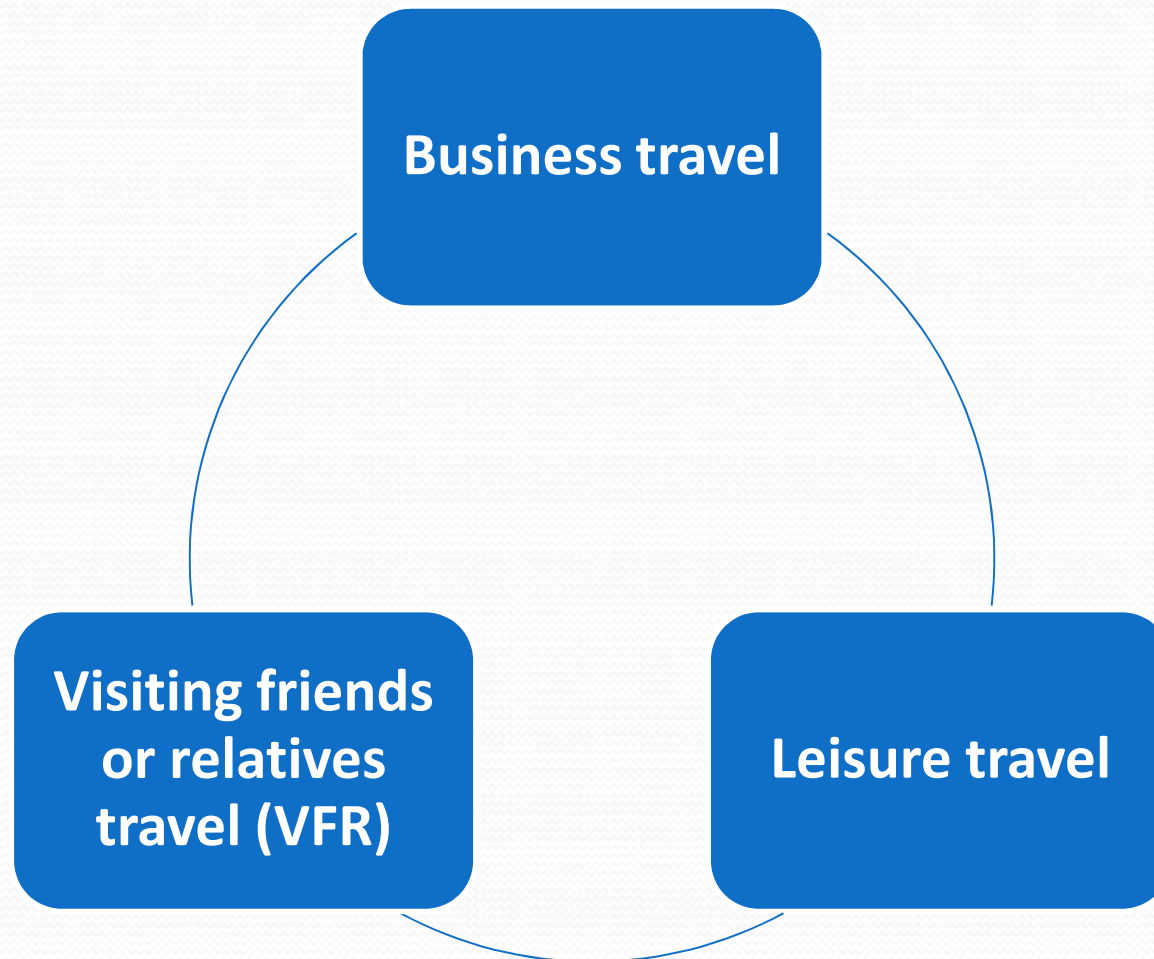


# *Tourism for anybody*

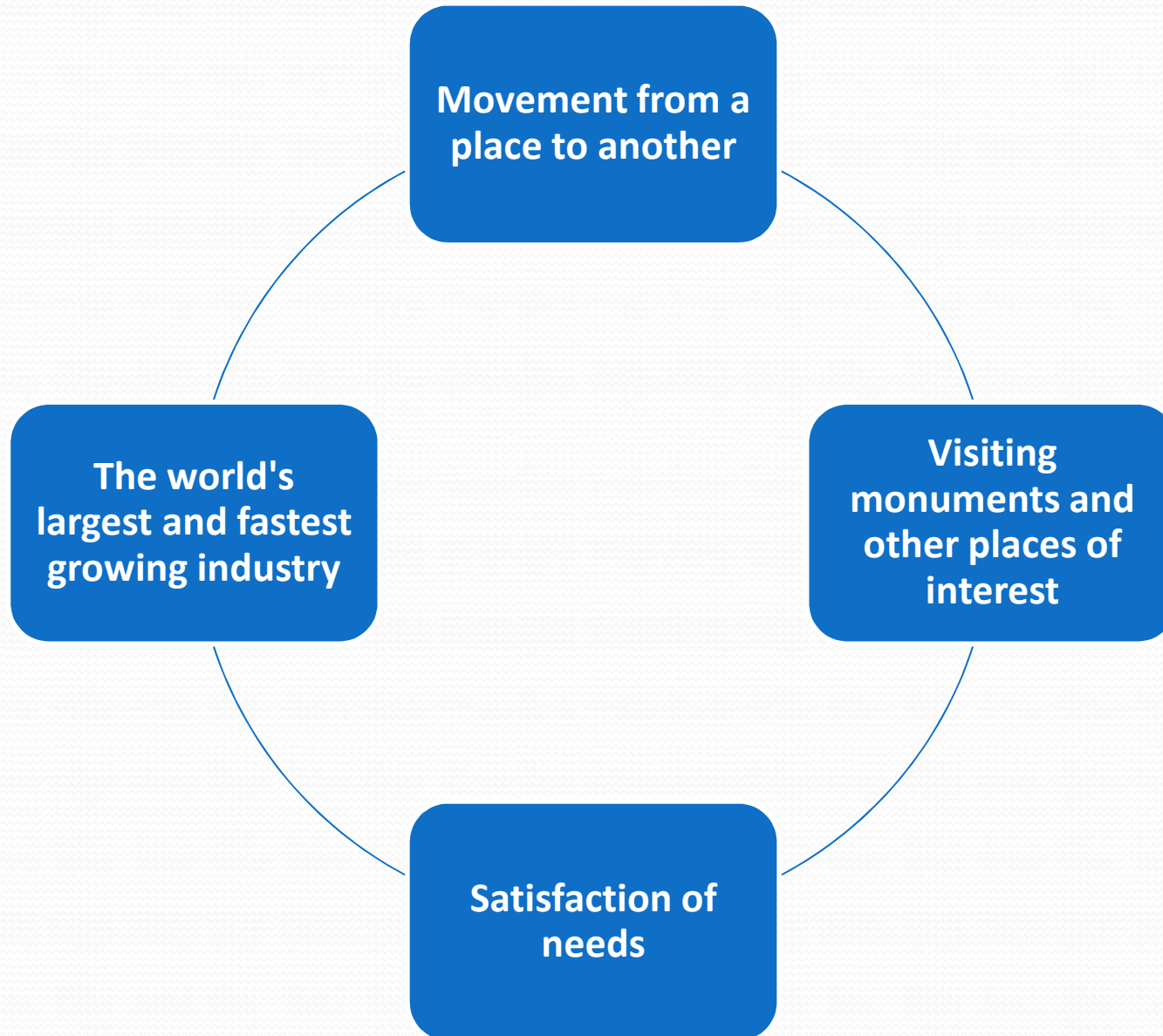
Prof.ssa Roberta F.I. Visone

*Notes from my job experiences with Costa Cruises S.p.A. and  
Cima s.r.l.*

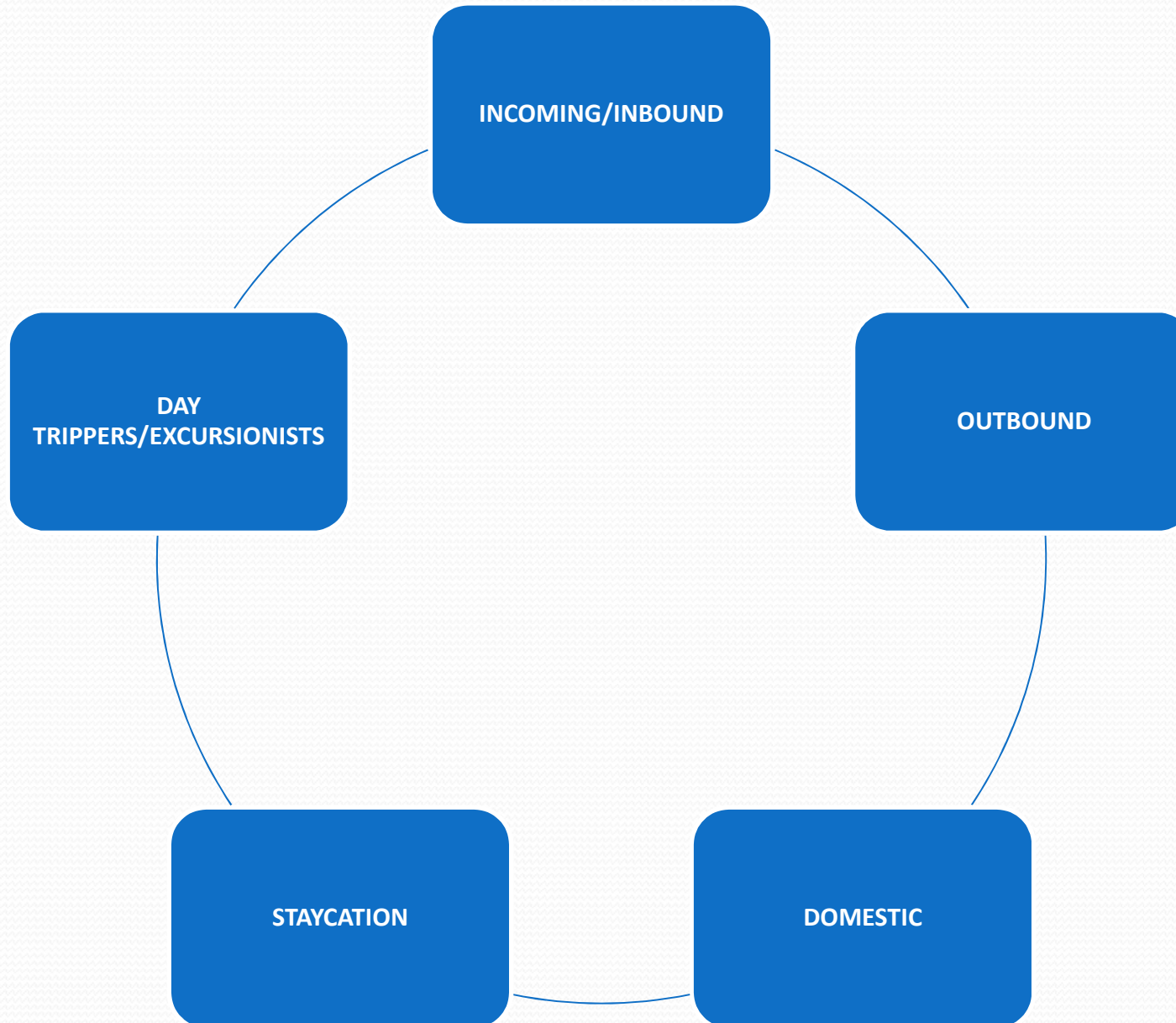
# WHY DO PEOPLE TRAVEL?



# Defining tourism

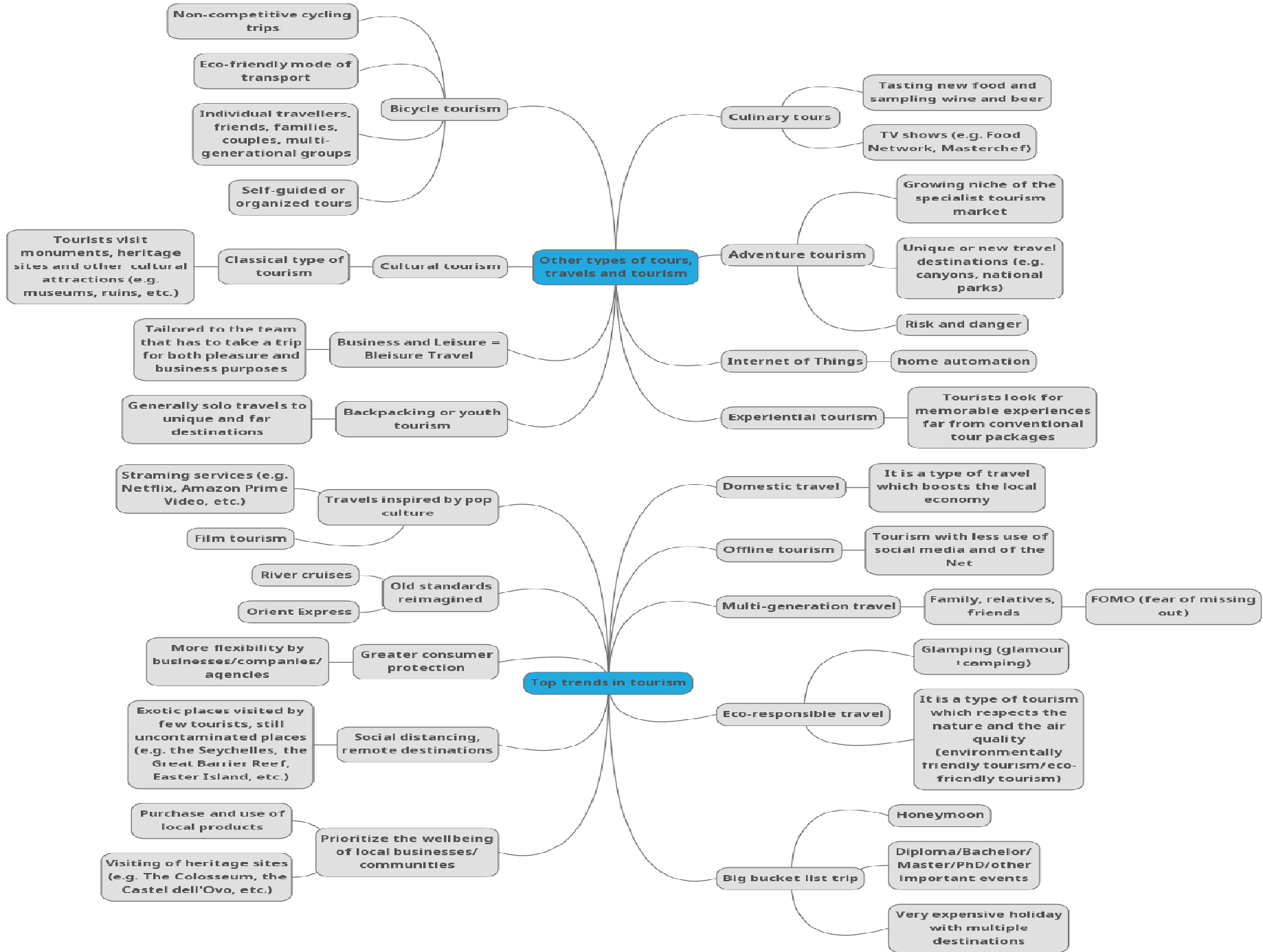


# TYPES OF TOURISM



# Types of tourist

- Leisure tourist;
- Cultural tourist;
- Health or medical tourist;
- Incentive tourist;
- Business tourist;
- Sport and recreation tourist;
- Special interest tourist;
- Educational tourist;
- Adventure tourist;
- Eco-tourist;
- Religious tourist;
- Backpacking or youth tourist;
- ...



# Cruise sector







# OFFICE MEMBERS (GROUND STAFF)

- Accounting and administration
- Travel agents
- Customer support staff

# OFFICE MEMBERS (CREW/BOARD STAFF)

- Tour Escort (TE: tour office staff)
- Tour Manager (TM: leader of Tour Escorts)
- Hotel Director (liable for the hotel branch, TE e TM belong to him/her)

# TOUR OFFICE: MAIN DUTIES

- Pre-selling
- Book-keeping/Accounting
- Use of SA&PI  
(Ship Administration and Passenger Information)
- Sales of tickets for shore excursion (abbr. excu)
- Folding onboard journals with the description of excu
- Preparation of stickers, lollipops and of other things useful for excu
- Complaint management



# Outside the tour office...

- “Stickeraggio” at meeting points inside the ship
- Public Relation (PR)
- Control
- Escort
- Jumping
- Supervision (tour guides, means of transport, bus entrance and exit, restaurants, buses return, etc.)

# SHIP OPENING PROCESS (COSTA AND MSC - EXCU)

1. Preparation of vouchers and folders with the description of the excu;
2. Mail correspondence for continuous updates of the *dispatch* and for stopover permissions (plus possible private services and/or something else);
3. Bus and tour guide organization: contact with suppliers to indicate and arrange the quantity and the typology of bus/guide per excu;
4. With progressive update of the *dispatch* → combo (pink and white) vouchers + other items (notepad for lotto, white envelopes for other entrances, etc.) with the quantity of folders according to the number of buses and the typology of excu;
5. Once received the lists of buses and guides → start compiling the Excel and Word files (Tour guide form, passengers – pax – recap per excu, recap of pax and of paid tickets – tkts – per excu).

# Once opened the ship...

1. At the port for stopover (delivery of the folders with vouchers and other items – e.g. signs with bus numbers; tally of pax per excu); usually in the MORNING.
2. At the port for return (collection of folders with vouchers and other items – e.g. signs with bus numbers); usually at noon-in the afternoon.
3. Compiling of the file (Excel and Word) to close the ship;
4. Delivery of the copy of the excu recap file to the book-keeping staff.

## **ATTENTION!!!**

- Costa = 3 files (Tour guide form, pax recap per excu, recap of pax and of paid tkts per excu);
- MSC = 2 files (Tour guide form, recap of pax and of paid tkts per excu).

# What to deliver to the book-keeping staff

1. Tour guide form
2. *Participant receipt* (signed by TM and Tour Operator)
3. Excu recap + pink vouchers
4. Mail with pier permissions

## Attention!

You must staple the entrance tkts in front of the vouchers, then put tkts and vouchers in front of the excu recap with the *attache* (graffetta). This is the order to follow:

- a) Stapled tkts + vouchers;
- b) Excu recap;
- c) Blank paper for excu ooG4 and others where “Il/la sottoscritto/a \_\_\_\_\_ riceve € \_\_\_ per \_\_\_\_\_” is written

# Necessary items for MSC and Costa

MSC	Costa
Folder with excu description	
Pink vouchers	
White vouchers	
Notepads and envelopes (for particular excu)	
2 bus numbers	1 bus number (only Costa Diadema)
MSC sign with the name of the excu	
MSC sign "Excursions"	
Language(s)	
Rubber band to bind the entrance tkts	

# Particular excu

MSC	Costa
<p>“Capri &amp; Anacapri”: neither signs nor languages or bus numbers. ONLY VOUCHERS (pink and white).</p>	<p>“Capri &amp; Anacapri”, “Capri in funicolare”: no bus numbers. ONLY VOUCHERS (pink and white).</p>

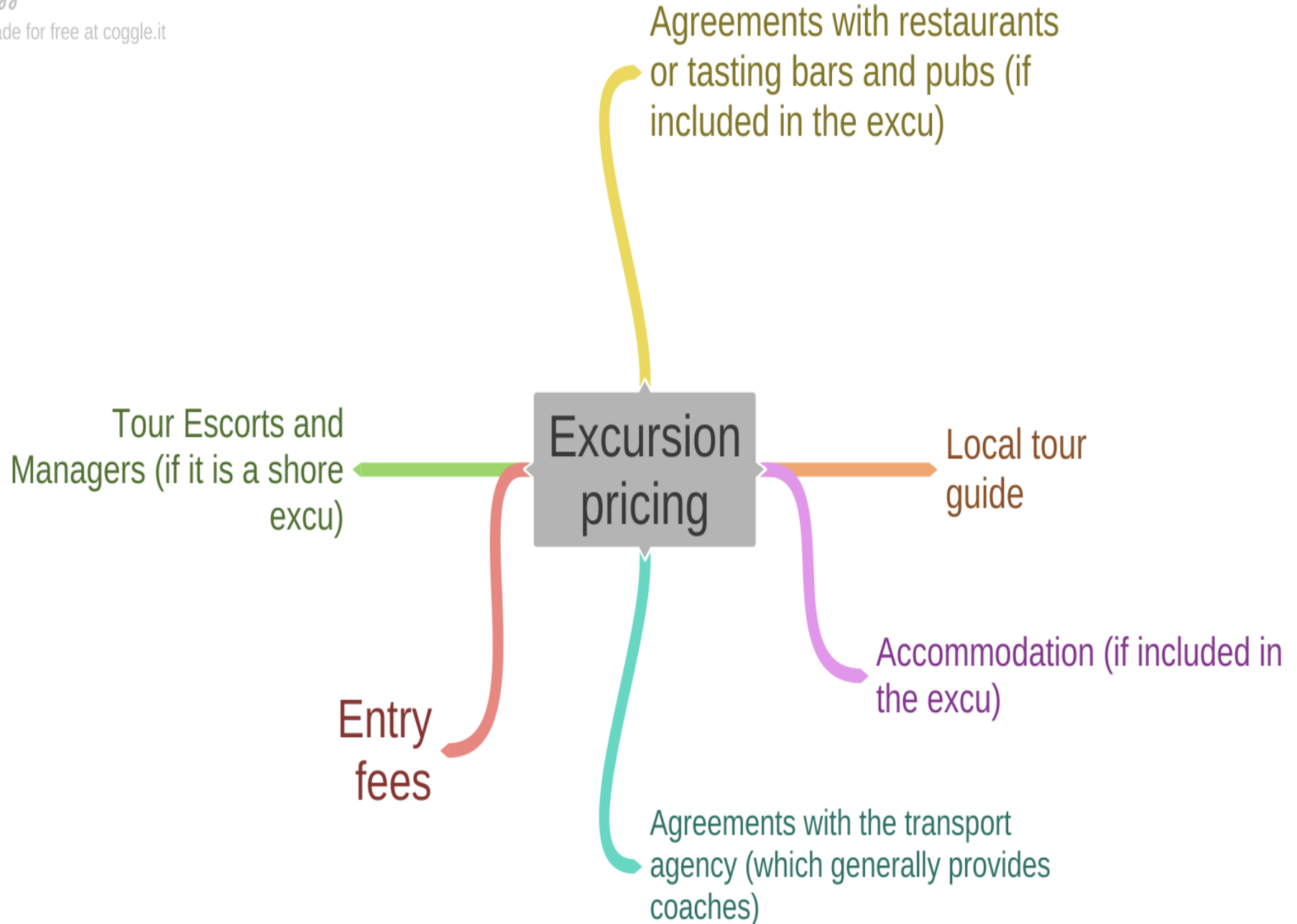
## Fixed and variable prices (for quotations)

Fixed prices	Variable prices
Entrance tkt	Bus
Restaurant service	Tour guides
Tasting service	
Funicular service	
Earphones service	

**FREE ACCESS - GRATUITÀ**

Shuttle bus, restaurant, funicular, private entrance tkt. On average 1 x 40 pax.





## Combo (pink and white) vouchers + excu: Costa

Excu	White vouchers	Pink vouchers
00G4: Walking Tour	Giocate lotto (€ 50,00 per bus) + Notepad lotto game.	Pizzeria (Di Matteo) service + coffee-break service (sfogliatella + coffee in the cup) (Gambrinus) + earphones service
212: Pompei	Guide service in Pompeii	Entrance tkts Pompeii ruins + earphones service
213: Capri & Anacapri	Guide service in Capri	Tour of the island by minibus + entrance tkts Villa San Michele
219: Ercolano		Entrance tkts Herculaneum ruins
220: Nei meandri della Città del Sole		Entrance tkts Napoli Sotterranea
223: Solfatara		Entrance tkts Solfatara + coffee- break service
226: Vesuvio		Entrance tkts Vesuvio + tasting service

# Combo envelopes and pink vouchers + excu: Costa

Excu	Envelopes	Pink vouchers
227: Capri in funicolare		TRSF Marina Grande/Capri/Marina Grande with roundtrip funicular service + entrance tkts Giardini di Augusto
00JE/00DY: Reggia di Caserta	Entrance tkts Reggia di Caserta (€ 12,00 per person)	Earphones service
002P: Positano & Ravello with lunch	Entrance tkts Villa Cimbrone/Rufolo	Lunch service (menù agreed)
263: Pompei	Guide service in Pompeii	Entrance tkts Pompeii ruins
265: Amalfi by boat	Entrance tkts Chiostro del Paradiso	Maritime passage Salerno/Amalfi/Salerno by boat
Amalfi by bus		
266: Paestum	Entrance tkts Scavi Archeologici di Paestum	
268: Napoli full day with lunch		Lunch service (menù agreed)

# What to write on pink vouchers (I)

Excu		Rilasciato a ...
ooG4: Walking Tour	Pizzeria service	Spett.le Pizzeria Di Matteo
	Coffee-break service (sfogliatella + coffee in the cup)	Spett.le Grand Caffè Gambrinus
	Earphones service	Spett.le Audiotours
213: Capri & Anacapri	Tour of the island by minibus	Spett.le Consorzio Noleggiatori Capresi
	Entrance tkts Villa San Michele	Spett.le Villa San Michele srl
212: Pompei	Entrance tkts Pompeii ruins	Spett.le Civita Musea srl
219: Ercolano	Entrance tkts Herculaneum ruins	

## RICORDA!!!

- Write the same date on the letterhead and under the voice "rilasciato a".

- RIF: ship name (Costa/MSC)

- REMARKS: full name of the ship (Costa Diadema/MSC Divina)

- Signature and stamp + Bus/Grp n.

# What to write on pink vouchers (II)

<b>Excu</b>		<b>Rilasciato a</b>
226: Vesuvio	Entrance tkts Vesuvio	Spett.le E.N.P.V.
	Tasting service	Spett.le Douce Atmosphère sas
227: Capri in funicolare	TRSF Marina Grande/Capri/Marina Grande with roundtrip funicular service	Spett.le Ditta Staiano Autotrasporti
	Entrance tkts Giardini di Augusto	Spett.le Sun & Sea sas
002P: Positano & Ravello with lunch	Lunch service (menù agreed)	Spett.le Il Glicine srl
265: Amalfi by boat	Maritime passage Salerno/Amalfi/Salerno by boat	Spett.le Agenzia Viaggi De Cesare
268: Napoli full day con pranzo	Lunch service (menù agreed)	Spett.le La Notizia

# Hotel sector

- Some duties:
  1. Booking;
  2. Preparation of tour packages for groups (leisure, business, etc.);
  3. Complaint management.

# A Game of allotments

## Suppliers

- **Hotel.**
- Write collaboration agreements with the intermediaries, giving them the allotment that will be resold to the foreign market.

## Intermediaries

- **Travel agency and tour operator.**
- Write collaboration agreements with suppliers and resell the allotment to the foreign market.

## Clients

- **Foreign market.**
- Receive collaboration agreements in foreign language and sell the allotment to foreign clients.



# Tour Operator



Tour operators plan, arrange, sell, advertise, and operate tours.



They deal with finer details of the trip like lodgings, meals, tickets etc.



Their job ends when you return home from the vacation.



# Travel Agent

Travel agents sell and administrate tour packages.



They help you to choose a suitable package.

Their job ends when you start your vacation.

They have less responsibility than tour operators.





# Glossary ENG-ITA-DEU

ENG	ITA	DEU
Could you sign here, please?	Potreste firmare qui, per piacere?	Koennen Sie hier unterschreiben, bitte?
To go on excu.	Andare in escursione.	Einen Ausflug machen.
Stairs	Scale	(die) Treppen
To go down to deck 6.	Scendere al ponte 6.	Aufs Deck 6 hinuntergehen.
Exit	Uscita	(der) Ausgang
You can leave the ship by going to the exit on deck 6.	Può lasciare la nave raggiungendo l'uscita al ponte 6.	Alle Gaeste mit Nummer .../Sie koennen vom Deck 6 ausgehen.
Passport	Passaporto	(der) Reisepass
To book	Prenotare	Buchen
Would you like to pay together or you go Dutch?	Vorreste pagare insieme o alla romana?	Moechten Sie zusammen oder getrennt bezahlen?
Singular	Unico	Einzig
It takes 20 minutes to reach the center.	Ci vogliono 20 minuti per raggiungere il centro.	Das Zentrum ist 20 Minuten weit vom Hafen.

ENG	ITA	DEU
Shop	Negozi	(das) Geschäft
Ship	Nave	(das) Schiff
Sightseeing/panorama	Punti panoramici	(der) Aussichtspunkt
Meeting point	Punto d'incontro	(der) Treffpunkt
Tablet	Pastiglia	(die) Tablette
Seasick	Mal di mare	(die) Seekrankheit
To walk	Camminare	Laufen
Credit card receipt	Ricevuta della carta di credito	(der) Kreditkartenbeleg
Credit card transactions	Movimenti della carta di credito	(die) Kreditkartenabrechnungen
Credit card records	Dati della carta di credito	(die) Kreditkarteninformationen
To register the credit card	Registrare la carta di credito	Die Kreditkarte hinterlegen
Statement of account	Estratto conto	(der) Auszug

	ITA	ENG	DEU
<b>Contabilità</b> ENG = book-keeping/ accounting DEU = Buchführung/ Buchhaltung	Contratto	Agreement/Contract	(Hotel)Vertrag
	Parti contraenti	Contractor	Vertragspartner
	Oggetto del contratto	Object of the contract	Vertragsobjekt
	Stop alle vendite	Stop sale	Stop Sale
	Overbooking	Overbooking	Überbuchen
	Tariffe RACK (al pubblico)	RACK rates	RACK-Raten
	Tariffe FIT (confidenziali)	FIT rates	FIT-Raten
	Prezzo	Price	(Grund)Preis
	Fatturazione	Invoice	Verrechnung
	Pagamento	Payment	Bezahlung
	Pagamento anticipato	Prepayment	Vorauszahlung
	Conto bancario	Bank account	Bankkonto
	Carta di credito	Credit card	Kreditkarte
(in) Acconto	(as a) Deposit	(als) Anzahlung	

	ITA	ENG	DEU
<b>Prenotazioni/ Sconti/ Sovrapprezzi</b> ENG = <b>reservations/ discounts/ sucharges</b> DEU = <b>Buchungen/ Rabatte/ Aufpreise</b>	Prenotazione	Booking	Buchung
	(Da) contingente	Allotment	(aus) Kontingent/Allotment
	Su richiesta	On request (RQ)	Auf Anfrage
	Prenotazione anticipata	Early booking (EB)	Vorbestellung (the English acronym EB is more used)
	Periodo di soggiorno	Length of stay	Aufenthaltzeitraum
	Periodo di prenotazione	Reservation period	Buchungszeitraum
	Sconto variabile	Rolling booking offset	Rolling booking offset
	Sconto (su)	Discount (on)	Rabatt/Ermäßigung (auf)/Abschlag
	Sconto a prezzo fisso	Fixed-price discount	Fixpreis
	Sconto in percentuale	Percentage discount	Prozentuale Ermäßigung
	Supplemento	Extra fare/surcharge/supplementary charge	Zuschlag
Sovrapprezzo	Extra charge	Aufschlag	

	ITA	ENG	DEU
<b>Sconti/ Cancellazioni / Politica di cancellazione</b>	Sconto per prenotazione anticipata	Early booking discount	Frühbucherrabatt
	Sconto per soggiorni lunghi	Discount for long stays	Rabatt für längere Aufenthalte
	Cancellazione/ Storno	Cancellation	Stornierung/Storno
	Politica di cancellazione	Cancellation policy	Stornobedingungen
	Mancato arrivo	No-show	No-Show
	Penale	Penalty	Stornogebühren
	Tassa di soggiorno	City tax	Kurtaxe
<b>Partenze/ Arrivi</b>	Soggiorno	Stay	Aufenthalt
	Soggiorno minimo	Minimum stay	Mindestaufenthalt
	Soggiorno massimo	Maximum stay	Maximaler Aufenthalt
	Arrivo	Arrival	Anreise/Ankunft
	Partenza	Departure	Abreise
	Fare il check-in	Check-in	Sich anmelden
	Fare il check-out	Check-out	Sich abmelden
	Scadenza	Release	Release

	<b>ITA</b>	<b>ENG</b>	<b>DEU</b>
<b>Trattamento</b> <b>ENG = treatment</b> <b>DEU = Verpflegung</b>	Camera e colazione	Bed and breakfast (BB)	Übernachtung und Frühstück (ÜF)
	Mezza pensione (colazione e cena)	Half board (HB)	Halbpension (the English acronym HB is more used)
	Pensione completa	Full board (FB)	Vollpension (the English acronym FB is more used)
<b>Tipologia di camera</b> <b>ENG = room type</b> <b>DEU = Zimmertyp</b>	Singola (CS)	Single room	Einzelzimmer (EZ)
	Doppio uso singola (DUS)	Double for single use	Doppelzimmer zur Alleinbenutzung (DU)
	Doppia (CD)	Double room/ Twin room (separated beds)	Doppelzimmer (DZ)
	Tripla (CT)	3-bed room	Dreibettzimmer (DB)
	Quadrupla (CQ)	4-bed room/family room	Familienzimmer (FZ)

# Types of accommodation

## **Serviced accommodation:**

**Serviced accommodation** refers to fully furnished properties which are available for both short or long term let. This type of **accommodation** may also offer facilities similar to those offered by **hotels**.

Examples:

- hotels;
- guesthouses;
- B&B accommodation.

## **Self-catering accommodation:**

A **self-catering accommodation** can be defined as a **self** contained property offering clean, comfortable, furnished **accommodation** for visitors who are also provided with the means to prepare and cook their own meals.

Examples:

- Cottages;
- villas;
- houses;
- apartments.

## HOTEL

Often found in cities and high-density tourist destinations, hotels offer lodging and accommodation for a large amount of people.

## MOTEL

Originally named for a "motorists hotel," motels maintain a demographic target consisting of travellers on long distance journeys. In this sense, they are set up similar to a hotel but offer the bare minimum amenities and services.

## BED & BREAKFAST

Typically Bed and Breakfasts (B&Bs) are converted family or guest houses that hold no more than around ten rooms.

## INN

Dating back for centuries, Inn's have been a place of comfort, warm food, and safety for the weary traveller.

## HOSTEL

For the travelling wanderer(s) who need a place to stay on a limited budget, hostels make the perfect temporary communal home.

Source: <https://www.professionalconnector.com/hospitality-101-different-types-of-accommodation-and/>



# Main types of bed

- **Twin or single:** 38 in × 75 in (97 cm × 191 cm)
- **Full / Double:** 53 in × 75 in (135 cm × 191 cm)
- **Queen:** 60 in × 80 in (152 cm × 203 cm)
- **King:** 76 in × 80 in (193 cm × 203 cm). Foundation or box spring size can be of two single L or twin XL.
- **California king:** 72 in × 84 in (183 cm × 213 cm)

Warning! In a **double standard room** beds are separated. Ask for **King**.

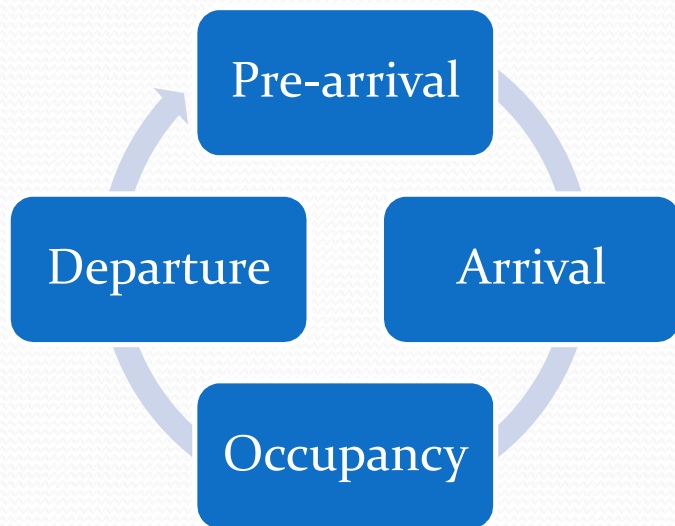
# Room types (apart from single, double and family rooms)

- Hollywood twin room
- Double-double
- Studio
- Superior (a living room connected with to one or more bedrooms)
- Suite/Executive suite/Presidential suite
- Connecting rooms

Murphy room (a bed that folds out of a wall or closet)  
Accessible room/Disabled room  
Executive Floor/Floored Room  
Smoking / Non-Smoking Room  
Adjoining rooms  
Adjacent rooms  
Cabana (with a swimming pool)  
Apartment  
Villa

	<b>ITA</b>	<b>ENG</b>	<b>DEU</b>
<b>Arredamento/ vista</b> <b>ENG = furniture/ view</b> <b>DEU = Ausstattung/ Blick</b>	Balcone (BC)	Balcony	Balkon (BK)
	Terrazzo (TE)	Terrace	Terrasse (TE)
	Vista mare (VM)	Sea view	Meerblick (MB)
	Vista mare laterale (VML)	Lateral sea view	Seitlicher Meerblick (sMB)
	Vista giardino (VG)	Garden view	Gartenblick (GB)
	Culla	Cradle	Wiege
	Aria condizionata (AC)	Air conditioning (AC)	Klimaanlage (KA)

# From check-in to check-out: hotel guest cycle (4 stages of hotel stay)



# 1) Arrival

## Lobby

- Place where guests enter and leave the hotel(HTL);
- Waiting area: guests wait for being served by the staff of the htl.

## Front office/Front desk

- The most important area of the lobby;
- Guests form the first impression about the quality and professionalism of the htl;
- Professionalism, efficiency of the htl staff;
- Quality of front office operations and services.

# Sections of the front desk/office

## Reservation desk

- Analyse of inquiries
- Confirmation and reservations of rooms
- Modifications and cancellations
- Comparison of reservation requests --> assignment of remaining unoccupied rooms to walk-in guests.

## Registration desk

- Registration
- Room assignment
- Issuing of keys
- + Bell desk (bellman: doorman and porter + newspapers and magazines to guests)

Walk-in guests: those who do not have reserved rooms previously.

# Sections of the front desk/office

## Concierge

- Assistance to guests.
- Intermediary between guests and external arrangements and attractions (restaurant, transports, shopping, theme parks, etc.).

## Cashier's desk

- Foreign currency exchange
- Room rate
- Room services (mini-bars, laundry, meals, alarm clock, etc.)

# Sections of the front desk/office

## Back office

- Proper office
- Administrative and financial operations
- Guests' record

## Telephone section

- Incoming and outgoing calls
- Management of wake-up calls



## 2) The HTL voucher

- Paper or document that the travel agency gives to the customers.
- Customers have to show this paper at their arrival at the hotel.

Online reservations --> confirmation mail with full payment of the service or with payment of the deposit.

# Parts of a HTL voucher

Name of the tour agent/operator that has issued it;

Name of the htl which should provide the service;

Name of the guests who have pre-paid the service required;

Details of the htl;

Date when the service should be provided.

## 3) Hotel customer services

- Customers have to be pampered, looked after by the htl staff.
- Meals;
- Laundry;
- Mini-bar;
- Telephone;
- Check-out;
- +
- Pool;
- Disco;
- SPA;
- Gym.



## 4) Complaints vs. L.E.A.R.N.

### Listen

- Maintain eye-contact.
- Do not interrupt until the customer has burnt out/finished talking.
- Look focused on WHAT the customer is saying.
- Positive body language.

### Empathise

- Nod in the right places.
- Appear sincere and interested.
- Show understanding.
- Take notes.
- Ask questions to reach the root of the problem + short and open (Wh-)/closed (Y/N) questions.

## 4) Complaints vs. L.E.A.R.N.

Act

- SOLVE the problem personally or give an explanation;
- COMPENSATION: Refund (full/partial) or Sweetener (fruit/wine);
- REPORT.

Report

- Report the issue to your boss or senior member of staff.

Notify  
+Follow up

- "The problem has been handled";
- Follow up call, letter, refund or compensation;
- "Thank you very much for your feedback".

Emotional people? --  
> Keep calm and  
be patient. Use your head!

People have a passport of problems.

Do not take problems personally.

Beware of culture-bound elements,  
e.g. refund policy (Ireland and  
USA).

# TIPS

Problem(s) solved? --> Loyal  
customer + new sales!

## 5) Htls as event venues

- Conferences, congresses, annual company parties, weddings, expos, festivals, ... = extra business for htls outside peak season.
- Discounted room rates for guests who stay overnight after a wedding or reunion or for delegates who attend meetings.
- Services offered by htls during meetings and weddings:
  1. Sit-down or buffet meals;
  2. refreshments;
  3. free Wi-Fi connection;
  4. overhead/slide/film projector;
  5. microphone and speakers;
  6. screen;
  7. video;
  8. staff assistance and support;
  9. (for weddings and reunions) specialised menus.



## 6) Check-out

- Baggage handling;
- Transportation;
- Bill settlement;
- Onward travelling arrangements (booking or booking confirmation at the next destination htl/at a hotel of the same chain at guests' next destination);
- Customer Comment Card  
(positive/neutral/negative feedback).

# Write letters/emails of cancellation or modification

- |                 |   |
|-----------------|---|
| 1. Introduction | 1. Reference to previous reservation                      |
| 2. Reasons      | 2. Cancellation/Modification (+ new request/counteroffer) |
| 3. Apologies    | 3. Request of refund if you are entitled to it            |

**REMEMBER!**

Politeness + effective manner are the keys to success!

# The transport sector

- Air travel
- Rail, road and ferry travel
- The cruise sector

# Travelling by air

The IATA classifies flights into two categories: **scheduled** and **charter**:

- Scheduled flights are sold on a seat-only basis and operate to a published timetable on defined routes (eg. Ryanair, easyJet);
- charter flights are booked by a holiday company to transport their customers.

Flights can be classified into:

- **nonstop flight** (a single flight with no stop);
- **direct flight** (a flight with one intermediate stop);
- **connecting flight** (a flight with at least two intermediate stops).

Airports are divided into **landside** and **airside areas**.

- Landside areas include **car parks, rail, bus and coach stations**;
- Airside areas include **taxiways, runways, ramps**.

A flight can be **domestic** or **international**:

- Domestic: it serves the need of travellers living in another country;
- International: it is a gateway and provides customs and immigration facilities for incoming and monitor movements of people.

# Rail, road and ferry travel

- **Rail travel** is the most environmentally friendly mode of transport and is growing in popularity among tourists. It includes high-speed trains.
- **Road travel** includes private **car services**. **Coach travel** has catered for 2 categories: **young people** and **middle aged and elderly people**.
- **Ferry travel**: transport by ferry travel has always been an important part of travel and tourism industries. They connect coastal, lakeside and river front communities.

Rail services in Italy are provided by **Trenitalia** and **Italo** train companies. There are many types of trains:

- **Le Freccie**: they consist of 3 separate lines: Frecciabianca, Frecciarossa and Frecciargento. They are modern and comfortable, provided with AC and free Wi-Fi;
- **InterCity**: they are fast trains that run all over Italy, connecting about 200 cities and towns;
- **Regional**: they are local trains that operate frequent services all over Italy, including Sardinia and Sicily. They are cheap and usually reliable.

# CRUISE SECTOR

Sightseeing.

Cruise areas: **Mediterranean, the Caribbean and the Panama Canal, Scandinavia and the Baltic, Alaska, Antarctica and the Far East.**

**River cruise:** Nile, the Rhine and Danube.

**Cruises essential information:** the ship's technical data, facilities and itinerary.

**Price:** it depends on the **destinations** and on the **type of cabin and deck** where the cabin is situated.

Ships are a sort of **floating resorts** with every type of entertainment at cafés in the daytime and at discos at night.

Types of cruises:

- **fly-cruises** that combine time at sea with a charter or scheduled flight;
- **round the world cruises;**
- **mini cruises;**
- **luxury cruises**, with opulence and every kind of sophistication and comfort;
- **Trans-Atlantic cruises** that copy the legendary Titanic route;
- **river cruises**, a quite different experience.





Bye!