

Solucionario de  
**Ejercicios de repaso  
y autoevaluación**

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## Solucionario Bloque 1 Unit 1

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### 1. Match each type of accommodation with their corresponding definition.

- a. Hotel
- 3. An establishment that provides lodging, meals and services and facilities to its guests, such as private bathroom, TV, restaurants, etc.
  
- b. B&B
- 5. A familiar residence that provides travellers accommodation for a night and a meal in the morning.
  
- c. Guest house
- 6. A small private house that offers accommodation to paying guests.
  
- d. Campsite
- 2. A place used for vacationers equipped with tents.
  
- e. Apartment
- 4. An array of rooms used for people on holiday.
  
- f. Villa
- 1. An immense country house owned by an aristocratic family.

### 2. Describe in your own words the difference between service and facility.

Possible answer:

When talking about a service offered, staff members are involved, for example, hotel reception service. On the contrary, when we talk about a facility, we talk about a thing that makes the stay easier and more pleasant for the client and no staff is involved.

- 3. You are the receptionist of a hotel in Florence. It's Friday, and a British couple of clients ask you about where to go to have a romantic dinner, because they want to celebrate their anniversary. Which type of restaurant would you recommend them to go? Why?**

Possible answer:

Well, let me think... Oh yes! You could go to La Piazza. It's a quality restaurant located just a few steps from Piazza della Signoria. It has a wonderful little garden with a relaxing sound of water and it serves the most typical Italian dishes and the best wine. In addition, the owner of this restaurant sometimes sings opera! I think it's perfect for you. I could make a reservation for you, if you decided going...

- 4. Which is the most important information that a car hiring professional must know from his/her client when booking a vehicle?**

- a. How long would you like to hire the car for?
- b. How many passengers will there be?
- c. Do you need a child seat?
- d. Are you interested in purchasing insurance in case of collision?
- e. What sort of driving licence do you have?
- f. How will you be paying?

- 5. Write in your own words the functions of a tour operator.**

- a. Join several tourism services to produce a package.
- b. Decide how to combine them.
- c. Investigate new destinations.
- d. Negotiate with tourism companies to obtain huge quantities.
- e. Promotion and marketing of new touristic destinations.



## Solucionario Bloque 1 Unit 2

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### 1. Give a short definition of the following words.

- Enlightenment holiday: a type of holiday to de-stress and balance your spirit and soul.
- Brochure: a free magazine that gives information about products, holidays, etc. offered by a company.
- Leaflet: a sheet of paper advertising some information about a concrete product.
- Return ticket: a ticket bought to travel to a place and to back again.
- Pick-up point: place where people agreed to be collected to a coach.

### 2. Describe in your own words the stages followed by a travel agent in booking a holiday.

- An initial interaction with the client: offering information about possible destinations by using promotions, brochures, asking questions, etc. That is the initial enquiry form.
- Client profile or a computerized file with the client's personal information.
- Printing the booking authorization form out.
- Collecting payment for an initial deposit.
- Offering travel insurance and other possible services.
- Booking verification through the GDS.
- Checking printed tickets to ensure everything is correct.
- Client notification that tickets are ready and collecting them.
- A Welcome Home Letter, a questionnaire sent to the client on his/her arrival home.

### 3. Name the most important documents required for travelling.

- Passport.
- Visa.
- Identity card.
- Vouchers.
- Tickets.

**4. List the most relevant tips in a telephone conversation when making a booking.**

- Pick up the phone as soon as you can, on the contrary, it may give a deficient impression.
- Give the name of the organization or company and introduce yourself.
- Ask how you can help.
- Don't use a poor language and speak clearly. It is the only impression a caller will get from you.
- Be courteous and polite.
- Try to be decisive and assertive.
- Repeat details to make sure that everything is understood.

**5. What are the main contents in a reconfirming e-mail?**

- Attach the documents that reconfirm the reservation changes.
- Make reference to what have been said.
- Give contact number in case of error or possible questions.
- Thank customer for his election in choosing your agency.
- Sign the e-mail.



## Solucionario Bloque 1 Unit 3

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### 1. Write and explain briefly the different types of flight tickets.

- Manual ticket. It is an obsolete ticket and was filled out manually.
- Transitional automated ticket. It was the most sold. It consists of a maximum of four flight coupons, each for a stretch of a route, one of them will be taken by the check-in clerk at the time of the journey. The TAT is also composed of a passenger receipt coupon and a cover.
- Automated ticket boarding pass. This ticket is made of cards where information about the flight, seat assignment and passenger data will be found. The ATB is formed of two sections; on the one hand, the flight coupon and, on the other hand, the passenger coupon that will serve as the boarding pass. These coupons will be separated by a perforation. The ATB2 includes a magnetic stripe and it is more recent than the ATB.
- E-ticket. It is an electronic document. The customer only needs the ID card at the check-in point at the terminal, since a confirmation number has been assigned to the customer when he/she has booked his/her flight.

### 2. What is the main difference between a train ticket and a ferry ticket?

Train tickets are not nominal, so the passengers' details are not printed on the ticket.

### 3. Define the different types of vouchers.

- Service voucher. It is exchangeable for the services specified in it. It is advisable for travel agencies to stamp it before customers can use them.
- Full-credit voucher. It covers every service required by the client. The supplier must be aware that the client is using this type of voucher. This document must be particularly used with certain clients who can afford them.
- Confirmation voucher. It contains information about the service supplier and the amount of money that has to be paid by the customer to the service supplier through this document presentation on the day of arrival.

#### **4. What is a travellers' cheque?**

It consists of a pre-printed, predetermined amount cheque that needs a signature to pay for a service. This document has imprinted the customer's name and it is enumerated, so in case of being stolen, the customer can request replacement when he/she submits travellers' cheque numbers.

#### **5. What is the coverage of travel insurance?**

- Medical expenses.
- Travel delays and trips cancellation or interruption.
- Missed connections.
- Lost or damaged baggage.
- Emergency evacuations.
- Flight accidents.



## Solucionario Bloque 1 Unit 4

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### 1. What are the main stages in a negotiation process?

- Preparation stage. Knowing everything about the meeting, sides, points to discuss, etc. Setting the agenda stage. Making clear all the tasks to be discussed and determine the reasons for each item.
- Clarification of ideas stage. References to what has been said.
- Disagreement with the other side stage. When one of the sides disagrees with the other, it is suitable to give alternatives and choices.
- Making concessions stage. In order to create an equal situation in which both sides win, making concessions could be the solution.
- Bargaining stage. This is the real core of the negotiation.
- Final stage. Making a short summary of what has been discussed to make clear the points reached and agreed.

### 2. Define the following words.

- Bargain: negotiation.
- Set the agenda: preparation of the items to be discussed.
- Non-verbal communication: body language, gestures, postures, etc.
- Profit: benefits.
- Drawbacks: disadvantages.

### 3. What is the difference between an allocation contract and a fixed contract?

- Allocation contract, in which tour operators pay for an estimated number of rooms to be sold.
- Fixed contract, in which tour operators pay for a fixed number of rooms regardless of how many will be sold.

### 4. Describe what can be negotiated with hoteliers.

- The rack rate of the hotel.
- The number of rooms for groups.
- Large number of rooms, farewell parties, consumptions in the hotel, etc.

- Complimentary room for drivers or tour guides.
- A written formal to confirm the items agreed. Hoteliers will also ask for a rooming list.

#### **5. Define the ancillary services.**

Ancillary services are one of the main constituents of the travel and tourism industry and it can be defined as the additional services a customer may need when going on holiday.



## Solucionario Bloque 1 Unit 5

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### 1. When reserving a room, what is the essential information that must be given?

- Dates, times and number of nights: it is essential to specify the arrival and departure dates; time is also important to the hotel staff to prepare the rooms.
- Number of people: it is very important to say how many people are going to stay in the hotel. In the case of children, age must be specified.
- Room type: single room, double room, suite, ground floor room, top floor room, room with views.
- Board: bed and breakfast, half board, full board, all-inclusive.
- Facilities required: mentioning what the customer needs.
- Contact information: customer's full name, telephone number, e-mail, type of credit card, credit card number, expiration date.

### 2. Define "Hotel Services".

These are additional services that a hotel offers to their guests and are paid separately from the price of the room.

### 3. Which are the most usual conference facilities?

- Audio-visual equipment.
- Flip chart.
- Laptops.
- Printer.
- Secretarial services.
- Modem points.
- Video-conference.
- Break-out room.
- Digital projector.
- Wi-Fi.
- Fax.
- Photocopying.
- Notebooks.
- Lamination.

**4. Name different off-site services.**

Excursions, city tours, sports like scuba diving, snorkelling, horse-riding tours, tours on a ship, etc.

**5. Define the pet service in a hotel.**

Some hotels allow people to stay in with their pets. So hotels offer this service that includes a pet bowl, tags, sweets and toys, apart from their pet bed. Others offer special services like dog walking, spa treatment and vet examinations.



Solucionario Bloque 1 Unit 6

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**1. Fill in the blanks with the missing words.**

key card	registration card	swipe	guest history	walk-in	room rack
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1. I need to **swipe** your credit card to charge the bill, please.
2. There is a **walk-in** waiting at the front-desk.
3. Guests must sign a **registration card** to complete their check-in at the hotel.
4. Well, I'll check the **room rack** to select you a room.
5. Oh my God! I've lost my **key card**.
6. Don't forget to look at the **guest history** to know their preferences.

**2. Define "Hotel Register".**

A hotel register is a record book that contains information about guests, statistics and revenue data.

**3. Why is important the guest history document?**

It is important because it reflects the guest's earlier visits to the hotel, his/her preferences and requests.

**4. Define "room rack".**

It is a board or a screen in a computer that presents the available rooms.

**5. Why are important the Customer Satisfaction Surveys?**

Customer satisfaction surveys are important because they contain significant information about hotel services, customer care and attention. These surveys reflect the satisfaction with the services obtained by the guest and their complaints.





## Solucionario Bloque 2 Unit 1

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### 1. Name the different types of Tourist Information Centres.

- Tourist Information Offices.
- Visitor Information Centres.
- Rural Information Centres.

### 2. Describe in your own words the difference between resource and service.

- Tourism resources are the native elements which make travellers go to a place or another, like rivers, art, traditions, etc.
- Tourism services are what make travellers enjoy the resources, like hotels, guiding, Tourist Information Centres, etc.

### 3. Define Tourist Information System.

A Tourist Information System is normally used by professionals and it is created through a computerized-based programme and data bases to receive and provide information about the tourist sector in general and tourist products in particular.

### 4. Describe how the tourist information is administered.

The public and private organizations in the tourist sector are in charge of compiling, regulating and distributing tourist data. All this work is coordinated by the Tourist Information network through data bases, computerized programmes and software that exchange information between them to examine it and distribute it later to professionals in tourism and customers.

### 5. Explain briefly the contents of an information request form.

The contents of an organized request form are customers' personal details, such as name, address, telephone contact number, e-mail, country, etc., and their tourist requirements and questions.





## Solucionario Bloque 2 Unit 2

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### 1. Name some of the different types of tourism suppliers.

Hotels, B&B, car hiring, fuel stations, tour guiding, insurance companies, restaurants, bars, markets, etc.

### 2. Which is the order in planning a package holiday?

- a. Making decisions about dates, duration, capacity, hotels and destinations.
- b. Potential destinations compared in-depth.
- c. Identified dates and capacity.
- d. Negotiations with airlines, accommodation and transport. Signed contracts.
- e. Brochure production: photos, descriptions, information.
- f. Estimate the selling prices depending on the exchange rate.
- g. Final package holiday price.
- h. Brochure printed.
- i. Brochure distribution and advertising.
- j. Recruitment of holiday representatives.
- k. First tour departure.

### 3. Define familiarization trip.

This type of trips allows travel agents, in a low cost tour offered by tour operators, hotel principals, cruise lines and other tourism services suppliers, to know in-depth the tourism products they are going to sell.

### 4. What do tourism products prices depend on?

- Hotel rack rates, that is the published or official room price.
- Possible discounts depending on the number of travellers, seasonality, destination, etc.
- Possible variations of prices depending on the negotiations about the estimated price for next seasons, or the increase or decrease of services prices depending on the level of demand.

**5. Explain briefly the different functions of a brochure.**

- Informative function, since it is created with the purpose of informing clients about the different services and facilities offered in the place that it is advertised.
- Advertising function, since it may attract clients in order to sell what has been imprinted in the brochure. The way in which it is designed is essential in attracting people. Therefore, slogans, photos and pictures are accurately selected and publicized.



## Solucionario Bloque 2 Unit 3

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### 1. Define the three types of tourism.

- Domestic tourism or the type of tourism in which a traveller stays in his/her country and visits another city or region.
- Inbound tourism or the type of tourism in which a traveller arrives in a country from abroad.
- Outbound tourism or the type of tourism in which a traveller leaves his/her country to visit any other country in the world.

### 2. Can you name the different tourist routes?

- Gastronomic route.
- Cultural route.
- Nature route.

### 3. What is the information a tourist information assistant can provide clients?

Tourist information assistants can provide information about routes, weather, tourist attractions and leisure possibilities.

### 4. Define the following words.

- a. Hailstone: a tiny ball of ice or snow.
- b. Heat wave: a period of time with high degrees in temperature.
- c. Downpour: a heavy rain.
- d. Blizzard: a snowstorm with strong winds.

**5. Explain briefly the different tips a travel agent must take into account when providing information to the client.**

- A travel agent must listen carefully to what the customer is saying and, at the same time, collect as much information as possible about him/her.
- A travel agent must show availability when a client comes to the office.
- A travel agent must inform about possible interesting destinations.
- A travel agent must use brochures and as many photographs and pictures as possible when informing clients about destinations and services. In case of not knowing so much about what the customer is requiring, travel agents must search information about it or ask for help to any other agent in the office.
- A travel agent must try to convince customers to buy tourism products.
- A travel agent must be an advisor and a counsellor to customers when taking decisions about travelling and destinations.



## Solucionario Bloque 2 Unit 4

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### 1. Define natural renewable resources.

Renewable natural resources are those natural materials that can be regenerated by Nature itself, such as water, wind, vegetation, etc.

### 2. What is the most important in elaborating a natural resources inventory?

In analysing and elaborating an inventory about natural resources, it is vital to identify each natural resource in the zone by evaluating it on site. In this sense, it must be completed a form in which location, description of the area, potential tourists or visitors and ways of access will be annotated.

### 3. What is the difference between ecotourism and sustainable tourism?

- In sustainable tourism, benefits are invested in the creation of employment in the area.
- In ecotourism, profits are destined to the conservation of the natural environment.

### 4. Define the following words.

- a. Itinerary: a planned journey.
- b. Inventory: a more completed and detailed list in which the items are normally described.
- c. List: a number of items written consecutively.
- d. Route: a way taken in getting from a starting point to a destination.

**5. Explain briefly the most important tips in elaborating an itinerary.**

In elaborating an itinerary it is vital to collect the following data:

- Location.
- Distances.
- Ways of access.
- Timing.
- Types of activities.
- Transport to be used.



## Solucionario Bloque 2 Unit 5

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**1. What are the impacts produced by an uncontrolled tourism upon the environment? Name them.**

Ecological impact, geographical impact and social impact.

**2. Name the negative aspects of nature-based tourism upon environment.**

- Pollution.
- Rubbish.
- Noise.
- Impoverishment of grounds.
- Residual waters.
- Destruction of biodiversity.

**3. Define “sustainable development”.**

The development that meets the needs of the present without compromising the ability of future generations to meet their own needs, according to *Our Common Future*, written by The World Commission on Environment and Development.

**4. What are the objectives proposed by the European Union in relation to environment?**

- The European Union must ensure a sustainable development society for its country members.
- Conservation, protection and improvement of the environment.
- People’s health must be protected.
- Responsible use of natural resources.

**5. What are the consequences of climate change?**

The changes in the Earth temperature entails periods of droughts, glaciers melting and heavier climate phenomena, such as tornados and tsunamis.





## Solucionario Bloque 2 Unit 6

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### 1. 1. What is the *Global Code of Ethics*?

“The Global Code of Ethics for Tourism is intended to be a living document. Read it. Circulate it widely. Participate in its implementation. Only with your cooperation can we safeguard the future of the tourism industry and expand the sector’s contribution to economic prosperity, peace and understanding among all the nations of the world” (Francesco Frangialli, Former UNWTO Secretary-General, 1998-2008).

### 2. Name three articles of the *Global Code of Ethics*.

- Article 1. Tourism’s contribution to mutual understanding and respect between peoples and societies.
- Article 2. Tourism as a vehicle for individual and collective fulfilment.
- Article 3. Tourism, a factor of sustainable development.

### 3. Name the hotel measures to be eco-friendly.

- Taking a shower rather than a bath to save water consumption.
- Switching the lights off when they leave the room. Some hotels have installed some mechanisms that control light energy.
- Adjusting the right temperature of air-conditioning.
- A correct use of towels to minimize the use of detergents.

### 4. What are the most important rules for a tourist in an off-site activity?

- Do not throw away any sort of litter.
- Take with you the rubbish. If tourists put the rubbish in the bins, it can attract animals and it may cause a negative impact.
- Take care with fire and follow the rules.
- Do not offer food to any animal of any kind.
- Take the indicated path.

### 5. What may a tourist do during the journey?

- The tourist should eat at local restaurants and stay in local hotels to improve the local economical development.
- The tourist should conserve and protect the natural environment, flora and fauna, as well as use public transport instead of renting a car. This will diminish pollution and a negative impact on the area.
- The tourist should be careful with the things acquired as souvenirs. Sometimes, they have nothing to do with the local heritage and, sometimes, they are prohibited things that may put travellers in trouble.



## Solucionario Bloque 2 Unit 7

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**1. Mention some companies that are in charge of accrediting the highest level of quality.**

There are some companies throughout the world that are in charge of accrediting that a tourism service has reached the highest level of quality. These corporations are Bureau Veritas Quality, AENOR or the European Foundation for Quality Management, among others.

**2. How can employees influence the quality increase of a hotel?**

Motivating employees through a relaxing working atmosphere, incentives and stimulating them for their good done work increase the level of quality in their performance.

**3. Explain how information about the client's satisfaction can be collected.**

The customer service department will be in charge of handling with questionnaires, surveys, telephone conversations and letters to know in-depth the clients' level of satisfaction about the services and products received.

**4. Mention the drawbacks in phone surveys.**

- There is a limit of time. Normally, when a possible customer receives a call of this type, he or she, generally, has no time left to talk, because they are doing something more important for them as taking care of their children, going to work or something else.
- Lack of body language and gestures, so the verbal communication must be precise and the questions must be clear, concise and concrete.

**5. Explain the different stages in handling a complaint by staff members.**

- Staff may be trained in staying calm and courteous when they are dealing with angry customers. They must remember that clients are not angry with them; they are only frustrated about a situation or problem.
- Staff must learn to listen to customers. When people have a problem, they want to be heard, it is a way of asking for help and calming themselves.
- Staff may understand the whole situation in order not to make customers feel misunderstood. If needed, staff must ask for explanations and paraphrase everything the customer has told.
- Finally, staff may be characterized for their resolute personality in solving problems. It is essential to make clients feel that everything will be fixed up and there will not be anything to be worried about.



## Solucionario Bloque 3 Unit 1

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### 1. What happens when a traveller goes through Customs in an airport?

Customs officers will ask travellers to show them their passports and if they have something to declare about imported goods.

### 2. What is the difference between a trip and a tour?

- Trip: it's a journey that one makes to a place and back again.
- Tour: it can be considered an organized trip or a short trip around a place.

### 3. Define walk-in guest.

A walk-in guest is a client who asks for a room without any reservation.

### 4. Define appetizer.

Appetizer is a synonym for aperitif.

### 5. Mention the characteristics of the guiding language.

- Use of extreme adjectives.
- Use of passive constructions.
- Use of rich language.
- Use of superlative adjectives.





## Solucionario Bloque 3 Unit 2

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### 1. What are the two essential factors in greeting people staff don't know or meet for the first time?

Formality and politeness are two essential factors in greeting people staff may meet for the first time or staff may not be so close to them.

### 2. Why is "sir" or "madam" used?

It is very common to greet new comers, guests and customers in hotels, restaurants and shops in these ways, because the use of "sir" or "madam" gives importance to clients. The image provided by a check-in clerk in a hotel, welcoming guests with a "Good morning, sir" sounds politer and more formal than a simple "Good morning".

### 3. Write the procedure to follow a person introducing oneself.

- He or she may look at the other's eyes in a relaxing way. Eye contact is essential in conversation, since it shows reliability and attention in what the other is telling you.
- Body language. The person who is introducing oneself may smile, because it gives a very positive impression. Normally, a handshake can tell a lot about a person; a firm handshake shows self-confidence and an extrovert personality.
- Just after the handshake, you may say your name and surname. It is convenient to repeat the other members of the group's names when greeting them, just to remember.
- In order to give an extrovert image, it is important for you to talk a little about yourself, giving not a few details but trying to start an interesting conversation.

### 4. Write the procedure to follow a person introducing other person.

- First of all, it is essential to give the complete name and the status of the person introduced. The rest of the group may know who he or she is. To do so, it is important to begin with phrases like "I'd like to introduce you to..." or "This is...".

- Then, you may give details of that new person, you may talk about his or her post, interests, how you met her or him, etc. This is done with the purpose of starting a relaxing conversation among new colleagues or friends.

#### **5. Mention some expressions used for apologies.**

- Excuse me... In British English, this expression is normally used for attracting somebody's attention. However, this expression is widely used for apologizing in American English.
- I'm sorry. This is an informal apology, that is to say, it is frequently used in everyday British language.
- I beg your pardon, sir/madam.
- I'm terribly sorry.
- I'm so sorry, sir/madam, for...
- I apologize for...
- Pardon. This expression is used to make the counterpart repeat what he said because you have not heard or understood.



## Solucionario Bloque 3 Unit 3

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### 1. Mention the most important characteristics of formal language.

- It is not spontaneous.
- Words may be thoroughly chosen.
- Words cannot be abbreviated.
- Verbs cannot be contracted and the use of phrasal verbs must be reduced to a minimum.
- The use of personal pronouns must be avoided, overall the personal pronoun “I”. It is preferable the use of “we” to formalize a text or speech.
- Passive voice may be used instead of active voice.
- Sentences may be longer than in informal language. The complexity of sentences and the use of linkers as “nevertheless”, “due to the fact that”, “on the other hand”.
- Relative pronouns; they may not be omitted.
- Modality is also used in formal language.
- Formulaic expressions in formal language.

### 2. Mention the most important characteristics of informal language.

- It is improvised, since it flows at the time of the conversation itself.
- The use of slang is also used in informal conversation.
- Delaying expressions such as “you know” or correcting expressions of the type “what I mean”.
- Words may be abbreviated.
- Verbs are contracted and the auxiliary verbs are dropped from the sentences.
- Active voice is continually used to make conversation dynamic.
- Phrasal verbs like “come across” instead of “encounter”.
- Sentences are normally simple and short, in order to get straight to the point. As a result, the use of relative pronouns is strongly reduced to a minimum.

### 3. Define “weak word”.

Weak words are terms of the type of “nice”, “big” or “got”. These words are normally unstressed in the sentences and they lack of strong meaning.

**4. Define hesitation filler.**

Sound or word used in oral language when the speaker makes a pause in the speech.

**5. Mention the main differences between oral and written language.**

In written language there is no feedback, since there is no an addressee. Besides, language must be explicit when writing is used, as there is no reference outside the text. Finally, the organization of the text must be highly structured to provide a clear comprehension.



## Solucionario Bloque 3 Unit 4

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### 1. Mention the different types of customers.

- Distrustful customer.
- Calm customer.
- Loquacious customer.
- Upset customer.

### 2. Explain the essential procedure in dealing with complaints.

- Be calm and listen carefully to the customer to try to find out the nature of his/her dissatisfaction.
- Empathize with the customer and apologize for the inconveniences produced.
- Use a positive body language, gestures and postures. It is essential to make customers feel they are listened to and attended.
- Offer possible solutions to the problem without arguing with the customer and without using the phrase “it’s our policy”.
- Ask whether the solution provided is accepted by the customer.
- If this is not the case, ask for the manager or supervisor assistance.
- Make sure of taking notes and details of the customer and his/her complaints and the actions carried out.
- Don’t forget to put into practice what you have promised.

### 3. Explain briefly the most habitual situation of customers’ complaints at the airport.

Overbooking, delayed or cancelled flights, poor service or rude stewardess and lost luggage are some of the habitual problematic situations travellers may face when deciding travelling by air.

### 4. Explain briefly the most habitual situation of customers’ complaints in a hotel.

Dirty hotels, noisy rooms, poor service, overbooking, overcharging and so on, are some of the usual dreadful situations customers frequently fear when they decide to book a room in a hotel they have not stayed before.

**5. Explain briefly the most habitual situation of customers' complaints in a restaurant.**

Facing a problem about a poor service, about a mistake on the bill or even about the food may ruin a day or a night of any customer.



## Solucionario Bloque 3 Unit 5

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### 1. Positive aspects of complaints.

- Dealing with complaints provides the opportunity to managers and supervisors of understanding and recognizing the possible weakness of the service provided. Consciousness about where the error is can improve the service, since it will be able to rectify on time without affecting future customers.
- Customers who complain and feel that they are adequately listened to and attended will be possibly loyal customers. Everybody knows that possible errors can be committed, though everybody also knows that they can be amended. Therefore, complaints handled correctly may be considered as a way of gaining a faithful client.

### 2. Why are apology letters important?

Apology letters are important in business because they are used to try to amend some possible errors committed. It would turn irritated customers into faithful clients. In fact, written apologies are more effective than verbal ones.

### 3. What are surveys and questionnaires used for?

Surveys and questionnaires may provide the exact feedback a business needs to grow, expand and improve. Managers and supervisors will be able to know their customers and what they really expect when they decide to request their services. It is a matter of getting to know your clients and future customers, their likes, preferences and desires.

Bearing this in mind, it can be said that it is essential for every business dealing with customers directly to produce and deliver customer satisfaction questionnaires to make their services grow.

### 4. Why is essential to have a smile while you are talking over the phone?

This helps staff not to sound annoyed when dealing with a complaint. It is very important to show the right attitude to a customer. A smile is a courteous and polite attitude that, though not seen, can be perceived by the customer through the phone line.

## 5. How the staff can build a relationship with the customer from the beginning?

Through the expression of your body language and through an active listening.

- Body language. In order to fulfil the expectations, your body must express attention, care, empathy and sympathy. In this sense, the face must communicate empathy, the arms must be opened and not crossed, the body must be relax and in a close distance. The movements must be slow to appease the situation.
- Eye contact must be continuous and gestures must express your attention to the problem and inconvenience experimented by the customer.
- Active listening. In order to make the customer feel that he/she is attended, taking notes, nodding with the head and facial expressions must be put into practice.



## Solucionario Bloque 3 Unit 6

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### 1. Which situations do travel insurances cover?

- Medical expenses.
- Hospital care.
- Medicine expenses.
- Cancelled or delayed departures.
- Lost or damaged luggage.
- Curtailment.
- Injury.
- Accidents.
- Loss of important documents.

### 2. Sum up the procedure in giving advice.

- The first step is dealing with stressful customers in trying to calm down the situation, offering help in a calm, soft tone.
- As in complaints, listening actively to the customer is essential to relax customers and to find out every detail of the conflictive situation.
- Giving amicable solutions, advice and suggestions to ensure and create a sensation of support and assistance in the irritated customer and in the whole group of clients, who, in many occasions, may adopt the behaviour of the stressful customer.

### 3. Which are the commonest accidents occurred when travelling?

- Injuries and falls when going on an adventure holiday.
- Food poisoning accidents.
- Injuries from natural attractions.
- Natural disasters like hurricanes, tornados, tsunamis.
- Cruise drowning.
- Animal attacks.
- Accidents caused by winter storms and snow.
- Transport accidents, mostly on the road.
- Fire accidents.

- Heat.
- Animal bites, such as mosquitoes, snakes and so on.

#### **4. Describe the procedure in emergency situations.**

- The first step is to identify if there is a real crisis.
- The second step, then, is to contact the emergency services, in this case, the ambulance.
- Tourism professionals must secure, then, their customers' safety. This is a priority in any critical situation where tourists are involved.
- Tourism professionals must provide support and aid to their customers. This support may be physical, moral or emotional.

#### **5. How should staff behave in an emergency situation?**

- Be calm and speak in a calm voice and tone. This will help to calm down customers and the situation.
- Use a directive approach to customers and take control of the situation.
- Don't try to make sense with a stressful customer. This will make him or her feel angrier and more stressed.
- Use a soft but firm and clear tone of voice.
- Give customers enough personal space.