MANUAL DO ALUNO

DISCIPLINA COMMUNICATING IN ENGLISH

Módulos 7, 8 e 9

República Democrática de Timor-Leste
Ministério da Educação

Index

The New Technologies of Information and Tourism

Module 7

Presentation

In this module it is hoped that students will be able to identify and describe the impact of the introduction of the latest technologies in the sector of tourism in society and everyday life. The context of social and technologic change provides the thematic background for students to reflect upon the usage of new technologies in everyday life, and on the changes those technologies operate on their lives. We will then move on to the specific knowledge of tourist activity, and to the world of e-tourism: virtual visits to faraway places, booking of flights and on-line travels, booking of hotel rooms, low-cost airline companies, etc. Several types of text support elements will be discussed, as well as their structural patterns, including Paratextual aspects (graphic disposition, illustrations, font types), and, simultaneously, the morphosyntactic lexical-semantic and phonologic aspects that contribute for the elaboration of the message.

In a first stage, students will be invited to manifest their opinion on the new technologies they know, those that they use regularly and the impacts of the existence of the so called technologies in everyday life. Later, students may organize a small inventory of terminology associated with those technologies, with the aid of specialized online dictionaries (see bibliography/other resources).

Students should also research some websites of English tourist cities and regions. We suggest that in a second stage, students perform a group activity comprised of a selection of materials and the writing of small texts appropriate for the building of content for an internet website dedicated to a tourist city or region. Similarly, students should research websites of English travel agencies, identify the services provided by them, and finally formulate a request for information or a fictitious reservation/booking. The same procedure must be adopted regarding flights provided by low-cost airline companies.

Objectives

- To understand and manifest opinion on the evolution of the traditional communication media;
- To identify the most relevant technologic innovations in modern times;

- To understand how the internet works as a means to publicize and sell tourist products and destinations;
- To identify the sectors of tourism that were revolutionized by the new technologies;
- To identify the differences between a written support text and the presentation of contents in electronic format.

Contents

The lexical contents will focus on the following topics:

- The revolution in the ITs.
- The impacts of the ITs. in tourism.
- The content and organization of websites dedicated to promoting tourist destinations and tourist regions.
- The content and organization of websites dedicated to the promotion of sales of tourist products: travel agencies.
- *Low-cost* Airlines.
- Hotels with online webpages.

The revolution of the ICT

The topic "Revolution of the ICT" is intended to fundamentally teach students the way new information and communication technologies appeared in the world and how they are used by all of us and particularly by tourist companies.

Once again, we have the Industrial Revolution as historic point of reference, in 1780-1830, in England. This Revolution is also called the First Industrial Revolution because its most distinguishing characteristic is the fact that its economic development is based on industry.

Telephone

Industrialization had a strong impact not only on the means and methods of production, but also in the forms of social organization, leaning towards a logic of maximum profit, polarization of markets with the consequent implementation of the capitalist system, new social relationships, urbanization at a large scale (a result of the moving of workers from the countryside to the cities), new forms of working and the progressive division of work, among others.

Steam machine

In 1860-1945 the second Technologic Revolution takes place. This is the phase characterized by the discovery and usage of electric energy. In this revolution we can also highlight the growing value of oil as an important source of energy.

Oil extraction plan

A reference to the use of electricity

The third revolution is the Digital Revolution. This is a stage initiated in the beginning of the 70's (twentieth Century), and we are still living in it, with the constant technologic breakthroughs and advances we witness, bringing new implications in the sectors of computers, methods of production and ways of life to those who use the new technologies or in any way benefit from them.

A world connected by the instruments of the new technologies

The set of technologies resulting from the simultaneous and integrated use of computers and mobile communications, which has been called "information technology" or ICT – Information and Communication Technologies – It has the internet as its main agent; on the internet, wealth and money take a non-physical (digital) form and intangible information becomes a product in the purchase and sales flux.

The impact of the ICT in organizations is an undeniable reality – we only need to think about a few aspects: the technical support provided by telephone, the demonstration of the utilization of a machine through the internet, the classes given online. ICTs also have an unprecedented impact in our daily lives:

The use of the cell phone, high-technology machines for medical surgery support, high-technology machines for supporting production and/or preservation of food, along with an almost endless number of situations; We do not stop to think about them, but they are a constant presence in our lives.

With the Digital Revolution we also witness some changes in the interactions between individuals. Communication has changed in a number of perspectives:

- Frequency: the number/frequency of contacts is much higher;
- Cost: it is possible to be in contact with another person at very low prices, or even paying nothing at all;
- Scope: at a global level, a large percentage of the population has the possibility of communicating and obtaining/providing information;
- Accessibility: communication and information is accessible in various instruments (cell phone, television, computer);

Cell phones with internet access

- Changes in the means of receiving / providing information: information is made available in alternative formats – newspapers and television become accessible through the internet;

Online newspaper

- Equipment: equipment revolution of information and communication is systematic: cell phones with internet access, the creation of *tablets*, and the polarization of portable computer (laptops).

Tablet

It should be pointed out that when discussing the topic of new technologies, it is important to mention the changes detected at the level of social interaction. The "equipment" at the disposal of individuals for communicating is responsible for this change.
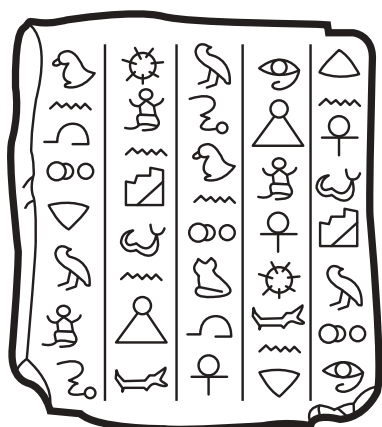
Hieroglyphic writing
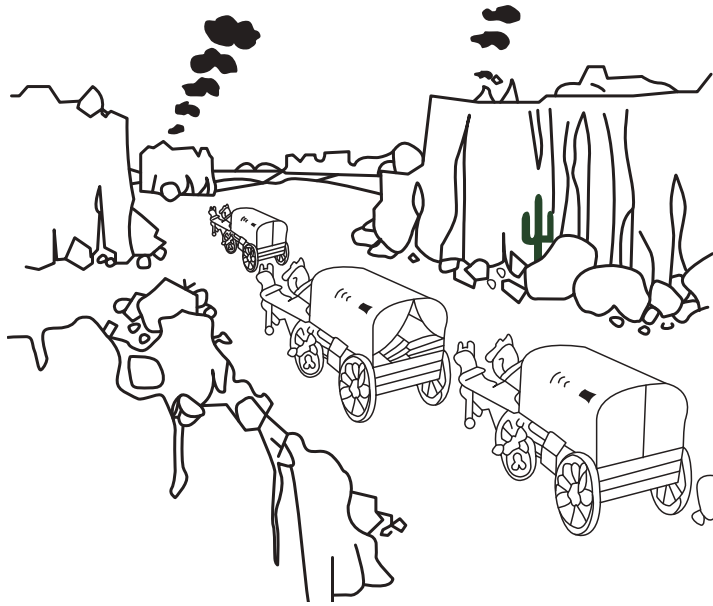
Smoke signals

Smoke signals represent one of the oldest ways of communicating at somewhat large distances. It was a method of communication used by Northern American Indians, mainly to alert the members of the tribe for an approaching danger or the proximity of animals to hunt.

Carrier pigeon

Carrier pigeons have been used for sending messages through long distances. The message would be written in a piece of paper, rolled in a tube and attached to the pigeon's claw. The pigeons would then carry the message and return to their nests.
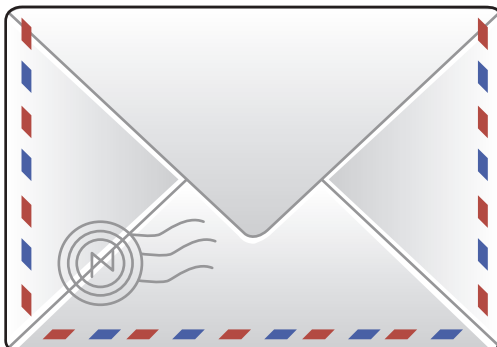
The letter

Letters were the most popular method of communication for a long period of time.

Although they have since become obsolete, their presence remains in current times, both at a personal and a professional level.

Television

Television was called "the box that changed the world". Its discovery or invention cannot be attributed to a single scientist; however, in 1920, Scottish scientist John Logie Baird carried out the first transmissions through the mechanic system, but only five years later he would broadcast images at a distance (to his neighbor William Tayton): from his house to the neighbor's house. It was only in the year of 1928 that this scientist was able to make the first transatlantic transmission: England – United States of America.

In England, in 1930, the prestigious BBC was created.

BBC Television

Germany was the first country to install public television, in 1935. The United States of America initiated television transmissions in 1939, with image and sound, broadcasting the speech of President Franklin D. Roosevelt.

It should be noted that during the Second World War, only Germany kept making television broadcasts.[1]

The power and influence of television in individuals is well described in the following statement:

"Television makes it possible for the public to identify stereotypes instantly without the slightest mental effort". Paulo Francis cit in Squirra (1995: 36).

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1 Source: www.bocc.ubi.pt

The written press, in paper, becomes greatly popular in the form of newspapers.

It was in the year of 1440 that Gutenberg developed the press, allowing for the production of volumes. The weekly newspapers appeared in Europe in the seventeenth Century, with greater impact in Germany and France. It was in France, with the French Revolution and Enlightenment, that a new intellectual view of the world and the creation of human rights developed, something that was widely publicized by newspapers.

After the Industrial Revolution the steam-powered rotary presses appeared, allowing for the printing of newspapers in greater volumes, at a smaller cost. The price of newspapers decreased with publicity/advertisement, which helped newspapers to become a professional and commercial tool.

In 1890 the first four color machine appeared, allowing American newspapers to publish texts with greater quality and introducing humor and sensationalist alerts.[2]

The pressed newspaper shows its own particular structure, leaning towards the textual center – the news content. The news content consists of a series of information whose main characteristic is the fact that it informs readers of something "new", to communicate to the reader something that up to that point was unknown to them.[3]

Communication resources become centered in information systems, with computers and the internet becoming the center of interaction between individuals.

The first computer appeared in 1946 and was 18 meters long and 2 meters wide. It weighed 30 tonnes.
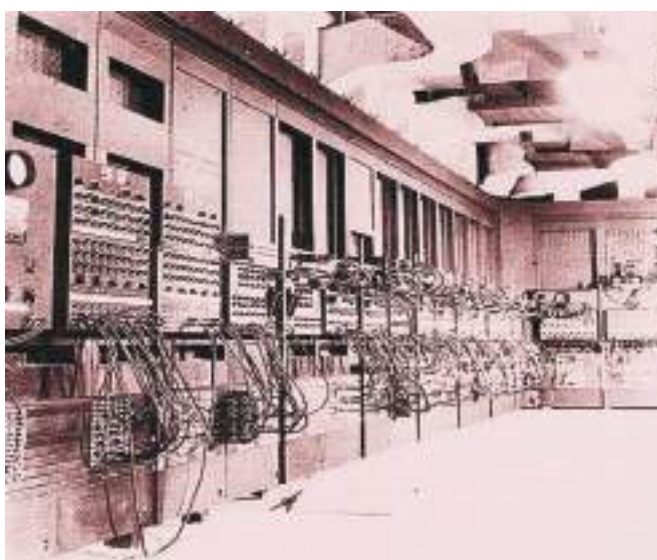
1st digital electronic computer

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2 Source: http://www.infoescola.com/comunicacao/historia-e-curiosidade-sobre-o-jornal/
3 Source: http://www4.pucsp.br/cos/cultura/midia.htm

By means of a vertiginous evolution, microprocessors were introduced and the first personal computers were developed.

Desk computer

Portable computer (laptop)

"**The path of connectivity: from smoke signals to a global network**

The invention and development of communication tools and instruments, dates back to the beginning of civilization. Whether using primitive drawings or smoke signs, people have always felt the need to communicate with each other. As communities developed, certain members of those communities travelled hundreds of kilometers to transmit messages: first, verbally, and then by text/writing. Even in those times, the need for securing the information and ensure its safety was paramount.

The usage of the postal service remained the same for hundreds of years.

In the nineteenth Century, with the invention of the telephone, we witnessed one more lead forward in the field of communication means. The introduction of the electronic mail represented a further revolution in the ways of communicating, which have seen a continuous development in the last years. This article is intended to follow the developments in connectivity, from the implementation of the electronic mail to the complex world of wireless connectivity, where consumers are becoming more and more demanding, namely regarding mobility and safe wireless access".

Source: http://www.toshiba.pt/Contents/Toshiba_pt/PT/WHITEPAPER/files/FEA-2005-06-Footsteps-of-connectivity-PT.pdf

We live in an era in which communication is made "by a simple click".

We are connected, and not only can we speak and talk to each other at great distances, we can also see the person/people we are talking to in real time. We can also highlight the great benefit of information sharing, with the possibility of rapidly exchanging written documents, pictures, videos.

The current motto is to have access to quality communication (quickness, efficiency and safety) at any place.

The impact of ICT in Tourism

Similarly to what happens in other fields, also in Tourism the impacts of the new technologies require companies in this field to implement structural changes in the processes of communication.

It is therefore important to have professionals capable of using the so-called "New Information and Communication Technologies". This utilization implies not only the knowledge of the tools and instruments, but also the knowledge of the methods of elaboration of information and how to pass it on to the target audience – providers, clients, cooperators, partners, etc., as well as the appropriated procedures to take in order to keep up-to-date with the rhythm of information and technology.

UNWTO Volunteers to support the long-term tourism policy of Bhutan to focus on sustainability and quality

April 2012

Niall Murtagh and Álvaro Moreno, members of the UNWTO volunteer corps, have been selected to support the Tourism Council of Bhutan (TCB) in the implementation of marketing strategies that will contribute to the overall sustainable development of tourism and to sustainable tourism operations in Bhutan. **Their work is also supported on-line by another UNWTO Volunteer based in Japan, Yoneko Itosu**.

In Bhutan, they will support TCB in developing and executing the marketing strategy for key European, North American and Asian source markets for Bhutan. They will also identify cost-effective means of promoting Bhutan worldwide and they will also provide input on product mix options to be offered to various high-end tour operators, in support of Bhutan's long-term 'high-value low-impact/volume' tourism policy.

The initiative in Bhutan is the result of an agreement between the UNWTO Themis Foundation, through its UNWTO - Volunteers Program and UNWTO's Regional Representation for Asia and the Pacific.[4]

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4 Source: http://themis.unwto.org/en/news/2012-04-03/unwto-volunteers-support-long-term-tourism-policy-bhutan-focus-sustainability-and-qu
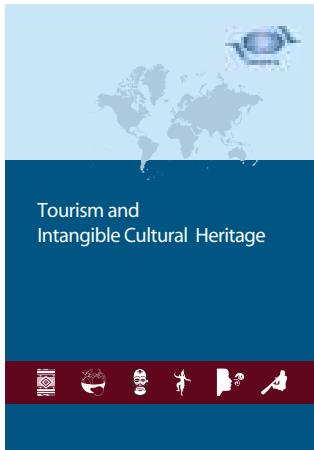
"New Tourism and Intangible Cultural Heritage"

Published	2012
Pages	130
Price	40.00 €
Language	English
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	electronic version: 978-92-844-1479-6

All Languages Available

English

Networks

Networks is the meeting point for the participants of our activities, where they can find, share and exchange information, knowledge and much more.

To access, click here (you must be member of our networks).

These are examples of how the World Tourism Organization operates. Its action focuses on a set of information and services made available by the internet.

The importance of the new information and communication technologies has a great impact in the sector of tourism, given the fact that changes are easily incorporated in accordance with the tourists' demands, needs or preferences.

Equipment in a travel agency

This impact is noticeable in equipment and services, as well as in the restructuring of marketing practices.

The internet as a preferred media

New technologies improve and increase competitiveness between companies, they create new methods of commercialization and allow for an improved organization and control over the development of production activities.

It is through the use of the internet that tourist/clients take active part in the structuring of the tourist market. By studying the searches made by the potential client, databases are created allowing companies to know the clients' preferences and develop responses designed specifically to meet their expectations.

Active participation of clients

ICTs can be used in all business contents and for all business purposes, such as:

• Reducing the size of the structure: having access to electronically organized and stored information allows a company to eliminate the levels of administrative hierarchy, since the new information systems act as control devices;

- Increasing the influx of horizontal information: currently, networks are used as the primary channel of internal information and the growth of technologic tendencies received a boost;

- Providing competitive advantage for a company: implementing the appropriate Information and Communication Technologies to increase the company's competitive potential.

In tourism, professionals offer the possibility of searching for products and services (hotels, transportation, restaurants, travel agencies, etc.) through the information systems, which undertake the tasks of:

- Managing and processing internal information: computer programs of accounting and management, client databases, etc.;

- Electronic interconnection of independent connections: centralized global information storages.

The new information and communication technologies in Tourism become a necessity for the sector in order to remain innovative and thus allow for competitiveness between different tourist companies. The ICTs also allow for the globalization of the tourist sector in an efficient way.

To complete this section, we should point out that these changes have direct implications in working jobs, given the fact that the internet takes on the role of method of distribution and is often operated by the clients themselves, greatly minimizing the dependence on travel agencies for booking travels, renting transportation means and reserving accommodation.

Buying in the internet/online

The content and organization of websites promoting tourist destinations and regions

Contents can be written and/or highlighted with pictures of the companies operating in the sector.

The organization of websites of tourist promotion can be individual, collective or institutional. The promotion of a tourist establishment

in recent times cannot take place without an appropriately structured and appealing website, capable of attracting the attention and interest of the potential client or the final client.

Contents may be diverse, in accordance with what the tourist establishment intends to promote. The most common contents in such websites are:

• Publication of the establishment's contacts;

• Prices;

• Campaigns;

• Promotions;

• Daily publication of menus for clients and potential clients.

Promotions

Taking into account globalization and competitiveness, it is very important that these websites are built by specialized people or companies, that they are attractive, that they have a corporative image fitting the company's management policy/philosophy and that they are easy to use by the employees – they should also be easy to edit, namely regarding the adding of data and pictures.

They should facilitate the interaction between the company/establishment and the clients, allowing these, not only to consult information but also to make reservations, bookings, purchases and other operations online.

Given the fact that the tourist and hotel market absorbs a great volume of foreign tourists, it becomes obvious that all content displayed in the website should not only be available in the official native language but also in a foreign language, normally English.

The promotion of destinations and/or regions can be made individually by the company/establishment, in cooperation with other companies/establishments, and even in cooperation with councils and public organizations and institutions, namely in markets of great potential as promoters of tourism, with economic capacity and a vocation for tourism in light of East Timor's resources. These promotional activities are generally carried out in international tourism fairs, with appropriately organized workshops, and with promotional ends.

Content and organization of websites of promotion and sales of tourist products: travel agencies

Travel agencies are establishments that provide services with the purpose of selling:

- Travels;
- Package deals: Travel/accommodation;
- Tours/accommodation/restaurants.

Similarly, travel agencies, as service providers, and whenever the clients so request, can take care of passports, travelling visas (when required), rent-a-car services and others.

Travel agencies can be multiples or miniples. Multiple travel agencies are those which usually operate with the hotels and the companies that define pricing policies for the elaboration of market offers - Tour-operators -, making those offers available for miniple travel agencies, so that these can sell the final product/service to the clients.

A portal offering the possibility of booking a travel, a hotel, rent-a-car and complementary services

Travel agencies' websites, as we mentioned before, must be attractive, easy to use and have all offers, packages or promotions available and accessible to the clients in an interactive environment between the consumer and the agency. Travel agencies are usually linked to AMADEUS and GALILEO, the booking systems of airline companies all over the world who initiate contact with hotels, restaurants and other establishments, researching their respective websites.

One important aspect of any website, other than its graphic and attractive model, is the fact that it is constantly updated and facilitates quick searches.

Low-cost airline companies

The first companies that began dealing in the low-cost market were the airline companies. After the demonstration of strength in the market by the low-cost airline companies, their business approach was rapidly copied by the hotel/hospitality sector.

Low cost airline

The low-cost airline companies practice much more reduced prices than traditional commercial airline companies. For that purpose, low-cost companies use simpler services, for example, they do not offer free meals or drinks, they do not allow travel luggage in certain parts of the aircraft, and normally they use more peripheral airports; however, due to their lower prices, they allowed for a greater mobility and, subsequently, an increase in international tourism – low-cost airlines are quite often used for short duration travels.

Hotels with online webpages

Most hotels today have the possibility of making online reservations. We will now highlight some of those examples.

In Indonesia

The Chedi Club Tanah Gajah[5]

Hoteis.com

EasyToBook.com

Booking.com

Expedia.com

The Samaya Bali

5 Source: www.tripadvisor.com.br

In Australia

Palms City Resort

Hilton Adelaide
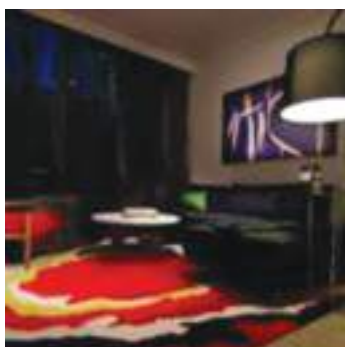
Ovolo Hotel Melbourne

In East Timor

Timor Plaza Hotel

Hotel Timor

Novo Turismo Resort & Spa

Hotel The Ramelau

Some hotels which do not possess an online reservation service sometimes state their availability online.

Beach Side Hotel – East Timor

Hotel Esplanada – East Timor

Activities

1. Please identify the means of communication you use most frequently. Explain why.

2. Please identify the most important eras in the evolution of the means of communication.

3. Please create a table indicating the means of communication discussed in this manual and point out the benefits and disadvantages of each one of them.

4. Individually, please research the internet for websites of English cities. Together with a colleague, write a text promoting the tourist capabilities of the researched cities.

5. Please research the internet for a way to create a package that includes: travels, rent-a-car services and accommodation services.

6. Please search the web for low-cost companies. Choose itineraries in accordance with the client's request (price, date and place) – this is a simulation to be made together with a colleague.

Bibliography

Kline, Sheryl F., Sullivan, William, *Hotel Front Office Simulation Workbook*, John Wiley & Sons, 2003.

Matoso, J. M. Guerreiro, *A Informática na Hotelaria e Turismo*, Plátano Editora, 2000.

Notas

Communication in Tourism

Module 8

Overview

This module is a follow-up of the previous one, in which the student has already used the internet to establish contacts of different types and purposes. It is now intended that the student be confronted with recurrent communication situations in the sector of Tourism, with a special focus on the different types of language used and the different communication channels. The situations will be created in the context of the sectors of the tourist industry, like hotels or travel agencies. In the diagnostic/evaluation stage, the student will be asked to list some of those situations, describing the procedure and professional approach they consider to be adequate for each one of them. Students will be presented with different situations requiring contact by telephone, e-mail, formal letters, filling of forms, etc.

Objectives

- To identify different types of language
- To know the characteristics of the different types of language and use them according to each particular situation
- To send an envelope
- To write formal letters
- To ask for and provide information
- To make a complaint and respond to a complaint
- To make and confirm a reservation
- To fill forms of hotel reservation and website sign ups (for sending personal information), also for booking flights
- To become familiar with the methods of filling documents such as bills, vouchers, etc.
- Speaking on the telephone: receiving and answering calls
- To decode audio recordings (automatic answering machine)
- To know some of the most common diminutives used in the SMS messaging service.

Contents

The lexical contents will focus on the following topics:

Formal and informal language

The e-mail

The SMS messages

The formal letter:

- the envelope/cover

- the organization of the different elements in a page

- some recurrent expressions and formulas

Requesting and sending information

Making a complaint and responding to a complaint

Making a reservation and confirming a reservation

Online forms and paper-based forms

Lexical contents:

The expression of cause

Anteriority, simultaneity and posterity

The variable and invariable relative pronouns

The expression of negation/denial

Language functions relevant for the defined learning goals

Formal and informal language

Grammar is a set of rules that establish a specific use of a language. However, some of the rules of the normative grammar are not always followed by the speaker/writer.

The concepts of formal language and informal language are generally associated with the social context in which speaking interaction takes place.

Informal language: This occurs in contexts in which the speaker is addressing his family or friends, usually using an informal language by employing expressions which are not used in public speaking (jargon or figurative words, which only the members of the group are familiarized with). One example of a word which is typically used in informal language is the adjective "boring".

Kreeps apud Kunsch (2003) state that informal communication arises out of the need of people to get information about organization which is not provided through the formal channels - thereby making them seek alternative channels. We can also add the famous gossip and rumors, "the conversation, the free expression of thinking, the manifestations of the workers outside the control of their directive board, these are all expressions within the informal networks, inserted in a more natural interaction and engagement between people and groups" (KUNSCH, p. 84).

Formal language: Formal language, on the other hand, is the type of language the speakers use when there is no such personal/social proximity or familiarity, when they address their superiors or when they have to speak to a larger and unknown audience. This is the type of language we usually observe in public speeches, in working meetings at the hotel, in the kitchen, in classrooms, etc.

The dialogue between the President of the Republic with another individual is a form of formal communication.

Therefore, we can use the normal language and have a conversation/write in accordance with the grammar rules, but the vocabulary we choose may be more or less formal depending on our needs and on the context.

The e-mail

The **electronic mail,** or *e-mail,* is a method of communication which allows users to compose, send and receive messages through electronic systems of communication. The term *e-mail* applies both to the systems that make use of the internet based on the **SMTP** protocol, and the so-called intranet systems, which allow for the exchange of messages within a company or organization, usually based on owner protocols.

Electronic mail has been around longer than the internet and it has in fact been a crucial tool to create the internet, but, in modern history, global communication services have initiated with the ARPANET. Patterns for the codification of e-mail messages were first proposed in 1973. The conversion of ARPANET into the internet, in the beginning of 1980, resulted in the production of the center of the current services we all know and use. An e-mail message sent in the beginning of 1970 looks very similar to a text message of current times.

The e-mail in hotels and restaurants is an effective communication method, because it is quick and cheap, and it facilitates the exchange and delivery of information/communication. In our field, it is commonly used for reservation bookings/confirmations, publicity, menu presentations, promotions, etc.

™ you receive the electronic reservation [7523141] From: "Booking.com" <Reservation@my.booking.com> Date: 2012-12-10 03:30:18 PST

    Subject: you receive the electronic reservation [7523141]
      From: "Booking.com" <Reservation@my.booking.com>
      To:
      Date: 2012-12-10 03:30:18 PST

                                            Hotel Confirmation:
                                      (Four Seasons Hotel) 8221341

Date: Mon, 10 Dec 2012 19:30:03 +0800   ---

Herewith you receive the electronic reservation for your hotel. Please refer to attached file for full details.

HOTEL Four Seasons Hotel
Arrival: Friday, December 15, 2012

Departure: Sunday, December 16, 2012

                              Number of rooms:
                              1

Sincerely,
Customer Service Team

Booking.com http://www.booking.com

Your Reference ID is: WEH3C

The Booking.com reservation service is free of charge. We do not charge you any booking fee or administration fee, and in many cases even offer free cancellation. Booking.com guarantees the best hotel rates in both room and regional destinations comparing the named hotel/hotels in luxury hotels.

The SMS messages

The Short Message Service (SMS) is a service available in digital cell phones, which consists of sending short messages (up to 160 characters), between these devices and other handheld devices, and even fix phone lines, popularly known as text messages. This service may be paid or free, depending on the operator and the associated tariff. It is less used in hotels, but it is still a common tool for sending short messages; Examples: "Reservation confirmed", "Please cancel the reservation". These messages are more often used when the internet service is unavailable and does not allow one to send e-mail messages.

The formal letter

CONCEPT

Letters are the written correspondence traditionally used by the industry, commerce and services.

Example of a letter for the reservation of a room

Presentation letters and letters to apply for a job

Presentation letters and application letters are divided in 3 main parts:

- **Header** - the beginning of letters should include the identification of both the sender and the receiver, as well as the place and date of sending; sometimes it is also possible to include the subject, making a reference to which specific add the letter is a response to;

- **Letter body** - this is the most important part of the letter and it includes the origin of the job offer, with the indication of the position for which one the writer/sender is applying, the purpose of the application and a description of the characteristics and qualities the sender has to offer that could be positive for the potential employer; the sentences should be clear and concise, so as to avoid ambiguities in interpretation and difficulties of understanding;

- **Conclusion** - the final part of the letter must make a reference to the ways the sender can be contacted.

The presentation of letters must be subject to some care and it should follow certain rules:

- **Simplicity** - the language used must be simple, the sentences must be short and the fundamental ideas must be conveyed in a few lines only;

- **Manuscript** - some employers attach some value to manuscript presentation letters, since these provide some more details on the candidate's personality;

- **Letter format** - the letter should be written in readable writing (not too small), in accordance with the page's margins, and avoiding highlights, like underlying or using a bigger font in certain words;

- **Spaced** - letters become more readable when there is an appropriate spacing between lines and paragraphs, displaying the text in a more homogenous manner on the sheet, while preserving a balanced structure.

Example of a presentation letter

The commercial letter writing has some common characteristics:

- **Clarity:** the text must not only be clear but also objective, in order to avoid the possibility of multiple or contradictory interpretations, which usually undermines communications, directives and negotiations.

- **Aesthetics**: in order to cause a good impression, the text must be well organized and within the adequate structure. There can be no erasures or "dirt" impregnated in the sheet of paper.

- **Language**: be concise and objective: convey the necessary information without being too dependent on stylistic aspects. Be impersonal, which means, don't use subjectivity and sentimentalism. And finally, write with simplicity, while observing the correct grammar rules of the language.

It is very important to review/verify the written text before sending it, avoiding a "possible mistake or misspell" which could generate a disagreement or misunderstanding between the parts and result in potential financial damage.

The envelope/cover

Layout of an envelope: in different countries, there are usually some specific national or even international rules on the dimension envelopes should have. We recommend that professionals consult specialty companies to conduct a corporative research presenting

the proposals for final printing. The envelope's paper material must be of good quality and the writing must be easily understandable and well-spaced, in order to facilitate the job of mailmen, preventing devolutions.

The envelope must contain the hotel's or establishment's logo and the respective address.

The organization of elements in the page

The organization and order of elements in the page must include in every case:

- The correct identification of the sender and their address in the upper right corner;
- The correct name of the receiver and respective address;
- A reference to the subject, placed between the initial greeting and the body of the letter;
- The date in which the letter has been sent.

The elements in the page should follow a structure established at the beginning of the text: number of pages, font/style type (allowing for an easy reading). When written manually, the letters must not have any physical damage or erasure, and the writing must be understandable and readable, so that the receiving reader reads it and understands its content correctly.

Disposition/organization of elements in the letter

- Sender and respective address;
- Receiver and respective address;
- Subject;
- Date;
- Greeting;
- Body of letter;
- Closing/conclusion of letter;
- Signature of the person responsible for the content written in the body of the letter.

Some recurrent expressions

- Dear Sir;
- Dear Madam;
- Dear Sirs;
- Dear Mr. John;
- Dear Mrs. Jane;
- Best regards;
- Kind regards;
- Best wishes;
- Yours sincerely.

Specific information for the reception and accommodation service(s)

Type of room or apartment

- 1/- or 1 x 1   - Single room

- 1/= or 1 x 2   - Double room (two beds)

- 1/= or 1 x 3   - Triple room (three beds)

- 1/x or 1 x 1 C   - Double room (double bed)

- 1 St   - A Suite

- ( )   - Communicating rooms

- T0   - Studio (2 persons)

- T1	- T0 + 1 rooms (4 persons)
- T2	- T0 + 2 rooms (6 persons)
- T3	- T0 + 3 rooms (8 persons)

Additional/suplementary beds

| +1 x B or +1 C.E. | - One Additional bed |
| - Cot | - One cot |

Modalities of accommodation			
	Portuguese	British English	American English
Accommodation	AP	B	EP
Accomodation and Breakfast	APA	BB	CP
Half Board	M/P ou 1/2 P	HB	MAP
Full Board	P/C	FB	AP

British English

B = Bed

BB = Bed and Breakfast

HB = Half Board

FB = Full Board

American English

EP = European Plan

CP = Continental plan

MAP = Modified American Plan

AP = American plan

Types of clients and number of customers

A or Ad	- Adults
C or CR or CHD	- Children
PAX	- Number of people

Methods used to make a reservation

L	- Letter
Tg	- Telegram
Pers	- In person
Tx	- Telex
Tel	- Telephone

Fax   - Fax

Ip   - Intermediary person

C   - Counter

Duration of Accommodation

Pass   - 1 night

Stop   - Several nights

A.D   - Some/a few days

Pricing

Min   - Minimum

Med   - Medium

Max   - Maximum

Special treatment

VIP   - "Very Important Person"

SPATT   - "Special Attention Guest"

EXCOURT   - "Extra Courtesy"

DG   - "Distinguished Guest"

Welcome Gift   - A reminder of welcoming

Honey moon   - Honey moon

Specific technical terminology

Check-in-time

This is the hour in which the client has the right to occupy the booked room. It occurs generally at 14h00 of the day of arrival.

Check-out-time

This is the hour in which the guest agrees to proceed to check-out, meaning leaving the room. It occurs generally at 12h00 of the day of departure.

Over booking

This happens when the hotel, anticipating a certain percentage of cancellations, accepts a higher number of reservations of rooms than the actual number of rooms it has available.

Stop over

This is the unexpected arrival of a group, usually to stay for one night only. This generally occurs for unexpected, accidental reasons.

For example, when a plain is supposed to make a stop in a city on its way to a destination and, for some unexpected reason, it cannot resume its flight and the passengers are forced to spend the night in the temporary city.

No-show

This is when a certain guest does not arrive to fulfill the confirmed reservation.

Allotment

This is a system of mass reservations, upon agreement and contract between the hotel management and the travel agency or tourist operator, regulated by an agreement between the contracting parties.

Deadline

This is the limit date for confirming a reservation - from this point on, the rooms previously reserved can be made available again for other guests.

Example: A given allotment has a period of release of 7 days. If up until 7 days before the day of arrival no information is given on the reservations associated with the allotment, the rooms can be unlocked, which means made available by the hotel for other potential guests.

Release

This is the established period of time for the confirmation of a reservation. This period is timed starting from the date in which the reservation was initially made.

Example: When a reservation for a group of guests is made, a deadline must be given - the group must confirm the reservation until that deadline.

Example: If in February a group reservation is made for the month of August, a deadline of 90 days (3 months) would be appropriate. This way, the group will have to confirm the reservation until the end of May, otherwise their reservation will be considered invalid.

Forfeit

This is the final price of the tourist product desired by the client.

IT - Inclusive Tour

Modality of travelling which includes accommodation. It may include other services, such as the transfer service.

Transfer

This is an accommodation and support service provided to the guests when they arrive at the transportation terminals, (airports, train stations, boat and maritime platforms) - they are guided and led by professionals to their booked accommodation and back to the transportation terminals.

Free sale

This term represents free selling and it refers to the possibility given by the hotel to a reservation center or a hotel's representative to sell or book rooms freely, without prior consultation.

D.C.P.

This is the daily contracting price per person and per day, established by the hotel administration and applied to the other contracting party, and it depends on the modality of accommodation desired.

Net Price

This is the net price given to the travel agency by the hotel administration, and it includes all services provided to the clients.

Arrhe

This occurs when there is a deposit in advance, required as a method of confirming a reservation.

Package

The set of services provided as a package deal (transportation, accommodation, food, tourist circuits, transfer services, etc.).

Special rate

This is the price of a room with a certain discount.

Stop sales

This occurs when the hotel asks the travel agencies or reservation centers to refrain from selling additional rooms.

Late arrival

This occurs when the client who has a reservation informs the hotel that they will be arriving later than expected.

Rooming list

This is the list of rooms assigned to people, and it is more often used in group reservations.

Upgrading

This is the effort to offer a better room to the client at the same price they would be paying.

Requesting and sending information

A major part of the correspondence received at a hotel's reception is sent to future clients wanting to be informed on the hotel's category, daily prices for the different accommodation modalities, room availability, public spaces surrounding the establishment, and if the hotel has a pool, disco, bars, etc.

Another piece of information often asked for is if the hotel will have rooms in a specific set of conditions for a specific period of time.

Any letters requesting information require an immediate proper answer by the hotel. The hotel's information services will take the opportunity to include in the answer an appendix, a dépliant, with pictures of the establishment, indicating most of the services the client will have at their disposal, as well as a pricing table designed for such a purpose. That table will specify the dates corresponding to different seasons (if different seasons are applied as a concept), prices and the corresponding accommodation modalities.

Offers

The letters sent by the hotel to the clients, indicating all the possibilities of accommodation and the respective prices, are designated as the **Offer.**
Together with the letter, the hotel should add a folding flyer with pictures of the hotel and/or associated establishments.

The duplicates of these letters must be archived in a specific storage facility, in chronologic or alphabetic order.

"General description

Localization

Located in the Bayswater area, in **London**, the Caesar Hotel stands close to many high points of England's greatest city, including the **Whiteleys Shopping Center**, the **Kensington Gardens** and the **Royal Albert Hall**. It is also close to other points of interest, such as the **Kensington Palace** and the **Hyde Park**.

Hotel characteristics and facilities

The Caesar Hotel also has a sauna room and a fitness/gymnasium room. You will have wireless internet access in the public areas. This 4-star hotel offers quality facilities for clients staying during business trips, including a business center open 24 hours a day and

a meeting room for small groups. This hotel is ideal for people making business travels, and it possesses a restaurant and a bar/lounge. It is also possible to request catering for events, assistance to tourist visits and a currency exchange service. The hotel also offers various additional conveniences, such as the lobby, multilingual assistance and a laundry service.

Rooms

From any of the rooms, guests will be able to enjoy the view to the city. The 140 conditioned rooms of Caesar Hotel include safes and free newspapers. For your convenience, free access to wireless high-speed internet will be provided. The rooms are equipped with LCD televisions with satellite channels and the possibility to rent movies. All rooms have a desk available and a telephone with a direct connection and voicemail. In the bathrooms, you will have a hand shower, a hairdryer and free objects of personal hygiene. The units also include a coffee machine and windows that can be opened to the exterior. Additionally, you can also request an ironing board and the waking up service. Cleaning services are given to the rooms every day."

Online advertising of a hotel.

Other types of correspondence

We can also additionally consider other types of correspondence created by the reception, regarding:

Objects left in the room -   In this case, the hotel's reception must send a letter to the client indicating that a certain object has been left in the hotel's room, asking if they want it sent to them.

## *Making a complaint and answering to a complaint*

Any complaints made by the clients must be subject to a very careful approach.

A Hotel or tourist company has as its main objective providing accommodation services, restaurants and/or tourist activities, with the highest possible level of quality. In this context, it becomes necessary to establish and maintain a quality program designed and developed with the participation of all collaborators, in order to structure and develop the activities and services based on the following principles:

- To guarantee the quality of the services provided;
- To obtain the clients' satisfaction, confidence and preference;
- To improve the level of skills and performance exhibited by all the hotel's collaborators;
- To favor the working relationships with clients and providers that allow for mutual development.
- To continuously improve the system of Quality management.

Taking into account the fact that Quality is a mission to be undertaken by every employee, companies/establishments must ensure the enforcement of their Quality Policy by means of Periodic Objectives, decided and practiced together with the workers responsible for each area of the company.

In that regard, complaints are a basic element for a company and they should be subject to the utmost care and attention, in order to minimize the potential negative effects they are usually associated with.
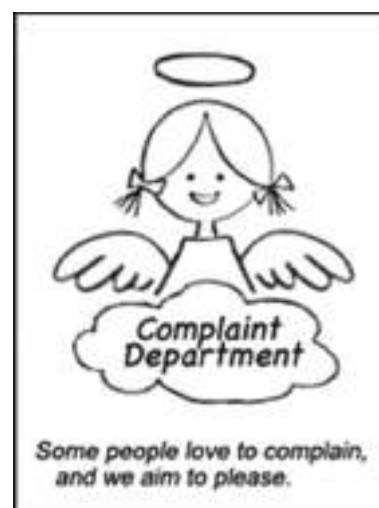
Making a reservation and confirming a reservation

The concept of reservation

The client who intends to receive accommodation at a hotel in a specific date and wants to ensure there will be a room available for them at the day of arrival should know in advance about the possibility of accommodation, for that reason they will contact the hotel asking for this information.

From the moment this first contact takes place and the hotel confirms the reservation, a contract is established between the hotel and the client, in which the first party (the hotel) takes on the responsibility of ensuring that there will be a room at the disposal of the second party (the client), at the day and time agreed upon by both parties, and for the established period of time. The second party commits to make the payment corresponding to the reservation, even if they eventually do not show up at the expected date to occupy the booked room, as long as the cancellation is not made within the period of time set for that purpose.

Requesting reservations

If the hotel's offer satisfies the client's demands, the client writes again requesting to

proceed with the reservation of one or more rooms, with specific characteristics and settings, indicating the number of people that will be arriving with them, the modality of accommodation desired and the day and time of arrival, as well as the day of departure.

Accepting a reservation

The hotel's reception will analyze the possibility of accommodating that client, together with the help of certain services and maps, kept for just such a purpose. The answer given to the reservation request can take one of two forms:

- The hotel has the possibility of accommodating the client and the number of people who comes with the client, and accepts the reservation for the desired period of time, again specifying in the message the type of room booked and the price of the services that will be provided. The reception must not forget to mention the number of the room reserved for the client, because the assignment of that room may be impossible for some unexpected reason upon the client's arrival.

- The hotel does not have the availability to accommodate the client in the specific date requested, thus refusing to confirm the reservation. The hotel must inform the client of the impossibility of accommodating them, indicating an alternative date. However, if the alternative date suggested is not accepted by the client, the reception should suggest another hotel, with the same characteristics.

The duplicate of this message must be archived in a folder of refused reservations, in chronologic order.

Confirming a reservation

After the acceptance of the reservation by the hotel, the client must confirm the reservation as well.

The message correspondence exchanged with the client must be stored in chronologic order in the reservation archives (appendix to the reservation bulletin), corresponding to the month of arrival of the client.

Cancellations and changes made to the reservation

A cancellation occurs when the client goes to the hotel to announce his/their wish to cancel the request/reservation previously confirmed.

This cancellation must be written down in the books, documents and plans associated with the services that were to be provided to the client. The request for cancellation must be added to the reservation process, as well as all messages exchanged for that purpose.

The changes must also be written down and added to all registration and reservation planning - they will be later confirmed in a written message by the hotel.

Online and paper-based forms

Online forms allow the client to make a reservation at a hotel in a simple and efficient manner. The form will be available at the hotel's website or at the reservation center with which the hotel has established a protocol.

Similarly, these items can be presented in paper. In this case, it is the establishment's responsibility to offer the most adequate forms taking into account the type of service offered/desired.

Reservation Request Bulletin

Name

Address

Note

Booked by   Telephone   E-mail:

Company

Bill paid by

Received by   Date

Lexical contents

The expression of cause

Examples of sentences:

- If the hotel hadn't changed the reservation, I would have felt disappointed at them.
- We decided to change our trip because Albert was feeling sick.
- If I have access to the internet, I will make the reservation in the hotel's website.
- I am going to sleep at Hotel Iris because it has several positive reviews by clients.
- Since they changed the flight, I'm going to take the opportunity to buy some chocolate.
- I chose to travel to England because of historic reasons.

Anteriority, simultaneity and posterity

Examples of sentences:

- While you swam, I read the entire magazine.
- After the receptionist received my e-mail, he answered to me confirming the reservation.
- As soon as we arrive, we'll take a shower.

- As soon as I ended my course at the university, I got a job in Sydney.

- As soon as I saw the photos of the beach next to the hotel, I made the reservation.

- It rained all night and the road is closed, so we can only leave at 15:00.

The variable and invariable relative pronouns

Relative pronouns are words referring to terms and subjects mentioned before. They introduce subordinate adjective clauses and their task within the sentence is to define, imitate or add something to the meaning of the subject they are replacing.

"Who" and "whom" – these refer to people.

 Example: The baby who I saw is pretty.

The person to whom I said goodbye is a friend of mine.

Which – these refer to objects and animals.

Example: The dog which I saw is pretty.

The watch I saw is pretty.

That – It can refer to people, animals and objects.

Examples: The girl that I saw is pretty.

The cat that I saw is grey.

Whose – it refers to possession. It requires a subject who possesses.

Example: This is the girl whose house was robbed.

I spent a night at the hotel whose magazine you're reading.

The expression of denial/negation

These are the sentences which express denial.

Example: Animals are not rational beings.

Activities

- Out of the following sentences, please indicate which ones are written in formal language and which ones are written in informal language.

- I hope you have already made your decision.

- The working schedule is continuous.

- Hey, Richard, do you want to come and play pool with us?

- We have been guiding and accompanying the guests.

- Come over here.

- I could eat a little snack right now.

- Are you satisfied with the room we have assigned to you?

- Eric, don't mess with other people's business!

- Please write a letter to a hotel in England requesting a room for 15 days.

- Search the web for a hotel providing online reservations and proceed to filling the respective form to make a reservation.

- Simulate a telephone conversation with a class partner. In the simulation, one of you will be the client, who just arrived in Dili, and the other one is the hotel's receptionist. Switch roles afterwards.

- With the help of your teacher/trainer, select a website on the internet for the filling of bills.

- Please create two sentences using the adequate relative pronoun(s).

- Please create two sentences in the negative form.

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Tourism Promotion

Module 9

Overview

This module takes on where the previous module left off. In the previous module, students have already used the Internet to establish different types of contact. It is now intended, in this module, that students receive training on recurrent and frequent communication situations in the Tourism sector, with a special focus on the different language types and different communications channels. The situations will be created within the context of the tourist industry, such as a hotel or a travel agency. In the diagnostic stage the student will be asked to point out some of those situations, describing the procedure they consider to be adequate to deal with each one of them. After that, the student will be presented with a set of communication situations requiring contact by telephone, e-mail, formal letter, filling out forms, etc.

We suggest the usage of promotion flyers, brochures, promotional texts, newspaper articles, technical forms, TV or radio commercial announcements, quality polls, cultural and leisure programs and restaurants and hotel guides.

Objectives

To collect simple but relevant information that will be used in a professional setting, to inform the tourist;

To understand any written text in the form of tourist document, and then write a promotional text incorporating the adequate elements and using the specific lexicon;

To conceive and write a promotional letter from a specific situation and from previously given elements;

To analyze a request and its characteristics;

To reflect on suggestions made by clients; to evaluate and indicate the price of a given service;

To reutilize factual information and present it in the form of a written text, taking into account its functionality;

To write and decode an information document and ask relevant questions to identify the clients' preferences and needs, and also to suggest certain services at a given time persuading the client.

Contents

The lexical contents will focus on the following topics:

The promotion of a company (hotel, travel agency, etc.), of its image and products: The different products of the company, their characterization and value.

Promotional messages: short announcements, commercial texts and flyers.

The promotion of a region: The tourist region and its characteristics: useful recommendations, precautions to take before and during the trip, information on local traditions, habits, cultural behavior, etc.

Valuing and divulging the qualities of a certain region: history, climate, fauna, natural life, population, etc.

Oral and/or written promotional messages about a tourist destination.

Gaining the client's trust and customer loyalty:

Analysis of an action of customer loyalty

Selection of products for specific clients

Conception and delivery of a customer loyalty letter

The promotion of a company (hotel, travel agency, etc.), its image and its products: The Company's different products, their characterization and value

On one hand, the tourism sector has been experiencing a great boom lately. On the other hand, the tendency for globalization of markets has been increasing and governments are advised about the importance of this sector, which can, simultaneously and as an economic activity, rebalance previous reorganizations in other industrial sectors, complement revenues generated in weaker or demographically recessive areas, and even offer a new possibility for the orientation for certain specific regions or countries looking for greater productivity with a new approach to tourism than the productivity generated until now by other sectors of their economy.

All these factors result in the fact that, at the end of the millennium, tourism becomes an almost universal activity, becoming the center of attention both for the governments and for the people, by being able to offer different business opportunities.

Meeting between the WTO General Secretary and the T-20 representatives:

"The World Tourism Organization (WTO) released the content of the statement signed by the representatives of the T-20, the 20 biggest economies in the world, after a meeting held in Mexico last week. The fourth meeting of the group took place in the same country that in July will be receiving the G-20 meeting and, according to the WTO; the statement should be one of the points of discussion in the meeting of Presidents and Prime-Ministers of the 19 countries leading the world economy, other than the European Union. "The statement sends an extraordinarily positive message to the international community in the sense that it makes it unmistakably clear that we are moving towards the flexibilization of visas for entering countries, which is a matter of vital importance for the tourist sector and the world economy", said the General Secretary of WTO, Taleb Rifai, regarding the statement, which has as its main focus the flexibilization of travelling visas.

"In order to guarantee that tourism will play a key role in the development and creation of working opportunities, both directly and indirectly, through its connections with the local economies, in the generation of revenue, in the improvement of the commercial balance and in the stimulation for economic growth, we need to make the facilitation of travels and tourism a real priority", says the document. The tourism authorities met with the current President of the G-20, Mexican President Felipe Calderón, who committed to taking the statement to the next G-20 meeting. Russia, the country which will preside over the G-20 in 2013, should host the next meeting of the T-20."

By reading this text about the importance of tourism in general and the tourism companies in particular, becomes quite clear. The focus of the tourist companies, whether they are a multinational or a small or medium-scale company, where the market of individual restaurants usually operates in, must be designed in accordance with this new reality that determines that consumers are more than never pluridimensional - vacations are usually shorter and more divided throughout the work year, the points of interest are more personalized, as well as the eating habits and preoccupations. It is thus necessary to employ a new treatment of information when planning, conceiving new foods and dishes and divulging them in accordance with

tourist marketing, in order to satisfy the expectations of this new type of consumer.

Promotional messages. Small announcements, commercial texts and flyers

Understanding the specificity of restaurant services makes it necessary to strategically plan commercial/advertising actions

Examples of strategic promotion

Gastronomic nights

The consumption of restaurant services within the context of tourism occurs simultaneously with the production of those same services, which means we cannot talk about tourist production if tourist consumption does not occur at the same time. We must also recognize the great complementarity in tourist services in the sense that tourists also request several sub-services, transportation, accommodation, restaurants and entertainment, which are fundamental parts of the strategy to motivate people to visit a particular tourist destination.

Taking this premise into account, it becomes necessary to focus advertising/publicity messages both on the specific type of target clients and on the service(s)/product(s) companies are promoting. In order to ensure that the marketing message is clearly understandable, attractive and creative, using specialized marketing services is a major advantage and almost a guarantee of success.

It is important to point out that message support developed together with the technologic evolution of communication media and information, and that the consumer/client of tourist services has access to marketing messages and information both through paper-based media, like specialized magazines and travel agencies' or tourist operators' catalogs, and through digital media, like television, radio and the internet.

Example of tourist promotion on an internet website

Example of an online tourist magazine:

Example of a Travel Magazine for

Executives

Example of promotional flyer

All sectors of transmission of messages have specificities, advantages and disadvantages, such as the scope of clients/tourists, level of creativity, the amount of information available, the costs of making and divulging the information, updating the information, among others. As such, it is crucial to select the best "vehicle" to use to reach the desired audience with the desired message.

The promotion of a region: The region and its characteristics: useful recommendations, precautions to take before and during the trip, information on traditions, habits, cultural behaviors, etc.

The promotion of a tourist region is the result of a combination of interests which should be based on the local authorities. The governments, through their ministries, establish partnerships with local and international agents with the purpose of enhancing and highlighting the aspects and characteristics they consider to be of value and delivering that information, in order to attract the greatest number and variety of tourists.

Example of a governmental effort directed to tourists with physical impairments or reduced mobility.

Fairs are the ideal setting for the international promotion of a tourist region

The BTL

The FITUR

The ITB

In this type of fairs, the countries represented promote products and/or services with the aim of attracting potential tourists to their tourist hotspot destinations.

Types of promotions

Gastronomy

Culture and

handicraft

Leisure

Along with this promotion, tourist operators have the duty of informing tourists about taking the necessary precautions for a vacation on a given destination, or confirm the information already given.

Tourists are typically recommended or required to take the following precautions:

- Contact the embassy of the country they will be travelling to, and inform themselves about the necessary visas;
- Get a copy of the passport and travel documents;
- Scan and send to their e-mail address the passport and other travel documents, since, in case of robbery, this will ensure an easy (re)access to those documents;
- Take with them the phone number and address of their country's embassy or consulate in the country where they will be spending their vacation time;
- Always keep their passport/identity card at hand (these documents cannot be taken from you in any circumstance, because they are personal documents);
- Make a plan for their vacation, establishing itineraries and schedules;
- Verify the characteristics of the local people, most importantly in terms of safety and security / Read/discuss recommendations from other tourists;
- Inform others about their vacation itinerary, as well as providing family members or other trusted friends with specific details like the contact details of the hotel where they will be staying;
- To be up-to-date with vaccinations and immunization procedures and, in case of necessity, to be vaccinated with the mandatory vaccines of the specific country;
- To prepare a first-aid kit;
- To bring the medication they are taking and the respective medical prescription;
- To be informed about the functioning and conditions of the medical care of the chosen country;

- Not to bring cards they usually carry around in their wallets but will have no use during the vacation time;
- To divide the cash they are taking with them choosing different places;
- To take with them the telephone numbers necessary for the procedures of cancellation of credit cards, in case of theft;
- To bring clothing consistent with the circumstances expected;
- To avoid transporting jewelry of high commercial value;

During the trip:

- To carefully watch over their baggage, both at the airport and at the hotel;
- To identify their baggage with their telephone number;
- Always close the hotel room door from inside, and never open it to strangers;
- Cash and other items of monetary value should be kept in the hotel's safety locker;
- Expecting specific circumstances, travelers should bring appropriate equipment, water and some food;
- Use the ATM carefully, especially by avoiding isolated places and by keeping an eye on the people present on the list;
- Avoiding walking alone at night in places with little movement;
- If tourists are taking children with them on vacation, they must make sure those children have the contact of hotel and their parents 'with them;
- Be careful with the content of meals and drinks. In some countries it will be recommended to avoid raw vegetables or having icy drinks. Be careful with the content of meals and drinks. In some countries it will be recommended to avoid raw vegetables or having icy drinks. Capsule beverages must be given to tourists closed and only opened in front of the tourists.

The valuing and promotion of the attributes of a region: history, climate, fauna, natural life, population, etc.

Similarly to what happens in the promotion of a tourist region, the valuing and promotion of its attributes and characteristics can be subject to multiple types of intervention and

approach, and they are supported by governmental institutions and large economic groups in different sectors.

Usually, a specific type of tourist is associated with each attribute. As an example, researchers, like biologists, will most certainly choose as their tourist destination a region where the flora and fauna is abundant and rich in its diversity.

Diving

Tourists seeking beach vacations will choose warm and tropical climates

while the fans of winter sports will choose resorts where the climate is appropriated for the practice of those sports

The way of valuing and promoting a region and its attributes is also something to be taken into consideration in international fairs, as a sub-element of a country, in congresses and international and national seminars. These meetings and venues can be especially dedicated to the theme of tourism, but they can also be associated with another event of different purposes.

To illustrate what we have just said, we bring out the example of the recent Olympic Games, organized by Great Britain, where musical, handicraft, theatrical aspects, among others, were promoted and publicized.

A restaurant can promote gastronomic weeks dedicated especially to certain regions of the world, both at a local and at an international level.

The promotion of cheeses and wines is one of the easiest examples, as they are highly promoted and valued products in the most varied settings: in great market places selling food; in fairs, congresses or seminars where those products are typical of the region and where the organizers intend to promote.

It is also common to see, at the end of a congress or seminar, the performance of a certain typical dance or music.

Dance: Russian

Dance: Waltz

Oral and/or written promotional messages about a tourist destination

As we mentioned before, the creation of written and oral (television and radio) promotional messages should be made with the cooperation of professionals with specific knowledge and experience.

It is important, however, to point out that in many webpages of hotels and entertainment venues there is a section where the user or visitor can post their opinion, and/or an evaluation, adding to the already posted opinions of previous customers – in this case only, the written text present in the website is not created by a professional.

Sources:

- The other category of oral promotional messages is the so-called word of mouth - this happens when the potential tourist gets information about the chosen tourist destination from friends and other acquaintances.

-

- It may also take the form of inviting well-known public figures to lunch or dinner at a restaurant whose manager wants to promote it. The "word of mouth" is still the best way to promote an establishment! Bringing in gastronomy specialists from specialized magazines can be a good second step.

- Working in human resources, with a policy of recruitment based on clear training criteria, favoring and securing the image of an impeccable service, creating/generating a good impression on the clients.

The process of ensuring customer loyalty

Analysis of an action towards customer loyalty

"Customer Loyalty

The art of going beyond satisfaction

Making customers prefer a certain company over the others (being "loyal" to that company) represents the development of a value that goes beyond the mere satisfaction of the customer through the use of a product or service. Loyal customers associate positive and strong feelings to the company and its branch and image - ideas such as credibility, safety, tranquility –, unknowingly making that branch a significant part of their lives.

If a company wants to attract more clients, it is fundamental that it does not forget the ones it already has. The efforts made for client retention is, before anything else, an investment that will guarantee an increase in sales and a reduction in expenditure.

In this page, you will be introduced to a powerful tool for client relationship and loyalty. But before that,

you should be aware of the advantages gained by companies which have invested in CUSTOMER LOYALTY:

- *The marketing costs will be reduced due to the customer's awareness and fidelity towards the branch.*
- *In many cases, the company will have a greater power of negotiation with its distributors and retailers, because consumers expect that their well-known branch will be there.*
- *The company can charge a higher price than its competitors, because its branch has a higher level of perceived quality.*
- *The company can launch line extensions more easily, because its name possesses great credibility.*

- *The more loyal customers are, the greater the lifespan of clients of the company will be, the lower the cost of recovering clients will be and the greater the financial value associated to the branch will be.*

- *The customers' loyalty offers the company a sort of defense mechanism against the notion of competition defined by prices.*

- *Customer loyalty will provide the company with a great differential and will create trust barriers, rendering the shift towards another competitor inconvenient, because that new relationship would begin from scratch, with no previous mutual knowledge from any of the parties involved (company and client)"* (Pedro Mizcci Majeau - WEB Marketer).

Selection of products for specific clients

In the sector of tourism, as we have already mentioned, there are different types of tourists who, obviously, will look for different tourist products.

The professional responsible for the development of the promotion tool must have as his primary preoccupation considering the type of client their message will be intended to.

Nowadays, professionals responsible for the marketing division in companies commonly use a newsletter to reach their potential clients.

Definition of Newsletters: these are pieces of text presented in the form of articles, letters or news articles, with informative and commercial characteristics, sent periodically and automatically by e-mail for a specific list of addresses. This marketing tool allows companies to establish customer loyalty relationships with potential clients or effective (already existing) clients. Such a relationship is established with the development of a database containing specific pieces of information on the people's lifestyles, preferences, professional activities, marital status, number of children and their ages, etc. This process of establishment of relationship usually appears in a shape similar to the following two sentences:

- Sign in and receive our news!
- Sign in and be the first to benefit from our special promotions!

"The final result of this tool is the development of a relationship basis made up of eventual, regular and potential customers/clients. Newsletters are, therefore, the bridge that makes it possible to bring the consumer market to the website of your company, adding great value to your branch and contributing decisively for customer loyalty.

One should consider an important detail: the newsletter is not considered SPAM (an unsolicited e-mail message), since it follows the regulations of Permission for Marketing. This way, messages are sent only to individuals who, after a few small steps, specifically allow for the periodic reception of information", (Idem).

Another efficient tool for customer loyalty is the providing of the so-called "loyalty cards" for the most diversified products and services.

The branch

Customer loyalty is inherently associated with the concept of branch, or franchise, therefore it is important to study the concept of "branch/franchise".

Branches are part of our lives. All we have to do is to look around to notice the presence of any of them and the influence they have had on us. For Kotler P. (1998), the term "branch" is defined as "*a name, a term, a sign, a symbol or a combination of these, with the purpose of identifying the products and services of a company or a group of companies, differentiating them from the competition*". Strunk (2001) complements by stating that a branch can be considered as "*the intangible sum of attributes; name, package and price, history, reputation, and the way the product is promoted. The branch is also defined by the impressions consumers have of the people who use it, as well as by its own experience*".

As such, several tangible and intangible factors must be taken into account for the development of a branch, beginning in the search for the perfect or ideal concept that represents a product/service.

Conception and writing of a customer loyalty letter

Activities

- In groups of three students each, please perform the following task:

- Simulate the development of a company in the field of tourism.

- Taking into account <u>every possible characteristic</u> of its location, please identify the services and products the company wants to (should be able to) sell.

- Please develop a newsletter for the development of customer loyalty to be sent to your fictitious potential clients.

- Please identify the type of promotion message to be chosen. Explain the criteria you set for that choice.

- Please make a list or a board establishing connections between types of tourist products/services and the different types of tourists.

- Please explain the importance of International Tourism Fairs in the promotion of the different tourist agents.

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