ big **welcome**

dear/ cherished/ respected/ much-loved/ honoured/ appreciated/ wonderful **guests**

2 Could you name some differences in greetings in various cultures?

3 You are meeting a visitor to your country at the airport. Apart from 'welcome', what topics might you talk about? Choose from the list or think your own.

- comfortable flight
- visited this country before
- hungry or thirsty
- the weather where they came from
- a brief history of your city
- what's going to happen in the next hour or so
- people and places in the visitor's country that you know

Prepare a welcoming a visitor at the airport.

4 Match the terms in A with the definitions in B.

A	B
1 to allocate	a a plastic card with a magnetic strip for opening a door
2 identification	b a paper document to show that a guest has already paid
3 a guest history	c the level of importance a guest has for a hotel
4 a key card	d to give a guest a specific room
5 preferences	e a card showing details of a guest's stay in a hotel
6 guest status	f an important guest
7 a registration card	g a computer file that shows details of a client's previous stays in a hotel
8 a VIP	h e.g. inside or outside room, near the lift etc.
9 a walk-in	i e.g. a driving licence, a passport, an ID card, etc.
10 a voucher	j a chance guest without reservation



Available from: <https://bit.ly/2rQbQAL>

HOTEL AND ARRIVALS

5 Complete the chart for the registration of a new arrival using words from exercise 2.

Individual arrivals with reservation

Greet guest



Check reservation details on computer



Ask for some form of _____ 1



Check guest _____ 2 for status and preferences



Check _____ 3 and _____ 4 suitable room



Check car parking needs



Complete registration card



Ask client to sign _____ 5.



Hand client registration card and _____ 6



Welcome guest

6 Registering new arrivals

Use the hotel registration form and prepare a dialogue.



HOTEL REGISTRATION FORM
"4th Emerging Europe Energy Summit 2008"
Group's Department
Phone: + 30210 9300000; Fax: + 30210 9359153;
email: angeliki.petidou@marriotthotels.com

Name of the guest:.....

Address:.....

Telephone number:..... Fax number:.....

E-mail address:.....

Arrival Time: Departure Time:

Check-In time: 3:00 pm Check-Out Time: 12:00 pm

Arrival Date:..... Departure Date:.....

Roomrate:

EUR 150,- /Standard Single or Double Room for the dates 30 September 2008-4th October 2008 and include all tax and service charges. American buffet breakfast Euro 15 per person in Zephyros restaurant and not through room service.

Additional requests:

- Non smoking room Smoking room
 Room with 1 King Size Bed Room with 2 Queen Size Beds

Payment:

(The reservation can only be guaranteed with a complete credit card number.)

With credit card:

- AMEX Diners Club
 Master Card Visa

Credit card number:..... Expiry date:.....

Room reservation:

Guests will register individually at our reservation department at the guaranteed rate until (CUT OFF DATE: August 10th 2008). Reservations received after the final cut off date will be subject to space availability. For any reservation cancelled after September 1st 2008 there will be a charge for the full length of stay to the guest.

No Show:

When a guest do not check in on the date that the reservation was specifically made for, that reservation will automatically be cancelled and will only be re-entered into the reservation system subject to space availability. This room will be charged in the full length of stay to the guest.

.....
Date

.....
Signature

The ATHENS LEDRA MARRIOTT HOTEL is looking forward to welcoming you in Athens.
Should you need any further information, please do not hesitate to contact us at any time.

115, Syngrou Avenue – 117 45 Athens

Student A is a receptionist, student B is a guest.

7 Car hire at travel agency

You are on holiday and want to hire a car for a trip around the island. Student A is the client, student B is the agent.



QUESTIONS

8 Test yourself

1. **Receptionist:** Welcome _____ Prague. I hope you had a good flight.

- at
- to
- in

2. **Guest:** Hello. I'm Tom Smith. I have a _____.

- check-in
- reserve
- reservation

Receptionist: Certainly, sir. Would you like a room facing the street or the garden?

3. **Guest:** Is there _____ between the two?

- a difference in price
- more expensive
- cheaper

4. **Receptionist:** Yes, the rooms facing the garden are 100 euros a night, while the ones facing the street are 80 euros a night.

Guest: OK, _____ with the one facing the garden.

- make me
- I'll go
- do it.

5. **Receptionist:** And would you like to stay for three nights?

Guest: Yes, _____.

- that's right.
- that's satisfactory.
- it is wrong.

ANSWERS



1. to | 2. reservation | 3. a difference in price | 4. I'll go | 5. that's right

SUMMARY OF THE CHAPTER



Chapter 5 has practised how to improve hotel's offer, how to welcome a guest in a proper way after the arrival emphasizing culture specifics, how to fill in a registration form, how to react to client's demands from the point of view of corporate culture, how to ensure a car hire, and other services.

6 HOTEL SERVICES



QUICK OVERVIEW OF THE CHAPTER

The introductory text of the chapter 6 defines basic job positions within a hotel and basic job descriptions. The personnel plays a crucial role in interaction in tourism and directly influences clients' experiences connected with the stay, therefore the text provides an insight from the future client's position and the way how a job position may influence client's satisfaction. Job positions are also defined in terms of the roles they play in the hotel's organizational structure.

The practical part of the text focuses on client's care on the background of basic situations the hotel personnel can experience – at the reception: questions related to the operational issues, services location and other everyday activities so that the personnel is able to react in an adequate way when working with foreign guests.



GOALS OF THE CHAPTER

- To define various hotel job positions,
 - To define job descriptions,
 - To define personnel's basic abilities, skills and features,
 - To work out a hotel organizational structure,
 - To react to clients' questions related e.g. to directions, services, etc.
-



KEY WORDS OF THE CHAPTER

Hotel positions, front desk positions, hotel service, organigram, customer care

6.1 Hotel positions

Study the text and fulfil the tasks

Working in the hotel industry can be fun and exciting, depending on the hotel and your position there. There are a lot of jobs to choose from, although with some jobs you'll need to have a degree, training, or several years of experience. While many people think about

working in large luxury hotels or resorts, there are also motels, bed and breakfasts, and a lot of other employers. At each hotel, though, similar positions need to be filled. There are usually management employees, maintenance employees, kitchen and wait staff (if the hotel has a restaurant), housekeeping staff members, front desk employees, and the staff who purchase supplies, perform accounting work, and provide similar support.

In general, there are two main [types of hotel jobs](#): guest services and administrative and support. Here is more information about each of these types and so

me of the specific jobs associated with both categories. Keep in mind that this is certainly not an exhaustive list of jobs - just the most common jobs in the hotel industry.

Front Desk Clerks: As the name implies, these employees manage the reception area, which is the first place guests go when they arrive at a hotel. As a front desk clerk, you'll need to verify a guest's reservation. If the guest doesn't have a reservation, you'll need to check room availability.

The check-in process for guests usually includes getting credit card information, giving the guest the pass card to enter the room, and answering any questions the guest has. Front desk employees also often take phone calls and make reservations. At some hotels, this is an entry-level job. At other hotels, you must have a degree or years of experience before you are eligible for this position.

Porters: These employees also used to be called bellhops, and in some hotels they still are. They usually dress in uniform, so that guests recognize that they are employees of the hotel. As soon as a guest checks in at the front desk, the porter helps the guest take his or her luggage to the room and makes sure the room is acceptable to the guest. Often the porter is asked questions about other services at the hotel, so he or she should be knowledgeable of all the hotel has to offer. Porters are usually hired at full-service hotels, not motels.

Concierges: At full service and high end or luxury hotels, concierges are available to act as liaisons with guests. If a guest needs a specific service, such as a babysitter, the guest can contact the concierge, who will coordinate the execution of this service. Other services the concierges assist with include making arrangements for dry cleaning and laundry, purchasing show tickets, and making reservations at local restaurants. At some hotels, this is an entry-level job. At other hotels, you must have a degree or years of experience before you are eligible for this position.

Housekeeping: Nothing reflects worse on a hotel than dirty rooms or an unclean lobby area. Hotels rely on repeat business, and guests usually won't return to a hotel they think is dirty. Having a quality housekeeping staff on the premises ensures that the hotel is clean, rooms are clean, and guests will return. As a member of housekeeping, you may have to clean guest rooms, wash bedding and towels, replace toiletries that have been used, and clean other areas of the hotel.

HOTEL SERVICES

Room Service: If the hotel is equipped with a kitchen, it often offers room service. Guests who want to eat but don't want to leave the hotel or go to the hotel restaurant (if there is one), can order from a menu in their room. As a room service employee you may be taking room service orders, and then delivering them.

Waiter/Waitress: If the hotel has a restaurant, it also needs waiters and waitresses. In a hotel, the most requested meal is usually breakfast, so be prepared to work early hours. The next most frequently served meal is dinner. You will need to take guests' orders and serve the meals, making sure they have everything they need. Some hotels allow guests to bill to their rooms, while others take payment. You will need to make sure the bill for the meal gets to the right place so it can be paid.

Kitchen Staff: As the name implies, as a kitchen staff member you may be cooking, washing dishes, preparing salads, ordering supplies, planning menus, or similar duties, depending on your job. As an entry-level kitchen staff member, you are most likely preparing foods for senior cooks or chefs to cook for the guests.

Available from: http://www.jobmonkeyjobs.com/cm/resorts/hotel_positions 8.10. 2017

PART A TEXT-RELATED TASKS

1 Explain the meaning of the following expressions.

depending _____

bed and breakfast _____

maintenance employee _____

front desk employee _____

eligible _____

chef _____

imply _____



Available from: <https://bit.ly/2KuYfqj>

2 Find in the text (one word in each paragraph) the words corresponding to the following definitions.

A (formal) to buy something _____

B a person whose job is to serve customers at their tables in a restaurant _____

C a person whose job is to make sure that there is a good relationship between two groups or organizations _____

D knowing a lot, well informed (synonym) _____

E to take goods to the person or people they have been sent to _____

F a person in a hotel whose job is to help guests by giving them information, arranging theatre tickets etc. _____

3 Name as many jobs in a hotel as you can remember.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

4 Draw an organigram of a hotel.



TASK TO BE CONSIDERED

5 What is in your opinion important for a successful tourism manager: Today's tourism managers have to.....

- be prepared to move around the world and do different jobs
 - be strong enough to tell people what to do
 - understand different cultures and languages
 - be creative and innovative
 - get used to having less direct contact with the public
 - learn new practical skills
 - be aware of environmental issues
 - understand market changes
 - be multi-skilled and adaptable
-



INDEPENDENT TASK

6 Could you add professions which deal with each part of career areas in tourism:

accommodation _____

food and beverage services _____

recreation and entertainment _____

transportation and travel services _____

7 Explain top hospitality skills and add other skills:

Customer service _____

Languages _____

Communication skills _____

Financial management _____

Cultural awareness _____

INDEPENDENT TASK



8 Go through the list and answer – Always or Never?

- Be loyal to the organization. Always / Never
- Respect the buildings and equipment where you work. Always / Never
- Criticize the organization to, or in front of, customers. Always / Never
- Be friendly and courteous with both colleagues and customers. Always / Never
- Argue or swear in front of customers. Always / Never
- Lose your temper at work. Always / Never
- Drink alcohol at work. Always / Never
- Separate your private and professional life as far as possible. Always / Never
- Respect the view of others. Always / Never
- Act in a way that could put anyone at risk. Always / Never
- Be honest and constructive. Always / Never
- Ask if there is anything you are unsure about. Always / Never

6.2 Part B Tasks related to communication in tourism

CUSTOMER CARE

1 Complete the sentences. Choose the correct word:

bring, changed, combination, control, exchange, mini, reception, safe, upfront, view.

A Can you get someone to _____ my bags to my room?

B The _____ is spectacular, I can see the whole harbour.

C I didn't take anything from the _____-bar.

D Do we leave the key at the _____ desk?

E Do I have to pay _____?

F Is there somewhere I can _____ money around here?

G The remote- _____ doesn't work.

H What's the combination for the _____?

I Are the sheets _____ every day?



QUESTIONS

2 Giving directions.

Student A is a receptionist, student B is a guest. B chooses 6 places in the hotel and asks where they are.

3 Hotel information.

Make a list of all services you can remember a hotel can offer:

4 Make a dialogue using the information you have prepared in 2 and 3.

5 What kind of information would you expect on arrival to a hotel, on leaving a hotel, during stay?

INDEPENDENT TASK



6 Test yourself

1. I'll get the housekeeper to _____ your room.

- clean
- cleaning
- to clean

2. I'll ask my assistant _____ them a seat.

- reserve
- to reserve
- reserving

HOTEL SERVICES

3. What time do we have to _____ tomorrow?

- check it
- check out
- part

4. Is there somewhere we can _____ until in the evening?

- sleep
- leave our bags
- hang out

5. How much is the Coke in the mini bar? I can't find the _____.

- listed
 - price list
 - bill
-



ANSWERS

1. clean | 2. to reserve | 3. check out | 4. leave our bags | 5. price list



INDEPENDENT TASK

7 Put positions and descriptions together:

A Takes bookings and checks people in and out.	1 room attendant
B Runs the hotel cleaning.	2 concierge
C Runs the hotel.	3 receptionist
D Cleans rooms and bathrooms.	4 general manager
E Carries luggage to and from guests' rooms.	5 housekeeper
F Assists guests by arranging tours and making booking.	6 porter

ANSWERS



A 3 | B 5 | C 4 | D 1 | E 6 | F 2

INDEPENDENT TASK



8 Giving directions

Complete the dialogues using the suitable prepositions

through, past, out, at the end

Guest: Excuse me, where is the swimming pool?

Receptionist: It's on 5th floor. Go _____ the sauna, turn left and the swimming pool is _____ of the corridor.

Guest: Thank you very much.

Receptionist: You're welcome.

Guest: Excuse me, how do I find room 305?

Receptionist: Take the lift to the 3rd floor, turn left when you come _____ of the lift. Walk _____ the corridor and it's on the right.

ANSWERS



past | at the end | out | through



SUMMARY OF THE CHAPTER

Chapter 6 has dealt with services provided to clients within a hotel. Students have learnt to distinguish basic hotel job positions and define their job descriptions. They are also able to prepare a hotel organigram, they have acquired basic principles of customer care, can provide information about hotel services and react promptly to questions related to hotel services.

7 CUSTOMER SERVICE

QUICK OVERVIEW OF THE CHAPTER



The introductory text of the chapter 7 describes basic trends in tourism influenced by numerous factors and being crucial in this area, especially in dealing with clients. It focuses on the changes that have significantly affected the situation in tourism in working with clients. The mentioned changes for example involve the influence of the Internet and media in tourism, which can be perceived not only in a positive way and can affect and even disrupt a positive awareness about tourism enterprising.

The practical part of the text lists strategies used in pro-client approach focusing on generating not only a satisfied client, but also a loyal client who is satisfied with the provided services and who will recommend them to others. Students will consider what clients need and look for in various types of accommodation. They will also repeat what the contribution of high quality services is not only for the enterprise, but also for competitors.

GOALS OF THE CHAPTER



- To refer to trends which significantly influence work in tourism,
- To describe charts,
- To refer to methods of keeping up clients,
- To formulate strategies for work with clients,
- To understand contribution of the pro-client approach.

KEY WORDS OF THE CHAPTER

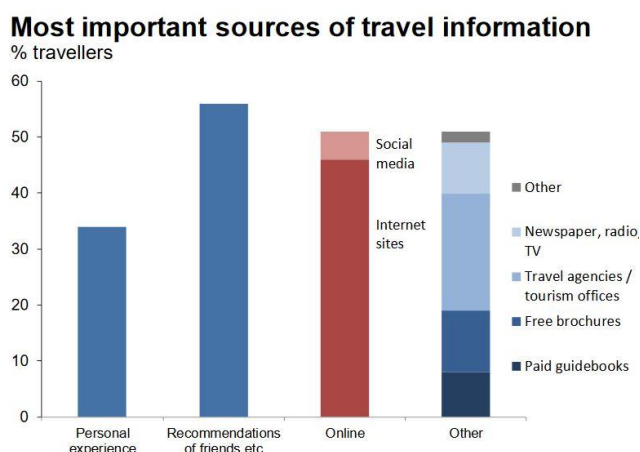


Customer service, guest-first strategy, hotel services and facilities, online effect, quality,

7.1 Trends in tourism

The online effect

The internet plays a vital and growing role in the European travel sector. In fact, online content is now a primary source of travel information, exceeding all other forms of traditional media and marketing in Europe. Travel businesses connect with consumers through online marketing, social media, travel apps, search functionality, and booking platforms. These diverse information sources and sales channels increasingly drive the European tourism sector.



Within the European tourism sector, the exploration of culture is a key motivator for travellers, accounting for 22% of tourism trips made by EU27 citizens in 2011. Culture-related searches in top travel-generating markets account for 45% of all tourism-related searches on Greece, 31% for Italy, and 44% for Spain.

Recommendations

In order to achieve this opportunity, the tourism industry in Greece, Italy, and Spain would need to take at least some of the following steps:

Businesses must further develop their online presence (in multiple languages) as a primary marketing and booking channel. This should span various platforms (website, travel apps, search, sales portals, travel reviews, travel guides) and include ever-deepening content. Development of content spanning both established and smaller, niche enterprises will generate further impacts.

Develop online content for cultural tourism. Given the significant role that culture plays in tourism in Europe, the internet presents a large opportunity to motivate travel by exposing cultural assets to consumers.

Government agencies can work with the private sector to provide complementary destination and cultural online content.

Engage with social media and encourage feedback from customers. This will allow businesses to build relationships with their customers as well as improve service offerings over time.

Available from: http://sete.gr/_fileuploads/entries/Online%20library/GR/131204_The%20Impact%20of%20Online%20Content%20on%20European%20Tourism.pdf

30.10.2017

PART A TEXT-RELATED TASKS

1 Explain the graph in the text above.

2 Find in the text the words corresponding to the following definitions.

A to force sb to act in a particular way _____

B the act of travelling through a place in order to find out about it or look for sth in it

C advice, criticism or information about how good or useful sth or sb's work is

D a report on the internet, television or radio, in which sb gives their opinion of sth

E an official suggestion about the best thing to do _____

7.2 Part B Tasks related to communication in tourism

1 Hotel and tourism success

How to win and keep customers or guests of a hotel: Choose a word from the list to complete the strategy list.

CUSTOMER SERVICE

keep, offer, identify, handle, aim, know, focus, reflect, create, pay

Guest-first strategy

- _____ for top quality guest service
 - _____ entirely on guests' wants and needs
 - _____ a good balance between rates and quality
 - _____ attention to the competition
 - _____ problems and complaints in favour of the guest
 - _____ unique products and services
 - _____ guest history
 - _____ repeat business
 - _____ elements that bring in new guests
 - _____ polite and professional attitude at all times
-

2 Find words in previous text that mean the same as:

<i>prices</i>	_____
<i>concentrate (2 possibilities)</i>	_____
<i>others offering the same business</i>	_____
<i>very special</i>	_____
<i>customers coming back</i>	_____
<i>record or document with customer information</i>	_____
<i>show</i>	_____
<i>make</i>	_____
<i>take care of/ deal with</i>	_____

3 Complete the sentences using words or phrases above:

Guests compare _____ to get the best value for their money.

To improve our strategy, we must study the _____.

If our guests are dissatisfied, they expect us to _____ the problem.

Returning guests or _____ means people are happy with our products or services.

Our friendly manner _____ we care about our guests.

We _____ superior service for every customer.

INDEPENDENT TASK



4 What is your own strategy concept? Could you add your own ideas?

5 What makes a good hotel?

- What do people want from a hotel? A good bed? A comfortable room? A modern building?

6 In your opinion, which are the five most important hotel services and facilities in

1 a hotel for business people and conference delegates?

2 a holiday hotel complex on the coast?

3 a small hotel in the countryside?

CUSTOMER SERVICE

7 Think of three different hotels in your area. Write a sentence describing the location for each hotel.

1 _____

2 _____

3 _____

8 Quality assurance techniques

Match the phrases 1-9 with the terms or techniques A-I used in quality assurance.

1 appraisal _____

6 mystery shopper _____

2 observation _____

7 service charter _____

3 focus group _____

8 reward/incentive scheme _____

4 benchmarking _____

9 performance standards _____

5 suggestion box _____

A At the end of the season, a number of customers are invited to a meeting to discuss their opinions of various matters related to their holiday. Food and drink, and sometimes special offers, are provided.

B We closely compare and measure our service against that of other organizations to see where we can improve. We choose organizations, which have a reputation for high quality.

C A manager will spend some time with an employee, watching them perform their normal job, especially tasks that involve interaction with customers.

D Somebody employed by the organization visits or contacts another part of the organization and reports back to management on their experience. You will not know who this person is.

E The manager holds individual meetings with each employee to discuss the quality of the employee's work and to plan future tasks. These will usually be at least once a year.

F You will be given a detailed list of all the processes and tasks involved in your job and the type of behaviour and the level of service we expect to see when you carry them out. This list will be discussed and amended from time to time.

G There is a place where customers – or staff – can put any ideas or thoughts that they have.

H There is a publicly-displayed document describing the key quality criteria of our organization. We expect all employees to maintain these criteria at all times.

I For employees who deliver outstanding levels of performance or show significant improvement, we will show material and public appreciation.

TASK TO BE CONSIDERED



9 Benefits of Delivering Excellent Customer Service

Explain the following:

- Repeat Business

- Business Reputation

- Combating Higher Prices

- Creating Niche

- Better Morale

Repeat sales are not accidental, according to the Small Business Success website. Instead, they occur due to a relationship you've developed over time through providing superior customer service. By taking a step like as sending a thank-you email after each purchase, you're making the customers feel appreciated, which makes them want to keep coming back.

CUSTOMER SERVICE

Customers often talk about their experience when dealing with businesses, especially if it's unusually good or poor. By delivering strong customer service, you're making use of the effective marketing tool known as word-of-mouth advertising. Customers will be happy to tell their friends and relatives about how well your business has taken care of them, resulting in additional advertising at no cost to you.

As a small business, you simply may not be able to afford to offer the low prices that the corporate chain store around the corner charges. By providing excellent customer service, you can offset the effect of your higher prices by offering a better customer experience. The Small Business Success website indicates that customer service-driven businesses can charge up to 9 percent more for their products and services, and grow the business twice as fast as average.

In a time where customers often complain about the lack of service or the feeling like they mean little to a business, providing excellent customer service can set you apart from your competitors. By emphasizing customer service in your marketing strategy and then backing it up, you'll set yourself apart from companies that don't deliver on their promises, creating a sense of uniqueness about your business.

Creating a work environment where customer service is important can lead to improved employee morale. Employees who are eager to help can put irritated customers ease and improve their shopping experience. This can lead to a more pleasant environment and make employees feel good about what they do.

Available from: <http://smallbusiness.chron.com/benefits-delivering-excellent-customer-service-2086.html>



INDEPENDENT TASK

Read the tips how to respond to the question what the customer service is from your point of view and choose the one you agree with. If you like, you can add your own ideas:

There are many components to customer service, and you need all of them to truly satisfy customers. Customer service involves being a kind, courteous, and professional face for the company. It also involves listening carefully to customer wants and concerns. Beyond listening, customer service is doing everything in one's power to efficiently and accurately serve each customer. Finally, customer service is clearly explaining solutions to clients. All of these components of customer service lead to happy and loyal customers, which I know is the ultimate goal of your company.

Customer service is more than waiting for customers. It includes trying your best to make sure that the customer is satisfied. I know customer satisfaction is extremely important to your company, and it is always something I strive for in my retail experience. For example, I recently had a customer who was disappointed that we did not have an item

in our store. I called four other branches of our company and finally called company headquarters, to find the item. I then had it shipped to our branch, and the customer had the item within four days. Working hard to meet customers' needs is always my priority.

Customer service is listening to customers and helping to resolve their issues so that they remain happy and loyal. Listening is such a critical, and sometimes overlooked, part of customer service. Having worked in a hotel for five years, I have plenty of experience listening carefully to the needs of my customers before efficiently working to solve their problems and explain the solutions. Most customers already begin feel taken care of once you listen carefully to their concerns. Asking clarifying questions, repeating their concerns, and simply quietly listening are helpful ways to demonstrate that you are listening and that you care about their problems.

Available from: www.thebalance.com/what-is-customer-service-2063347

INDEPENDENT TASK



Job activity verbs – choose the correct preposition:

deal *for / at / with*

in charge *with / in / of*

responsible *for / of / with*

take care *in / of / about*

handle *with / for / no preposition*



ANSWERS

deal with | in charge of | responsible for | take care of | handle.



SUMMARY OF THE CHAPTER

Chapter 7 has introduced work with various strategies important in customer care. Current trends in tourism have significantly changed attitudes to potential clients. In the time of the Internet the area has become very sensitive as it can influence work with clients in a negative way – a bad review can damage a hotel reputation having been created for many years.

8 DEALING WITH COMPLAINTS

QUICK OVERVIEW OF THE CHAPTER



The introductory text of the chapter 8 emphasizes how important it is to know client's need to prevent reasons of dissatisfaction. Therefore, it is necessary to inform a potential client about accommodation or other facilities in an honest way. The ways of informing clients are mentioned in further chapters. If clients do not identify their needs or are not informed sufficiently, there is a risk of a negative reaction. The text list the most frequent reasons of clients' dissatisfaction and provides recommendation how to prevent it.

The practical part of the chapter lists exercises aimed at considering clients' needs striving for their satisfaction. The goal is to eliminate potential complaints and also to learn how to react in an opposite case. Students will be given instructions how to cope with various kinds of complaints including their advantages and disadvantages – oral and written complaints. It is necessary to emphasize that tourism culture involves a positive attitude to complaints as they are the source of feedback for the future and can contribute to clients' satisfaction with the offered solution.

Due to the fact that only a low percentage of clients complain, acquiring feedback is very important, therefore the chapter pays a lot of attention to ways of getting feedback, to practising them including replies to clients' reviews, which represents significant part of customer care.

GOALS OF THE CHAPTER



- To define clients' needs contributing to their satisfaction,
- To define and prevent the most frequent complaints,
- To define a concept of a quality hotel,
- To cope with various types of complaints,
- To be aware of advantages related to successful handling complaints,
- To know how to acquire feedback from clients,
- To respond to clients' review about service quality.

KEY WORDS OF THE CHAPTER



Facilities, feedback, complaint, handling complaint, reviews.

8.1 What makes a good hotel?

Study the text and fulfil the tasks

How to answer this question? It depends on a lot of things. Are you travelling on business or pleasure, or both? How long are you going to stay? How important is location? Are you looking for adventure? How much money do you want to spend? etc.

There is no ideal hotel but everybody expects a quiet comfortable room with basic facilities. Small things make a big difference to the hotel. It is said that only 35 % of the assessment of a hotel is based on product and the other 65 % depends on service, which is much more important. This is the reason why some smaller hotels can be more successful than bigger hotels with all the amenities.

What can help to choose a suitable hotel for me?

The first thing we should think about when looking for a hotel is how much money we can spend. The problem is that price does not always equate to quality.

The hotel should be situated in a place that is suitable to our purposes. We should choose a hotel that is closest to the places we want to be. It can be helpful to read customer reviews because people often comment on the location of the hotel.

But who can make or break your stay? It is staff because they are responsible for cleaning our room, making our food, placing reservations, and ensuring us feel comfortable during our stay.

Can the situation be ideal? What can staff do to meet or even exceed your expectations?

Staff offers warm service.

Staff offers honest information.

Staff extends extra assistance in case of emergencies.

Guests feel at home.

Staff thinks of what customers need and they do not take advantage of guests' needs.

Choosing the right hotel is time-consuming and needs some work because there is a range of things we have to think of. However, it is a better alternative to arriving at your dream hotel and realizing that it is not good enough to suit your needs. That is why you have to spend some time on thinking about it before you book your stay.

Top 10 Most common hotel complaints

1 Room too hot 2 Badly dated features 3 Crazy rules 4 Less-than-lovely guests

5 Lack of cleanliness 6 Unwanted surprises 7 Overcharging 8 Food 9 Rude staff
10 Small or uncomfortable beds

Available from: www.clock-work.co.uk/blog/general/most-common-hotel-complaints-top-10

PART A TEXT-RELATED TASKS

1 Explain the meaning of the following expressions.

adventure _____

facilities _____

assessment _____

amenities _____

equate _____

customer review _____

exceed expectations _____

honest information _____

INDEPENDENT TASK



1 What is important for you when looking for a good hotel?

2 Have you ever complained about anything?

8.2 Part B Tasks related to communication in tourism

HANDLING COMPLAINTS

The most ridiculous complaints made by tourists



INDEPENDENT TASK

1 Study and think of answering

A “We could not enjoy the tour as our guide was too ugly. You can’t be expected to admire a beautiful view when you’re staring at a face like this.”

B “The animals at the zoo looked very sad and it made our children cry. Can’t they train them to smile?”

C “The beach was too sandy.”

D “The brochure stated: No hairdressers at the accommodation. We’re trainee hairdressers – will we be OK staying here?”

E “It’s lazy of the local shopkeepers to close in the afternoons. I often needed to buy things during siesta time – this should be banned.”

Available from: www.telegraph.co.uk/travel/galleries/ridiculous-complaints-made-by-holidaymakers/

A _____

B _____

C _____

D _____

E _____

F _____

DEALING WITH COMPLAINTS FACE-TO-FACE

It is important to stay calm and in control of the situation.

Do not forget that even if you are not responsible for the problem, you are the representative of your business.

Do not blame a colleague or a member of a staff.

Never raise your voice, get angry or use aggressive or defensive body language.

Ask the complaining customer to sit down and move from a public area (other customers).

Ask open questions.

Take notes if it is a serious problem.

Summarize the situation to the customer.

Empathise with the customer and apologize for any inconvenience.

Find out what the customer wants to happen.

Suggest one or more alternative to resolve the problem but never propose action or timings you are not able to deliver.



INDEPENDENT TASK

1 Put these stages of dealing with complaint in correct order:

- Do not interrupt. _____
 - **Listen** carefully to the complaint. _____
 - **Explain** what **action** will be taken and how quickly. _____
 - **Summarize** or **repeat** the complaint. _____
 - **Wait** until the person has finished completely. _____
 - Apologize. _____
 - Try to **remove** the scene to somewhere **private**. _____
-



TASK TO BE CONSIDERED

1 Handle your dissatisfied hotel client. He is complaining about the views.



TO REMEMBER

THE BENEFITS OF SUCCESSFUL COMPLAINT HANDLING

Even the most successful tourism business is likely to receive some complaints – about its facilities, products or service. It is estimated that only 10% of dissatisfied customers make a complaint. There are benefits we can earn from complaints:

- providing an opportunity to correct mistakes and solve problems
- obtaining feedback on what customers want, need, expect and think about your operation

- stopping minor difficulties escalating into major problems
- repeat business
- word-of-mouth recommendations from customers who are satisfied
- an opportunity to stop the same problem happening again.

TO REMEMBER



THE CAUSES OF DISSATISFACTION

The most common complaints in tourism relate to:

- the range of facilities and services
- the quality of facilities and services
- the presentation of food and beverages
- services such as lighting, heating, and air-conditioning
- advertised facilities or services that are not available or are not as described in advertising
- opening and closing times
- prices or poor value for money
- not working equipment
- incorrect reservations, bookings, bills or invoices
- mistakes
- delays and queues
- standards not meeting expectations
- health, safety, and food hygiene
- the behaviour of employees
- the behaviour of other customers

TO REMEMBER



HOW TO GET FEEDBACK FROM CUSTOMERS

- talking to our customers
- asking customers how their experience could be improved
- all-complaint recording
- visitors' books
- questionnaires

DEALING WITH COMPLAINTS

- feedback forms
 - market research surveys
 - online reviews
 - social media
-



INDEPENDENT TASK

1 Choose one of the possibilities how to get feedback from customers (questionnaire, form, survey) and try to prepare your own one.



INDEPENDENT TASK

Read the hotel overview and react in the name of the hotel:

Excellent hotel in an interesting city

The hotel is centrally located in Ostrava and it is easy to walk to many places if you wish. It is an old building which has been sympathetically restored and some original features – such as the flooring in the Reception Area – have been preserved. Our room was lovely – with both a mini bar (complimentary soft drinks) and a larger fridge in the ‘kitchen corner’ at the room entrance. There is also a sink unit, microwave, and coffee maker.

Comfortable bed and plenty of good pillows. The room was quiet. There was also air-conditioning which was quiet and easy to adjust. Everything necessary seemed to be provided but the staff was so helpful that I was sure they would supply anything else requested. No problem in the bathroom – and we didn’t need a degree in electrical engineering to operate the shower.

We only ate breakfast in the hotel – but the buffet included a good selection of items. The terrace is pleasant for breakfast (in suitable weather) or for a drink in the evening. (Mercure, Ostrava)

INDEPENDENT TASK



1 Test yourself

1 Which of these is a common reason customers complain to a business?

- low prices
- dissatisfaction with a product
- boredom
- friendly, helpful staff

2 Ideally, how quickly should a complaint handling team respond to complaints made via social media?

- 10 minutes
- 1-2 hours
- a week
- 2 days

3 If a complaint cannot be handled by the business, what needs to be done?

- it should be taken to court
- it should be ignored
- it should be escalated to the police
- it should be referred to an external complaint handling body



ANSWERS

- 1 dissatisfaction with a product
 - 2 within an hour but consider your response carefully
 - 3 external complaint handling body
-



SUMMARY OF THE CHAPTER

Chapter 8 has been devoted to clients' needs focusing on preventing complaints about services. Students have learnt how to handle various types of complaints, especially the oral ones. Coping with complaints is crucial for clients' satisfaction – replies to written complaints will be listed in the chapter 12. Students have also been presented with the way of acquiring feedback from clients helping to prevent such unpleasant situations.

9 HOLIDAY REPRESENTATIVE

QUICK OVERVIEW OF THE CHAPTER



The chapter 9 focuses on demanding work of a holiday representative who is in a direct contact with clients during their holiday. The introductory text emphasizes duties of the rep, working hours, job description, types of reps, etc. It also considers skills necessary for being successful in this kind of job. Students will practise a welcoming speech delivered during the first meeting with clients.

The practical part of the text deals with acquiring feedback from clients, which has already been discussed in the chapter 8. The text introduces a questionnaire as a possible way of gathering information about clients' opinions, which is closely connected to the work of the rep, therefore it is introduced in the current chapter.

The job description of the rep requires direct communication with clients therefore part of the chapter focuses on correct giving advice and recommendation also in terms of the grammar structure. Students will learn how to cope with stressful situations in real life situations.

GOALS OF THE CHAPTER



- To define the concept of the holiday representative,
- To define duties of the travel agency rep,
- To define skills necessary for the specific job positions,
- To look for advertisements and answer them,
- To prepare a welcoming speech for clients,
- To prepare a satisfaction questionnaire,
- To be able to give advice to clients,
- To solve crisis and other situations.

KEY WORDS OF THE CHAPTER



Duties, feedback, holiday representative, job description, skills, welcoming speech.

9.1 How to become a holiday rep?

Life is not always a beach when you are working as a holiday rep – although it is an attractive bonus!

A holiday representative is responsible for looking after groups of clients on package holidays at resorts. The main priority is to ensure that clients enjoy their holiday and that everything runs as smoothly as possible for them.

The role involves holding welcome meetings, handling complaints and resolving problems as they arise. Holiday reps are often also responsible for selling resort excursions and additional services, like car hire.

Duties may vary but typically include some or all of the following:

- meeting guests at the airport
- escorting guests to their accommodation
- organising and hosting welcome meetings
- selling and organising excursions and other services
- selling car hire and other services
- responding to clients' queries (this may involve being on duty for set times each day)
- handling clients' issues, such as lost luggage or passports, allegations of theft or other crimes, problems with rooms, health problems, injuries or even deaths
- dealing with 'non-client' problems – flight delays, transport strikes or weather conditions
- resolving any conflict with or between clients
- accompanying customers on excursions and acting as a guide
- organising and supervising children's activities and ensuring they are in a safe environment
- organising and taking part in daytime and evening entertainment
- checking hotel standards and safety procedures
- completing risk assessments and health and safety checks
- keeping basic accounts and records, and writing reports

Working hours

Working as a holiday representative is not a nine to five job. They often have to work very long and unsocial hours. Working 12 or more hours a day, six days a week is not uncommon especially if there are long airport delays.

What is it about?

- The work is highly demanding and challenging. Clients often have very high expectations and holiday reps have to deal with the issues when these are not being met. Representatives have to get used to working in a new country with a different culture, but it can provide opportunity to learn a different language. The job can be hugely rewarding, confidence-building and provide great job satisfaction.
- The role is not office-based but increasingly there is more admin involved. Most of the time is spent with clients in the hotel, on excursions or at the airport. You may also have sale targets to meet.
- Holiday reps are required to wear their uniforms at all times while on duty. Appearances must always be smart.
- Holiday reps can be away from home for months at a time.

Available from: <https://www.prospects.ac.uk/job-profiles/holiday-representative#work-experience>

PART A TEXT-RELATED TASKS

INDEPENDENT TASK



1 Explain the meaning of the following expressions.

a package holiday _____

sale targets _____

additional services _____

unsocial hours _____

on duty _____

2 Find in the text the words corresponding to the following definitions.

tasks that are part of your job _____

a question, especially one asking for information or expressing a doubt about sth _____

harm done to a person's body, for example in an accident _____

HOLIDAY REPRESENTATIVE

a period of time when sb/sth has to wait because of a problem that makes sth slow or late

the good feeling you get when you have a job that you enjoy _____

3 Types of holiday representatives

Could you put together the holiday rep types and their job description and responsibilities:

1 somebody who accompanies holidaymakers to and from the airport and hotels. This rep is the first person the holidaymaker sees to represent the tour company. They must always be friendly and approachable. During the coach trips to the resorts, you will be responsible for conducting a welcome talk that includes details of basic information about the resort and about when their welcome meeting will be conducted.

2 During the day, you will be making yourself known to the customers, helping them join in the fun and presenting a full and varied programme of family-focused activities. During the night, you will be performing a wide variety of shows to provide entertainment.

3 The role will often include meeting customers at the airport, holding welcoming meetings, visiting hotels on a regular basis to offer guidance and support, displaying high levels of customer service and resolving any problems in a calm and collective manner. Other aspects include guiding excursions, carrying health and safety checks on the hotels and completion of paperwork.

4 They are often in charge of kids clubs providing a welcomed break for parents. You will be responsible for organising games, challenges and activities for young children in order to ensure they enjoy every minute of their holiday.

customer services rep _____ **entertainment rep** _____ **children's rep** _____
transfer rep _____



TASK TO BE CONSIDERED

4 Skills needed for a holiday rep job

What skills would you expect from a holiday rep? Choose a type of holiday rep:

INDEPENDENT TASK



5 Study the advertisement for the job of a holiday rep and write an answer (by email).

Airport and Transfer Rep

Working as part of the Destination services team you will truly need to put the customer at our heart at every stage of their holiday, from their arrival at the airport to providing excellent holiday information to ensuring a smooth departure.

Transfer Representatives will assist with transferring customers to and from the airport providing whilst ensuring their needs are met, providing a memorable start and end to their holiday experience.

What you will need to succeed in this role:

- A real passion for delivering consistent, outstanding customer service
- Experience in a sales or customer service target driven role would be great
- Fantastic communication, persuading, influencing, learning and researching skills
- Be able to work as part of a team
- A confident and fun approach is essential
- Willingness to learn and a commitment to personal development
- Competent with technology and experienced in quickly and effectively learning new systems and equipment
- Self-sufficient and independent



INDEPENDENT TASK

6 Welcoming speech

You are in charge of a meeting after arrival to a resort. Prepare:

bullet point notes of this meeting to provide clients information about facilities, important times, trips, entertainment, tipping etc.

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

9.2 Part B Tasks related to communication in tourism

METHODS OF OBTAINING CUSTOMER FEEDBACK

There are many methods that can be used by tourism businesses to get positive and negative feedback from their clients, and most of them use a number of different formal and informal techniques to provide as complete a picture as possible. Methods include:

- talking informally to customers,
- asking customers how their experience could be improved,
- visitors' books,
- guest or visitor questionnaires,
- feedback forms,
- market surveys,

- online reviews,
- social media.

TASK TO BE CONSIDERED



A Customer satisfaction survey

What questions can be included in a customer satisfaction survey?

INDEPENDENT TASK



Prepare a customer satisfaction questionnaire

HOLIDAY REPRESENTATIVE

GIVING SPOKEN ADVICE AND RECOMMENDATIONS

If I were you I'd + inf. ...

I'd recommend -ing.....

what about + ing?

why don't you + ing?

Have you thought of - ing?

It's a good idea to +inf

You might like to + inf

Form your advice/recommendation for your region or hotel surroundings etc.

SOLVING PROBLEMS

Whether you are dealing with a difficult customer or with internal issues, the ability to think calmly and suggest solutions to problems is some of the most valuable soft skills in hospitality and tourism. You will need to manage a crisis, from identifying the problem to evaluating how well you did and what could be improved.



CASE STUDY

Complaint: That's not what it says (or looks like) on your website.

Clients often take the images/photos displayed on websites and brochures as an accurate indication of what they can expect they arrive at your establishment. An extreme example of this would be a situation where your guests see a picture on your website of a sunny beachfront surrounding the hotel and become upset (and blame you) when they arrive for their stay and the weather is all cloudy.

How to handle the situation:

Always provide updated information and images on your website. This includes information regarding establishment itself, as well as information relating to the weather conditions, on-site facilities, and activities available in the surrounding area.

If the cause of your guest’s dissatisfaction is due to a misrepresentation by you or your establishment, you could consider various options to make up for the disappointing experience, for example by providing free meal vouchers, or by offering a discount on their stay.

Available from: www.oxbridgeacademy.edu.za/blog/top-5-customer-complaints-tourism-hospitality-industry-handle/

Prepare your own situation how to handle a complaint in tourism

INDEPENDENT TASK



Test yourself

- 1 Holiday rep has fixed working hours. **T / F**
- 2 Holiday rep takes part only in daytime activities. **T / F**
- 3 Holiday rep is also responsible for paperwork. **T / F**
- 4 Social media plays a valuable role in customer feedback. **T / F**
- 5 In tourism written advice is more common than spoken advice. **T / F**



ANSWERS

1 F | 2 F | 3 T | 4 T | 5 F



SUMMARY OF THE CHAPTER

Chapter 9 has dealt with job description, duties and skills of holiday representatives. Students have also repeated replies to an advertisement and practised preparation of a welcoming speech. They have also learnt how to acquire feedback from clients, solved difficult situations when dealing with clients, which presents significant part of a rep's job.

10 HOTEL ENTERTAINMENT

QUICK OVERVIEW OF THE CHAPTER



The text of the chapter 10 is devoted to two trends in tourism influencing provided services – information technologies and boutique hotels.

Another new trend is connected to an increasing interest in tourism related to the entrepreneurial environment – bleisure and incentive tourism. Both types of travelling, dealt with in the practical part, present benefits provided by employers as an appraisal of employees' performance.

There will also be discussed three types of culture and leisure activities provided in various accommodation facilities including relaxation stays which are a popular way of short-time stays. Students will prepare a day programme for clients of various age and requirements.

GOALS OF THE CHAPTER



- To define the concepts: bleisure, boutique hotel,
- To define incentive tourism,
- To define types of culture and leisure activities,
- To prepare a programme for clients.

KEY WORDS OF THE CHAPTER



Bleisure, boutique hotel, entertainment, escape, enlightenment, entertainment programme, incentive travel.

10.1 Trends in hotel in-room entertainment systems

Today, guest, technology, and entertainment are blended – coming together at the swipe of a fingertip. The hospitality and lodging industry is embracing disruptive technology across segments. It is the era of the “on” generation, focused on immediacy and controlling

HOTEL ENTERTAINMENT

their world through a device in the palm of their hand. Smart hoteliers are opting for smart technology. Customers of all ages check in with two or, often three devices — smartphone, tablet, and laptop.

Guests connect their device to iMediaCast not through an app, but via a wired connection to stream their content to the television. This point-and-click technology allows guests to stream content from their devices directly to the television in their room. The platform is secure and requires no administration or account set-up — essentially creating a private wireless world within each guest's hotel room.

While knowing your customer is key — getting too tech-focused or too far ahead of the curve may not be what a particular market demands. Staying on top of entertainment technology can be difficult, especially when the only constant is change.

Available from: <http://www.hoteliermagazine.com/trends-hotel-room-entertainment-systems/>

WHAT ARE BOUTIQUE HOTELS?

Everyone talks about boutique hotels, but what does that really mean? Here are some elements that distinguish a boutique hotel:

The defining aspect of a boutique hotel: it's petite! It should not be much bigger than 100 rooms, but if it does not have at least 10 rooms, it is not a boutique hotel but B&B or inn. A boutique hotel is small but it has a big personality. A boutique hotel's intimate size produces its characteristic personal feeling and heady ambiance. Some luxury travellers enjoy the compact size and enveloping atmosphere of a boutique hotel.

A boutique hotel is an independent hotel. A boutique hotel has an independent attitude and works hard to *not* feel like a corporate hotel. It may be independently owned. And/or it may be a member of a luxury hotel association.

It can be the boutique brand of a bigger hotel label. Some boutique hotels wear the boutique label of a larger hotel brand or it's the boutique wing of a big hotel. The boutique section feels like a separate hotel. It has its own reception desk, lobby, and decor. Guests quickly sense the boutique wing's more exclusive identity, better service, and (often) newer technology and connectivity. A boutique hotel strives to be one-of-a-kind and has an independent attitude. Its clientele is individualistic, too. Example of a boutique hotel in the Czech Republic is Buddha Bar Hotel Prague, a 39-room hotel run by the global music club name, with see-and-be-seen restaurant and bars. Décor in a boutique hotel is modern, often cutting-edge. Their style runs toward sleek materials and stark palettes with bold colour splashes. Boutique hotels tend to be in the City but some of them are sophisticated country villas. Often, a boutique hotel conveys a strong sense of place with a look that reflects the location's heritage. A good boutique hotel makes exceptional, personal, five-star-hotel service its mission. Boutique hotels focus on F&B (food and beverage) and you can count on a boutique hotel to house an outstanding restaurant and bar that draw a city-wide

crowd. Boutique hotels tend to have fewer rules and restrictions than bigger, more conventional hotels. Many, perhaps most, boutique hotels are very pet-friendly, welcoming your furry friend.

Available from: <https://www.tripsavvy.com/what-are-boutique-hotels-2251190>

PART A TEXT-RELATED TASKS

1 Explain the meaning of the following expressions.

entertainment _____

device _____

opt _____

market demand _____

account set-up _____

location's heritage _____

ambiance _____

distinguish _____

2 Find in the text the words corresponding to the following definitions.

particular work that you feel it is your duty _____

the amount of money that you pay to go into a building or to an event _____

the newest, most advanced stage in the development of sth _____

a particular type or kind of sth _____

one of the parts of a large building that sticks out from the main part _____

all the customers or clients of a shop/store, restaurant, organization etc. _____



INDEPENDENT TASK

3 Why do you think boutique hotels are popular?



INDEPENDENT TASK

4 Define a client of a boutique hotel:



FOR INTERESTED PERSONS

5 Find examples of possessives in the text:

10.2 Part B Tasks related to communication in tourism

TO REMEMBER



WHAT IS BLEISURE?

There is a new trend in travelling for people in business. When travelling for a business trip, employees are offered to stay in a place longer to learn more about the place, to relax and not only do business there. Even more, if you travel for long distances in short time, you can be exhausted and less efficient after your arrival. In case of a longer stay, you return happy and relaxed. And what is bleisure? – business+leisure

INDEPENDENT TASK



Prepare a 4-day programme for someone attending a 2-day conference in our region:

TO REMEMBER



INCENTIVE TRAVEL

Incentive travel is

- a type of a corporate event,
- to reward high-performance staff,

HOTEL ENTERTAINMENT

- to motivate participants for increased levels of performance in support of organizational goals,
 - is focused on fun, food, and other activities rather than education and work,
 - used by following sectors: insurance, finance, technology, pharmaceutical, and auto manufacturers and dealers.
-



INDEPENDENT TASK

Find the popular destinations for incentive travelling:



INDEPENDENT TASK

What sort of entertainment would be expected in which hotel?

Try to divide the activities into 3 groups:

sauna, a bar, disco, three swimming pools, arcades, wellness centre, tennis court, hiking, fitness centre, open-air theatre, a good restaurant, bike rental, taxi stand, parking, farm produce, show, competitions, food festival, water parks, gift shop, picnics, barbeques, tourist guide services, living farm, live music, fishing, massage, teambuilding

A a city centre hotel

B a luxury beach resort hotel

C a small rural hotel

TO REMEMBER



ESCAPE AND ENLIGHTENMENT

As a result of the stress of modern living, tourists are increasingly seeking relaxation. Escape can come through a stay in a spa, a health farm, or some similar places where it is possible to escape from the urgency and tension of everyday life. Enlightenment can come through activities such as yoga and meditation, or through discovery of self on pilgrimages.

INDEPENDENT TASK



Explain the following expressions:

shiatsu _____

aromatherapy _____

HOTEL ENTERTAINMENT

massage _____

anti-aging treatment _____

pilates _____

aqua gym classes _____

meditation _____

circuit training _____

reflexology _____

body scrub _____

THE DAY'S ENTERTAINMENT PROGRAMME

Choose a type of hotel and prepare a programme of daytime activities for different age groups:



INDEPENDENT TASK

Test yourself:

1 Incentive travel should motivate the employees with poor performance. **T / F**

2 Entertainment does not belong to business travel. **T / F**

3 Teambuilding is a popular type of entertainment activities. **T / F**

4 Snorkelling is suitable for all ages. **T / F**

5 Yoga is presented as an important part of meditation. **T / F**

ANSWERS



1 F | 2 F | 3 T | 4 T | 5 T

SUMMARY OF THE CHAPTER



Chapter 10 has focused on various types of clients' culture and leisure activities in various accommodation facilities in accordance with their age, wishes, etc. Students have been presented with trends in the mentioned area, know new possibilities for corporate clients, and are able to prepare a day programme for various clients.

11 WRITTEN COMMUNICATION IN TOURISM I



QUICK OVERVIEW OF THE CHAPTER

The text of the chapter 11 introduces general rules related to formal and informal letter writing focusing on business communication in tourism. It provides instructions how to distinguish between formal and informal styles and indicates differences between British and American styles. Attention is also devoted to the ability to rank specific words in formal or informal vocabulary.

The practical part of the text lists exercises for group work where students are supposed to react to a specific situation in a written way. Students practise especially letters and emails asking about common issues in tourism and providing replies to them.



GOALS OF THE CHAPTER

- Ability to distinguish between formal and informal styles,
 - Ability to react in tourism in written form in an adequate way,
 - To develop vocabulary, improve grammar knowledge in written form in English in situations related to tourism.
-



KEY WORDS OF THE CHAPTER

Tourism, written communication, formal and informal style, letter, email



TO REMEMBER

Writing letters, which was used by individuals to interchange information in the past, is nowadays limited to business and official purposes only. Letters are a form of verbal and written communication, which contains information or message, send by one party to another, to convey the message. To be able to use all the available forms of written communication, it is necessary to distinguish between formal and informal styles and letters.

TASK TO BE CONSIDERED



FORMAL AND INFORMAL LETTERS AND EMAILS

1 Study the following chart and give specific examples of sentences related to some points in both columns.

Table 1 Formal and informal letters properties

	FORMAL LETTERS	INFORMAL LETTERS
Meaning	A formal letter is a letter, written in formal language, in the stipulated format, for official purpose.	A letter written in a friendly manner, to someone you are familiar with, is called informal letter.
Objective	Professional Communication	Personal Communication
Format	Written in prescribed format only.	No prescribed format.
Written to	Business, college, institute, employer, organizations, etc.	Friends, family, acquaintances etc.
Voice	Passive	Active
Sentences	Long and complex	Short and simple
Size	Concise	Large or concise
Contractions and Abbreviations	Avoided	Used

2 Study the definitions of formal and informal letters and complete the missing vocabulary from the offer.

abbreviations, advice, applying, complaint, emotional, formal, format, professional, siblings

Definition of formal letters

A formal letter is any letter written in the _____ language, with a prescribed format for a _____ purpose, i.e. it can be a recommendation letter, enquiry letter, _____ letter, cover letter and so on. All business letters are formal, but vice

WRITTEN COMMUNICATION IN TOURISM I

versa is not possible. Such letters are used for a variety of reasons like a formal invitation, proposal, reference, making a complaint or inquiry, _____ for a job. While writing a formal letter one should keep in mind the following things:

- It should be in specific _____.
- It should avoid the use of unnecessary words.
- It should be straight to the point.
- It should be relevant and objective.
- It should be complex and thorough.
- It should be polite, even if it is a complaint letter.
- It should be free from any mistakes, i.e. grammatical or spelling.

Definition of informal letters

An informal letter is a letter written to someone we know fairly well. The letter can be used for some reasons like conveying message, news, giving _____, congratulate recipient, request information, asking questions, etc. It is a personal letter, written to whom you are familiar with, like friends, _____, parents or any other closed one. There is no specific format prescribed for writing this letter.

While writing an informal letter, one can afford to be friendly, and make use personal or _____ tone. Slang or colloquial terms, codes, _____, etc. can also be used at the time of writing it, depending on the familiarity with the recipient.

3 The British style of business letters involves the following points. Put them into the right order. The first and the last have been done for you.

- letter head 1
- body of letter _____
- attention line _____
- signature _____
- reference _____
- date _____
- complimentary close _____
- salutation _____
- enclosure 9

4 Read the following letter and write a reply on behalf of the manager.

*ABC Industries
2, Caldwell St Loughborough
Leicester
Lei 3 4AT*

*The manager
Park Hotel
13, Castle Rd
Edinburgh
ED 1 6CD*

October 12, 2017

Dear Sir,

I am writing to reserve accommodation for 6 members of our staff from November 22-26, 2017. We need 2 single and 2 double rooms with breakfast.

The group will probably check in about 7 pm.

Please confirm this booking.

Yours faithfully,

Philip Meller

Dear Mr Meller,

5 Match the following informal verbs with their longer more formal synonyms.

- | | |
|-----------------|---------------------|
| A try | 1 commence |
| B start | 2 perform |
| C enough | 3 frequently |
| D often | 4 attempt |
| E do | 5 indicate |
| F show | 6 sufficient |
| G have | 7 provide |
| H give | 8 possess |

6 Emailing has become the main means of communication and so it is important to know the conventions of this style of writing. Study the instructions for writing an email.

- Always fill in the subject line with a topic that means something to your reader.
- Put your main point in the opening sentence.
- Don't use CAPITALS
- Be brief *and* polite. If your message is longer than two or three short paragraphs, consider reducing the message or providing an attachment.
- Make sure that grammar and spelling are accurate.
- As a general rule, avoid abbreviations and acronyms as the reader may not know their meaning.
- Use the bullet points.



INDEPENDENT TASK

7 Work in pairs. You are flying with a group of friends to Istanbul. Write an email to a travel agent asking for the change of the flight term from December 27 to December 28, 2017.

8 You are a travel agent and you are writing to confirm the change of the flight term.

9 Work in groups. Read the following email to a colleague who you are arranging a trip to Vienna with, and correct mistakes in spelling (5 mistakes in total).

Hi Hannelore,

I'd like to give you detals of our itinerary-in case you've got any last minute sugestions.

- *November 16 - arrival and visiting Hofburg and the city centre*
- *November 17 - meeting a gaide and travelling to Kahlenberg*
- *November 18 - a tour around Vienna cafés and restaurants*
- *November 19 – visiting Schönbrunn and diparture in the afternoon.*

Can you forward me the contact details of the guide? I would like to ask him about the ticket prices to the Kunsthistorishes Museum.

Please get back to me as quikly as possible.

Regards,

Chris

10 React to the above written email. Make 2 last minutes suggestions.



TASK TO BE CONSIDERED

Mrs Scotney is planning to visit Berlin for the first time and has written to three hotels asking for information. Study the following three replies. Which hotel do you think she is most likely to be interested in? Give reasons for your choice.

Letter no 1

Dear Mrs. Scotney,

We refer to your kind letter and thank you for your interest in the GRAND HOTEL BERLIN.

Enclosed please find the requested brochures about the GRAND HOTEL BERLIN.

Please do not hesitate to contact me personally if you have any questions or if we can be of any assistance to you and we would be very pleased to welcome you at the GRAND HOTEL BERLIN in the near future.

Yours sincerely,

GRAND HOTEL BERLIN

Maria Schiller

Reservations Manager

Letter no 2

Dear Mrs Scotney,

Thank you for your letter and your interest in our hotel. Enclosed we send you our hotel brochure with the price list.

The Great Eastern Hotel is situated at the famous corner Toleranz str. And Unter den Linden near the Brandenburg Gate. We have 320 rooms, one restaurant, 3 meeting rooms for up to 45 persons and a lobby bar.

For your reservation you can call our booking office by phone 6743281 for you can send a fax to the number 6743 333.

We would be happy to welcome you in our hotel.

Kind regards.

Morgan Miller

Sales Manager.

Letter no 3

Dear Mrs Scotney,

Thank you very much for your interest shown in our hotel. Enclosed you will find our hotel brochure and the room rates.

Inside the brochure you will find the restaurant, but this is closed. We do only serve drinks at the reception.

You asked about other facilities such as fitness room, conference halls and restaurants. But we have none of these. We are a middle-class hotel with 40 rooms and we don't need these facilities.

I am not sure if you really mean our hotel? Because your questions look like you expected a first-class hotel.

Anyway, I hope to welcome you in our hotel.

With kindest regards.

Clara Schlamper

We have chosen _____ because



QUESTIONS

- 1 There are differences between formal and informal correspondence. **T / F**
 - 2 Formal letters do not have to be polite. **T / F**
 - 3 Capitals in emails have a special meaning. **T / F**
 - 4 Salutation is a way how to address the receiver. **T / F**
 - 5 Attachment is not used with emails. **T / F**
 - 6 It is recommended to use the passive voice in informal correspondence. **T / F**
-



ANSWERS

1 T | 2 F | 3 T | 4 T | 5 F | 6 F



SUMMARY OF THE CHAPTER

Chapter 11 has dealt with written communication in English, especially writing formal and informal letters and emails. It emphasized the necessity to distinguish between formal and informal vocabulary and offered examples of letters and emails from the area of tourism requiring an adequate students' reaction.

12 WRITTEN COMMUNICATION IN TOURISM II

QUICK OVERVIEW OF THE CHAPTER



The text of the chapter 12 introduces rules related to complaint writing in tourism. It involves instructions about information that must be included in complaints and lists the way of presenting information in this kind of written communication in English. Students have to pay attention to proper vocabulary, especially to phrases occurring in complaints.

Practical exercises focus on group work where students are asked to react to a complaint in a polite written way listing the reasons leading to the complaint and an adequate apology followed by a suggested solution.

GOALS OF THE CHAPTER



- Ability to react in an adequate written way to complaints in tourism,
 - Ability to distinguish between formal and informal styles,
 - To develop vocabulary, improve grammar knowledge in written form in English in situations related to reactions to clients' complaints in tourism.
-

KEY WORDS OF THE CHAPTER



Tourism, written communication, formal and informal style, complaint.

Imagine that you have just returned from your holiday completely upset because your travel agency did not keep its promises about services. Study the following situation related to complaining about unsatisfactory services during your holiday.

A formal letter of complaint should be written if your package holiday did not meet the brochure description, or was spoilt by problems like building work or noise. The purpose is to help the holiday company understand your point of view and their legal obligation to sort out the problem. You can send the letter by post or copy the text into an email. If you prefer to talk to the trader on the phone or in person, you could read it out to them. It is necessary to remember that the letter of complaint can be followed by a letter claiming compensation for a holiday.

WRITTEN COMMUNICATION IN TOURISM II

*Helen Crowhurst
Sherwood House
10 Castle Lane
Sandchester
PK1 2LA*

*Peter Wilson
Sunny Holiday
1 Cranley Street
Sandchester
PK2 3 LA*

9 October 2017

Dear Peter Wilson,

Re: Unsatisfactory Holiday at Hotel Güneş, Side, Turkey, on 12 August 2017 to 19 August 2017

Booking ref: 123456789

I have just returned from a holiday at Hotel Güneş, Side, Turkey with my wife and children, which was most disappointing.

Please find below a list of our complaints:

There was no shower in the hotel as specified in the brochure
The kitchens were closed for the whole of our stay
The hotel was 5 miles from the beach and not 1 mile as it said in the brochure.

We contacted your representative at the resort on 14 August 2017, but they were unable to resolve the matter and advised us to complain after our return home.

Under The Package Travel, Package Holidays and Package Tours Regulations you have a responsibility to provide all the elements of the package contracted for as they were described. We are legally entitled to receive compensation from you for loss of value, consequential losses and for the disappointment and loss of enjoyment we suffered. As you failed to provide us with the holiday we booked, we are seeking £150 compensation from you for the problems we encountered, and for the distress and disappointment we suffered as a result.

I look forward to receiving a response from you within 14 days of receipt of this letter.

Yours sincerely,

Helen Crowhurst

TASKS

1 Read advice related to writing complaints and explain underlined words.

Keep your complaint focused on the exact incident that prompted your letter. Do not involve generalized criticism of the company, and avoid personal attacks and abusive language. Even though you may be quite frustrated and angry, maintain a calm, gracious tone in your complaint. Expressing optimism that the matter will be resolved will produce a more persuasive letter than blaming the reader for the company's mistakes.

generalized _____

abusive language _____

frustrated _____

resolved _____

persuasive _____

2 Read the steps in writing a complaint and list them in a logical order. The first and the last steps have been done for you.

- | | |
|--|----------|
| A Choose a standard composition format for a formal letter | <u>1</u> |
| B Opening of the letter | _____ |
| C Your address | _____ |
| D Logical sequence of events including exact dates and times | _____ |
| E Recipient's address | _____ |
| F Salutation | _____ |
| G Outline of steps you have already taken and additional costs | _____ |
| H Expectation about resolving the matter including actions and deadlines | <u>8</u> |

3 Study another letter of complaint and complete the appropriate missing words from the offer.

adventure, alternative, rafting, proposals, Regulations, rock

Dear Ms Preston,

On 11 November 2016 we agreed a contract for a two week _____ break in the Austrian Alps, Ref: BC/382.

It has now become clear that the following changes to the package have been made: The white water _____ has been replaced by sailing and the _____ climbing has been switched to pony-trekking

This constitutes a significant change for the purposes of the Package Travel, Package Holidays and Package Tours _____ 1992. I therefore request that you offer me a suitable _____ package or refund my money.

Please contact me within 14 days with your _____ to do this.

Yours sincerely,

Duncan Galsworthy

4 When dealing with complaints, it is necessary to remember that disappointed customers cannot be put off with apologies only – they are entitled to know how the mistakes will be rectified and what kind of compensation they can receive. Work in groups and discuss the following points related to benefits connected with complaining.

There are a number of benefits to any tourism business from identifying dissatisfied customers and handling complaints effectively. These can include:

- providing an opportunity to rectify mistakes or solve problems;
- obtaining valuable feedback on what customers want, need, expect, and think of your operation, which can be used to improve the customer experience;
- stopping minor difficulties escalating into major problems;
- increasing levels of repeat business;
- generating favourable word-of-mouth recommendations from customers who are satisfied with how their complaint has been handled;
- providing an opportunity to stop the same problem occurring again.

5 In the following passage you will find basic rules for handling complaints.

- Respond quickly. Customers need to feel heard.
- Thank them for raising the complaint. Tell them you appreciate it (and apologize if necessary).
- Be patient, empathetic, and fair. Show that you understand.
- Research the situation. Check records or talk to other staff.
- Tell customers how you will handle the complaint. What happens next and when.
- Involve customers. Ask them what they want as a solution.
- Keep them updated on progress. Let them know that you haven't forgotten about them.

6 Study the following phrases and use them in writing answers to the two complaints listed above. In each of the answers suggest a different solution.

- After investigating your complaint, we have decided to...
- We very much regret having given you cause for complaint.
- Steps are being taken immediately to ensure that such mistakes do not occur in the future.
- Please accept our sincere apologies for this delay and the trouble it has caused you.
- Your claim has been passed on to our insurance company, who will get in touch with you soon.
- A replacement for the package holiday will be provided next week.

7 Find mistakes in grammar structures and spelling (10) in the following letter.

Dear Mr White,

Followed our telephone conversation earlier today, I am writing to give details of my dissatisfaction with my stay at the New Hotel, Almeria, Spain, on 10–18 July, 2017, which I booked for your company for me and my family.

My main complain is that the hotel fell far of the description in the brochure. We have booked two double suites, in rooms 213 and 214. Although the rooms listed as four star accomodation, they were very dirty. In addition, the shower in room 213 did not work.

The hotel grounds, described in the brochure as “pleasant, tranquil, and spacious,” were in fact bordered on two sides by a very busy main road. The swimming pool was close the entire week for repairs. When we spoke to your representative, Tracey Mills, she promised to try to get the shower repaired, but this took an unacceptably long time to happen.

I enclose photos of the bedrooms and the hotel grounds. As I stated in my telephone call, I feel that we are due a full refund for this hotel stay as it failed to meet the description in the brochure, and it ruined our holiday.

WRITTEN COMMUNICATION IN TOURISM II

I look forward to hear from you within the next two weeks.

Yours sincerely,

Barbara Wood



QUESTIONS

- 1 After a complaint, a customer usually writes a claim for compensation. **T / F**
 - 2 A customer cannot ask for a refund. **T / F**
 - 3 Customers appreciate information about rectifying mistakes. **T / F**
 - 4 Package holiday means providing a customer with accommodation only. **T / F**
 - 5 The following sentence is grammatically correct: After investigating your complaint, we have decided to apology. **T / F**
 - 6 *Recipient* is a person who sends a letter. **T / F**
-



ANSWERS

1 T | 2 F | 3 T | 4 F | 5 F | 6 F



SUMMARY OF THE CHAPTER

Chapter 12 has presented written style in English, especially writing replies to clients' complaints in tourism. It emphasized the necessity to distinguish between formal and informal vocabulary and offered examples of complaints from the area of tourism requiring an adequate students' reaction in the written form.

THE LIST OF LITERATURE






















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SUMMARY OF THE STUDY TEXT

After completing the study text, I will be able:

- To react in basic situations in intercultural communication within the interaction in tourism,
- To cope with possible shock mainly in interaction with clients,
- To overcome barriers in communication with clients and partners in targeted culture,
- To obtain feedback from clients to ensure successful business,
- To solve oral and written complaints with results acceptable for both sides,
- To behave sensitively and thoughtfully on the basis of acquired cultural awareness,
- To use terminology in given communicative situations.

OVERVIEW OF AVAILABLE ICONS

	Study time		Goals of the chapter
	Key words		Don't to rest
	Study guide		Text guide
	Quick preview		Summary
	Tutorials		Definition
	To remember		Case study
	Solved task		Theorem
	Check question		Correspondence task
	Answers		Questions
	Independent task		Other sources
	For interested persons		Task to be considered

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