

Scenario 1 – Hotel Reception: Check-in and Customer Welcome

Scenario Information

Scenario Title: Hotel Reception – Check-in and Customer Welcome

Scenario Number: 1

Total Duration: 45–60 minutes

Target Skills/Competences: Customer service, task prioritisation, emotional intelligence, communication, intercultural competence

Relevant Modules:

- Soft Skills – Communication and Emotional Intelligence
- Organisational Skills – Task Management and Prioritisation
- Intercultural and Multilingual Communication – Inclusive Service Delivery

Scenario Overview

Context:

It is a busy Friday evening at the Sunrise Hotel, a medium-sized tourist hotel in the city centre. The lobby is noisy and crowded: phones are ringing, guests are arriving, and the receptionist (learner) is the only staff member on duty at the front desk.

Challenge:

The receptionist must handle three different guest interactions simultaneously, each with specific needs and communication challenges. The learner must remain calm under pressure, solve problems efficiently, and ensure that all guests feel welcomed and satisfied.

Learning Objectives

By the end of this activity, learners will be able to:

- Carry out check-in procedures while managing multiple simultaneous requests.
- Prioritise tasks effectively under pressure.
- Demonstrate emotional intelligence when dealing with stressed, impatient, or confused guests.
- Adapt communication style to different guest profiles (families, business travellers, international tourists).
- Show intercultural awareness and inclusivity when language barriers exist.
- Maintain professional conduct in stressful conditions.

Scenario Storyline

It is a busy Friday evening at the **Sunrise Hotel**, a mid-sized establishment located in the heart of the city. The reception area is lively and dynamic: phones are ringing, guests are arriving, and the receptionist (learner) is the only staff member currently attending the front desk. In this context, effective communication, time management, and customer service skills are essential.

During this period of high activity, **three different groups of guests** arrive at the reception almost simultaneously, each with specific expectations and needs that require attention and tailored responses:

1. Family with Children

A family arrives after a long day of travelling. They are looking forward to settling in but encounter an issue: while they expected a family room, the booking system shows a standard double room. The children are tired and eager to eat, and the parents hope for a swift resolution, such as adding an extra bed, arranging an upgrade, or offering another suitable solution.

2. Business Traveller

A guest arriving for work is conscious of time, with a scheduled online meeting starting soon. They require a fast and efficient check-in process, reliable internet access, and a quiet room to prepare. If the

process is delayed, their concern about punctuality increases, and they may express frustration over the waiting time.

3. Tourist Couple

A couple visiting the city for leisure approaches the reception with a few questions about their stay. Their English is limited, so they rely on simple words, gestures, or translation tools to communicate. They are particularly interested in vegetarian dining options and recommendations for local attractions. They may need additional support and clear, inclusive communication to ensure they feel comfortable and informed.

If the receptionist is unable to resolve one or more of these situations independently, they have the option to contact the **Hotel Manager** (played by the trainer or another learner) for support.

The challenge: The receptionist must manage these parallel interactions effectively, prioritising tasks, adapting communication styles to different guest profiles, and ensuring that all guests feel welcomed, respected, and satisfied — even in a high-pressure environment.

Activity Plan

Stage	Description	Time
Preparation	Trainer explains scenario, distributes role cards, and sets up the environment.	10 min
Simulation	Learners enact the scenario, managing all guest interactions.	20–25 min
Debriefing & Reflection	Trainer leads group reflection and feedback session.	15–20 min
Total		45–60 min

Roles and Role Cards

Receptionist (Learner):

- Only staff member on duty.
- Confirm bookings, solve issues, manage Wi-Fi requests, provide local recommendations.
- Stay calm and professional.
- Call the manager only if necessary.

Family with Children:

- Booking shows a double room, but you need a family room or extra bed.
- Children are hungry and impatient.
- Become increasingly frustrated with delays.
- Push strongly: “We booked a family room online — this is not acceptable!”

Business Traveller:

- In a hurry, checking your watch constantly.
- Demand quick check-in, Wi-Fi password, and a quiet room.
- Complain if delayed by others.

Tourist Couple:

- Speak little English.
- Use gestures or translation apps to ask about vegetarian food and sightseeing.
- Look confused by complex language.
- Expect patience and friendliness.

Hotel Manager (Optional):

- Step in only if called.
- Provide solutions (room upgrade, faster service).
- Observe for feedback purposes.

Materials & Setup

- Reception desk setup (table, chairs, mock booking system or printed booking sheets).
- Role cards for each participant.
- Key card props (cards, envelopes, or substitutes).
- Local maps or brochures for tourists.
- Trainer observation checklist.

Trainer Guidelines

Step 1 – Setup

- Explain the context and learning objectives.
- Emphasise the importance of prioritising and adapting communication styles.

Step 2 – Simulation Delivery

- Start with the family approaching first.
- Introduce the business traveller after a few minutes.
- Finally, add the tourist couple.
- Encourage participants to **increase pressure** gradually (e.g., louder complaints, interruptions, confusion).
- Optionally introduce extra challenges (e.g., credit card issue, late check-out request).

Step 3 – Debriefing & Feedback

- Stop after 20–25 minutes when all situations are resolved or escalated.
- Lead a reflection discussion:
 - Receptionist: How did you prioritise tasks?
 - Family: Were your needs addressed?
 - Business Traveller: Was urgency managed well?
 - Tourists: Did you feel included despite language barriers?
- Discuss what strategies worked well and what could be improved.

Reflection & Evaluation Tools

Trainer Observation Checklist:

- ☐ Receptionist greets each guest politely.
- ☐ Prioritises requests effectively under pressure.
- ☐ Maintains professionalism and composure.
- ☐ Resolves the family's problem fairly.
- ☐ Provides prompt support to the business traveller.
- ☐ Uses clear language and supportive gestures for the tourists.
- ☐ Demonstrates empathy and patience throughout.

Learner Reflection Prompts:

- What was the most challenging aspect of this scenario?
- How did you manage stress when multiple guests needed help?
- Did you adjust your communication approach for different guests?
- What would you change if this were a real situation?

Trainer Tip: Remind learners that effective front-desk service is not only about following procedures but also about staying calm, prioritising tasks, and showing empathy under pressure. Encourage them to use clear communication and simple language to support guests with different needs and backgrounds.

Scenario number 2 -Handling Customer Complaints – Hotel Service Issues

Scenario Information

Scenario Title: Handling Customer Complaints – Hotel Service Issues

Scenario Number: 2

Total Duration: 45–60 minutes

Target Skills/Competences: Active listening, conflict de-escalation, empathy, communication, problem-solving, customer service

Relevant Modules:

- Soft Skills – Communication and Emotional Intelligence
- Organisational Skills – Problem Solving and Decision-Making
- Customer Service Competences – Conflict Resolution and Service Recovery

Scenario Overview

Context:

It is a busy Saturday morning at the Sunrise Hotel. The reception desk has just opened, and guests are beginning to check out or prepare for their day. Within minutes, three guests approach the front desk — each with a different complaint and expectation of how the issue should be handled. The receptionist (learner) must manage these interactions professionally, addressing concerns promptly while maintaining a calm and empathetic approach.

Challenge:

The learner must handle multiple complaints simultaneously, demonstrating strong listening skills, emotional intelligence, and problem-solving abilities. They must aim to resolve issues fairly, rebuild trust, and ensure guest satisfaction — all while remaining composed under pressure.

Learning Objectives

By the end of this activity, learners will be able to:

- Listen actively and demonstrate empathy when handling customer complaints.
- Apply de-escalation strategies with angry or emotional guests.
- Communicate clearly and professionally under stress.
- Offer realistic and fair solutions tailored to each situation.
- Know when to resolve the situation independently and when escalation to a manager is necessary.

Scenario Storyline

It is Saturday morning at the Sunrise Hotel. As the day begins, the receptionist (learner) is faced with three guests approaching the desk almost simultaneously, each with a different type of complaint:

1. **The Tired Guest (Noise Complaint):**

A guest reports that they were unable to sleep due to ongoing construction near their room. They are visibly upset and frustrated. They demand a room change or a refund and mention that they will leave a negative review online if the problem is not addressed quickly.

2. **The Dissatisfied Guest (Breakfast Issue):**

Another guest calmly but firmly expresses disappointment with the breakfast service, citing cold food and limited variety. They expect some form of compensation, such as a voucher, discount, or free meal. If their concerns are dismissed, they request to speak with the manager.

3. **The Concerned Guest (Billing Issue):**

A polite but worried guest believes they have been charged twice — once online and once upon arrival.

They present payment evidence and request a clear explanation and immediate correction. They value transparency and reassurance.

If the receptionist struggles to resolve any of the issues, they can call the **Hotel Manager** (played by the trainer or another learner) for support.

The challenge: The learner must remain calm and professional while addressing each complaint. They must use active listening, empathy, and effective communication to de-escalate tension, resolve problems, and rebuild trust with guests.

Activity Plan

Stage	Description	Time
Preparation	Trainer explains the scenario, distributes role cards, and sets up the environment.	10 min
Simulation	Learners enact the scenario, handling each guest's complaint.	20–25 min
Debriefing & Reflection	Trainer leads a discussion on approaches, challenges, and solutions.	15–20 min
Total		45–60 min

Roles and Role Cards

Receptionist (Learner):

- Only staff member at the front desk.
- Listen actively and remain calm throughout.
- Offer fair solutions (e.g., room change, voucher, explanation, compensation).
- Escalate to the manager only if necessary.

Tired Guest – Noise Complaint:

- You could not sleep due to construction noise near your room.
- You are angry, speak loudly, and interrupt often.
- You demand a room change or refund.
- If ignored, threaten to post a negative review.

Dissatisfied Guest – Breakfast Issue:

- You are unhappy with the breakfast quality (cold food, limited options).
- Stay calm but assertive.
- Expect compensation such as a discount or voucher.
- If dismissed, ask to speak with the manager.

Concerned Guest – Billing Issue:

- You believe you were charged twice (online and at check-in).
- You are polite but worried and want clarity.
- Present payment evidence and request a prompt correction.
- Expect honesty and transparency.

Hotel Manager (Optional):

- Step in only if called by the receptionist.
- Offer final solutions (room upgrade, partial refund, free dinner).
- Observe the learner's performance for feedback.

Materials & Setup

- Reception desk setup (table, chairs, booking forms, receipts, sample bills)
- Role cards for all participants
- Fake hotel bill or booking confirmation (for billing confusion scenario)
- Trainer observation checklist

Trainer Guidelines

Step 1 – Setup

- Introduce the scenario and emphasise the importance of empathy, communication, and solution-oriented responses.

Step 2 – Simulation Delivery

- Begin with the noise complaint guest.
- Introduce the dissatisfied guest a few minutes later.
- Add the billing issue guest last.
- Encourage realistic behaviour (e.g., raised voice, firm tone, polite insistence).

Step 3 – Debriefing & Feedback

- Conclude the simulation once all complaints have been addressed.
- Lead a discussion with questions such as:
 - Receptionist: Which complaint was the most challenging to manage?
 - Tired Guest: Did you feel your frustration was acknowledged?
 - Dissatisfied Guest: Did you feel respected and compensated?
 - Concerned Guest: Was the explanation clear and reassuring?
- Discuss which strategies worked well and how they could be improved.

Reflection & Evaluation Tools

Trainer Observation Checklist:

- ☐ Receptionist listens actively and does not interrupt.
- ☐ Uses polite and professional language.
- ☐ Demonstrates empathy and acknowledges guest concerns.
- ☐ Provides clear explanations and realistic solutions.
- ☐ Manages anger without escalating the situation.
- ☐ Knows when and how to escalate to a manager.
- ☐ Ensures guests feel respected and reassured by the end of the interaction.

Learner Reflection Prompts:

- Which guest was the most challenging to handle, and why?
- What strategies helped you calm frustrated or angry guests?
- How did you balance professionalism with empathy?
- What would you do differently if faced with a similar situation in real life?

Trainer Tip: Remind learners that handling complaints is not just about solving the problem but also about rebuilding trust and preserving the guest relationship. Encourage them to stay calm, listen actively, and show empathy — even when guests are angry or upset. Highlight the importance of clear communication, transparency, and offering fair, realistic solutions to turn a negative experience into a positive one.

Scenario 3 – Designing a Holiday Package: Travel Agency Simulation

Scenario Information

Scenario Title: Designing a Holiday Package – Travel Agency Simulation

Scenario Number: 3

Total Duration: 55–60 minutes

Target Skills/Competences: Customer needs analysis, communication, sales and persuasion, digital skills, teamwork, creativity, entrepreneurial thinking

Relevant Modules:

- Customer Service – Sales and Client Relations
- Communication Skills – Active Listening and Persuasive Speaking
- Digital and Entrepreneurial Skills – Package Design and Promotion

Scenario Overview

Context:

It is Monday morning at Sunrise Travel Agency. The travel consultants (learners) are preparing for a busy day when three different clients arrive with very distinct expectations, preferences, and budgets. Each client is seeking a tailor-made holiday package, and the consultants must use their communication, planning, and creative skills to design proposals that meet the clients' needs.

Challenge:

The learners must conduct a needs analysis for each client, design a holiday package based on their preferences and budget, and present it in a clear and persuasive manner. They must adapt their communication approach to different customer profiles and demonstrate strong problem-solving and teamwork skills throughout the process.

Learning Objectives

By the end of this activity, learners will be able to:

- Collect and clarify customer needs through effective questioning.
- Design holiday packages that balance budget, preferences, and feasibility.
- Present offers persuasively and communicate value clearly.
- Adapt sales approaches to different customer profiles.
- Collaborate as a team to develop creative and customer-oriented solutions.
- Demonstrate digital and entrepreneurial skills in designing offers.

Scenario Storyline

It is a typical Monday morning at the Sunrise Travel Agency. As part of their role, the travel consultants (learners) must handle three clients with very different holiday requirements. Each interaction requires careful listening, creative package design, and persuasive communication.

1. The Young Couple – “A Romantic Getaway”

A couple is planning a one-week romantic trip. They have a **medium budget** but expect a good balance of quality and price (3–4-star accommodation). They're interested in **sightseeing, food, and culture** and are open to flexible travel dates. They want **personalised recommendations** and a memorable experience without overspending.

2. The Retired Traveller – “A Relaxing and Safe Experience”

A solo traveller wants a stress-free holiday that is **safe, comfortable, and well-organised**. With a **low-to-medium budget**, they prefer an **all-inclusive package** with minimal transfers. Their interests include **historical sites and guided tours**. They need reassurance and clear, simple explanations before making a decision.

3. The Family – “Fun for Everyone”

A family of four (two adults and two children aged 7 and 12) is planning a quality vacation with a **high**

budget. Their priorities include a **family-friendly hotel, children’s activities, pool and beach access,** and optional **excursions** such as boat trips or visits to theme parks. They want a well-structured plan that balances **fun for the children** and **relaxation for the parents.**

The **Travel Agency Manager** (played by the trainer or another learner) can be consulted for special offers, discounts, or final approval if required.

The challenge: Learners must tailor their communication and sales approach to each client, balancing expectations, budget, and available services. They must present their packages confidently and convincingly while maintaining professionalism.

Activity Plan

Stage	Description	Time
Preparation	Trainer explains scenario, distributes role cards, and prepares materials.	15 min
Simulation	Learners interact with clients, design, and present holiday packages.	25–30 min
Debriefing & Reflection	Trainer leads a reflection session and feedback discussion.	15 min
Total		55–60 min

Roles and Role Cards

Travel Consultant (Learners):

- Greet clients and ask open-ended questions to understand their preferences.
- Design and present a holiday package tailored to their needs and budget.
- Communicate persuasively, clearly, and confidently.
- Offer alternative solutions if requested features are not possible.

Young Couple – Romantic Getaway:

- Medium budget, seeking a one-week trip.
- Interested in sightseeing, food, and culture.
- Flexible dates, but want memorable experiences.
- Expect enthusiasm and creativity.
- Sample line: “We’re looking for something romantic and special, but not too expensive.”

Retired Traveller – Relaxed and Safe:

- Low-to-medium budget, prefers all-inclusive.
- Interested in safety, comfort, and guided tours.
- Needs reassurance and simple explanations.
- Sample line: “I just want a peaceful trip with everything taken care of. Is it safe?”

Family – Fun for All:

- High budget, two adults and two children.
- Priorities: family-friendly hotel, kids’ activities, pool, beach, excursions.
- Expect detailed and professional recommendations.
- Sample line: “We want the kids to have fun while we relax — what can you offer?”

Travel Agency Manager (Optional):

- Approves packages or offers special discounts.
- Provides guidance if the consultant is unsure.
- Observes performance and gives feedback.

Materials & Setup

- Role cards for all participants.
- Blank travel package templates (destination, transport, accommodation, activities, price).

- Fake brochures, maps, or online resources for package design.
- Observation checklist for the trainer.

Trainer Guidelines

Step 1 – Setup

- Introduce the scenario and outline the learning objectives.
- Explain the importance of active listening, creativity, and adaptability in travel consultancy.

Step 2 – Simulation Delivery

- Begin with the young couple.
- Introduce the retired traveller next, requiring a different communication approach.
- Conclude with the family, who expect the most comprehensive package.
- Encourage “realistic” customer behaviour — clients can ask unexpected or challenging questions (e.g., about hidden costs, safety, or refund policies).

Step 3 – Debriefing & Feedback

- Stop the simulation once all packages have been presented.
- Facilitate a reflection session:
 - Consultants: Which client was most difficult to satisfy? Why?
 - Clients: Did you feel your needs were understood and addressed?
 - Group: Which sales and communication strategies were most effective?

Reflection & Evaluation Tools

Trainer Observation Checklist:

- ☐ Consultant listens carefully and asks clarifying questions.
- ☐ Package is tailored to client preferences and budget.
- ☐ Communication is clear, persuasive, and confident.
- ☐ Shows patience and reassurance with the retired traveller.
- ☐ Demonstrates creativity and enthusiasm with the young couple.
- ☐ Provides detailed, family-friendly options for the family.
- ☐ Maintains professionalism throughout the interaction.

Learner Reflection Prompts:

- Which client profile was most challenging to serve, and why?
- How did you adapt your communication style to different needs?
- Did you successfully balance budget constraints with expectations?
- How could you improve your offer design or presentation next time?

Trainer Tip: Encourage learners to focus on clear communication, empathy, and prioritisation when managing multiple guest needs at once. Remind them that small gestures — such as active listening, patience, and reassurance — can make a significant difference in how guests perceive the service and help de-escalate challenging situations.

Scenario 4 – Mediating a Dispute: Conflict Between Hotel Guests

Scenario Information

Scenario Title: Mediating a Dispute – Conflict Between Hotel Guests

Scenario Number: 4

Total Duration: 45–55 minutes

Target Skills/Competences: Conflict resolution, active listening, de-escalation, neutrality, task prioritisation, stress management

Relevant Modules:

- Soft Skills – Conflict Management and Emotional Intelligence
- Customer Service – Complaint Handling and Mediation
- Organisational Skills – Prioritisation and Task Management

Scenario Overview

Context:

It is a busy Wednesday evening at the Sunrise Hotel. The common areas and reception are crowded as guests return from a day of sightseeing. The receptionist (learner) is suddenly faced with a challenging situation involving a dispute between two guests — one upset about noise during the night, and the other defending their behaviour. As the conflict unfolds, another guest interrupts with an unrelated but urgent request.

Challenge:

The learner must mediate the dispute between two frustrated guests in a fair and professional way, while simultaneously managing an interruption. This requires calm communication, empathy, de-escalation skills, and the ability to maintain control of the situation under pressure.

Learning Objectives

By the end of this activity, learners will be able to:

- Demonstrate active listening and empathy when managing conflicts.
- Apply de-escalation techniques to calm angry or defensive guests.
- Stay neutral and propose fair, practical solutions to resolve disputes.
- Prioritise tasks and handle interruptions without losing control.
- Maintain professionalism, authority, and composure under stress.

Scenario Storyline

It is a lively evening at the Sunrise Hotel, with guests socialising in the lobby and common areas. Suddenly, two guests approach the reception desk with a heated dispute:

1. **The Noisy Guest – “Just Having Fun”**

A guest who stayed up late the previous night playing music and socialising in their room insists that they were simply enjoying their holiday. They feel unfairly targeted and argue that they have the same right to use the room as any other guest. They resist any suggestion of moving or changing their behaviour, saying: *“I paid for my stay too — why should I change?”*

2. **The Disturbed Guest – “I Couldn’t Sleep”**

Another guest was kept awake by the noise and is now angry, tired, and demanding action. They insist on an immediate solution and threaten to leave a negative review or contact management if nothing is done. Their frustration grows if they feel ignored or not taken seriously.

While the receptionist is trying to mediate this situation, a third guest interrupts:

3. **The Impatient Guest – “I Just Need Towels”**

This guest approaches the desk asking for towels and insists that it should only take a minute. They show little patience for the ongoing situation and grow irritated if asked to wait, saying: *“This isn’t my problem — I just need my towels!”*

The **Hotel Manager** (played by the trainer or another learner) can be called if the situation escalates or if the receptionist cannot resolve the conflict independently.

The challenge: The receptionist must mediate fairly between the two conflicting guests, manage the interruption politely, and maintain control over the situation while ensuring that all parties feel listened to and respected.

Activity Plan

Stage	Description	Time
Preparation	Trainer explains scenario, distributes role cards, and sets up the simulation environment.	10 min
Simulation	Learners role-play the scenario, handling the conflict and interruption.	20–25 min
Debriefing & Reflection	Trainer leads group discussion and feedback.	15 min
Total		45–55 min

Roles and Role Cards

Receptionist (Learner):

- Stay calm, neutral, and professional throughout the interaction.
- Listen carefully to both sides of the conflict and avoid taking sides.
- Propose fair solutions (e.g., moving the noisy guest, reminding them of quiet hours, offering complimentary breakfast to the disturbed guest).
- Politely handle the impatient guest's request without neglecting the ongoing conflict.
- Escalate the situation to the manager only if necessary.

Noisy Guest:

- You were playing music and socialising late into the night.
- You don't believe your behaviour was inappropriate and feel unfairly blamed.
- Argue that you have the right to enjoy your stay.
- Sample line: "Why should I be punished for having fun? It's my holiday too!"

Disturbed Guest:

- You couldn't sleep due to the noise and are very upset.
- Demand that the receptionist takes immediate action.
- Threaten to post a negative review or escalate to management if not taken seriously.
- Sample line: "I couldn't sleep all night — this is unacceptable. I want action now!"

Impatient Guest:

- You are not involved in the conflict and just want towels.
- You are frustrated when asked to wait and interrupt frequently.
- Sample line: "I just need towels — why is this taking so long?"

Hotel Manager (Optional):

- Step in only if the receptionist cannot resolve the situation.
- Support the receptionist's decision rather than overruling it.
- Provide final solutions if needed (e.g., room change, complimentary service).
- Observe performance for debriefing.

Materials & Setup

- Reception desk setup (optional, for realism).
- Role cards for all participants.

- Observation checklist for trainer use.

Trainer Guidelines

Step 1 – Setup

- Explain the context and key learning objectives.
- Emphasise the importance of neutrality, empathy, and professionalism when mediating conflicts.

Step 2 – Simulation Delivery

- Start with the *disturbed guest* approaching the desk.
- Introduce the *noisy guest* shortly after.
- Once the conflict escalates, add the *impatient guest*.
- Encourage realistic escalation: the disturbed guest demands louder, the noisy guest becomes more defensive, and the impatient guest interrupts repeatedly.

Step 3 – Debriefing & Feedback

- End the simulation once a solution has been offered and tensions have decreased.
- Facilitate a reflection discussion:
 - Receptionist: How did you stay neutral and manage the situation?
 - Noisy Guest: Did you feel your perspective was acknowledged?
 - Disturbed Guest: Did you feel your concerns were taken seriously?
 - Impatient Guest: Were your needs recognised despite the conflict?
 - Group: What strategies were most effective in de-escalating the situation?

Reflection & Evaluation Tools

Trainer Observation Checklist:

- ☐ Receptionist listens actively and does not interrupt.
- ☐ Uses calm, neutral, and professional language.
- ☐ Shows empathy and validates both perspectives.
- ☐ Proposes balanced and practical solutions.
- ☐ Manages interruptions politely and effectively.
- ☐ Maintains authority and control over the situation.

Learner Reflection Prompts:

- Which aspect of the conflict was most challenging to manage?
- How did you demonstrate empathy while staying neutral?
- What strategies did you use to reduce tension and resolve the issue?
- If this happened in real life, what would you do differently?

Trainer Tip: Encourage learners to focus on neutrality, empathy, and clear communication when mediating conflicts. Remind them that their role is not to take sides but to listen to all parties, validate their concerns, and guide them toward a fair solution. Highlight the importance of staying calm under pressure and managing interruptions without losing control of the situation.

Scenario 5 – Team Meeting: Planning a Hotel Event

Scenario Information

Scenario Title: Team Meeting – Planning a Hotel Event

Scenario Number: 5

Total Duration: 50–55 minutes

Target Skills/Competences: Teamwork, negotiation, communication, decision-making, planning, organisational skills

Relevant Modules:

- Soft Skills – Teamwork and Collaboration
- Communication – Negotiation and Persuasion
- Management – Event Planning and Coordination

Scenario Overview

Context:

It is Thursday afternoon at the Sunrise Hotel. The hotel has been requested to host a major event for 100 international guests in two weeks. The nature of the event (e.g., business conference, wedding reception, or cultural evening) can be determined by the trainer. A planning meeting has been called by the hotel manager to create a comprehensive plan that covers logistics, catering, marketing, guest services, and overall coordination.

Challenge:

Each team member has different priorities and perspectives, and not all of them align. The team must listen to one another, negotiate effectively, and develop a shared plan that balances quality, budget, and operational feasibility — all while meeting the deadline.

Learning Objectives

By the end of this activity, learners will be able to:

- Contribute actively to a structured meeting discussion.
- Present and justify their own priorities and perspectives clearly.
- Negotiate and reach compromises to support collective decision-making.
- Collaborate as a team to produce a comprehensive event plan.
- Demonstrate strategic thinking and organisational skills in event planning.
- Understand the importance of communication and planning in delivering successful events.

Scenario Storyline

The Sunrise Hotel is preparing to host a significant event for 100 international guests in just two weeks. The success of this event will depend on careful planning, effective collaboration, and clear communication among team members.

A meeting is convened by the **Hotel Manager** (trainer or learner) to align priorities and define a coordinated plan. Each participant represents a key department, with distinct responsibilities and viewpoints:

1. Event Coordinator – Focus on Organisation

- Responsible for logistics, scheduling, seating arrangements, and guest list.
- Concerned about strict deadlines and budget constraints.
- Emphasises the need for structure, timelines, and clear responsibilities.

2. Chef / Catering Manager – Focus on Quality

- Advocates for a higher catering budget to deliver excellent food and service.
- Insists on including vegetarian and vegan options, which may increase costs.
- Believes that food quality will strongly influence the guests' experience.

3. Marketing Officer – Focus on Visibility

- Sees the event as a promotional opportunity for the hotel.
- Proposes additional spending on decorations, printed materials, and a social media campaign.

- Suggests hiring a professional photographer to boost the hotel's image.

4. Reception Supervisor – Focus on Guest Experience

- Concerned about guest arrivals, check-ins, and front desk operations.
- Requests additional reception staff during the event period.
- Stresses the importance of clear communication to prevent guest complaints.

The **Hotel Manager** moderates the meeting but expects the team to collaboratively develop a realistic and balanced plan without relying on managerial decisions alone.

The challenge: The team must negotiate competing priorities, address budget limitations, and propose a comprehensive event plan that satisfies operational needs, marketing goals, and guest expectations.

Activity Plan

Stage	Description	Time
Preparation	Trainer explains the scenario, assigns roles, and provides context.	10 min
Simulation	Learners conduct the team meeting, presenting and negotiating priorities.	25–30 min
Debriefing & Reflection	Trainer leads group discussion and feedback.	15 min
Total		50–55 min

Roles and Role Cards

Event Coordinator (Learner):

- Main concern: logistics, schedule, seating plan, and programme.
- Stresses deadlines and budget discipline.
- Advocates for a clear, structured plan.
- Sample line: “We can’t afford delays — we need a clear plan now.”

Chef / Catering Manager (Learner):

- Main concern: food quality and service.
- Requests a larger catering budget and insists on vegetarian/vegan options.
- Believes guests will judge the event by the dining experience.
- Sample line: “If we cut corners on food, guests will notice.”

Marketing Officer (Learner):

- Main concern: promotion and visibility.
- Suggests spending on decorations, printed materials, and a photographer.
- Sees the event as an opportunity to attract future clients.
- Sample line: “This is free advertising — we can’t miss the chance.”

Reception Supervisor (Learner):

- Main concern: guest arrival and front desk operations.
- Requests additional reception staff during the event.
- Stresses communication and guest satisfaction.
- Sample line: “Guests will complain if they wait too long — we must plan staffing.”

Hotel Manager (Optional):

- Facilitates discussion but avoids imposing decisions.
- Encourages compromise and balanced planning.
- Approves the final plan after team agreement.

Materials & Setup

- Role cards for each participant.
- Whiteboard or flipchart for planning and notes.

- Paper and markers for brainstorming.
- Observation checklist for trainer use.

Trainer Guidelines

Step 1 – Setup

- Explain the event scenario and emphasise collaboration and compromise.
- Assign roles and clarify objectives and expected outcomes.

Step 2 – Simulation Delivery

- Start the meeting with the Event Coordinator introducing the agenda.
- Encourage participants to present their priorities and negotiate strongly.
- Allow for natural disagreements and require the group to reach consensus.
- If the discussion stalls, the Hotel Manager can intervene with prompts like:
 - “What can we compromise on?”
 - “How can we balance quality and budget?”

Step 3 – Debriefing & Feedback

- Once the group has agreed on a plan, facilitate a reflection session:
 - How did the group reach compromise?
 - Whose priorities were most difficult to include?
 - Did everyone feel heard and respected?
 - What strategies worked best to reach consensus?

Reflection & Evaluation Tools

Trainer Observation Checklist:

- ☐ Each participant presents their perspective clearly.
- ☐ Active listening and respectful dialogue are demonstrated.
- ☐ Negotiation and compromise strategies are evident.
- ☐ Disagreements are handled constructively.
- ☐ A shared, realistic event plan is produced.
- ☐ Professional communication and teamwork are maintained.

Learner Reflection Prompts:

- How did you present and defend your role’s priorities?
- What compromises did you make, and why?
- How did teamwork influence the final decision?
- What would you do differently if given another opportunity?

Trainer Tip: Remind learners that successful meetings rely on collaboration, active listening, and constructive negotiation. Encourage them to respect different priorities, look for common ground, and work toward a solution that balances quality, budget, and guest experience. Highlight that effective teamwork is not about winning an argument but about reaching a shared decision that serves the overall goal.

Scenario 6 – Intercultural Misunderstanding: Helping International Guests

Scenario Information

Scenario Title: Intercultural Misunderstanding – Helping International Guests

Scenario Number: 6

Total Duration: 45–55 minutes

Target Skills/Competences: Intercultural communication, empathy, adaptability, inclusivity, active listening, conflict prevention

Relevant Modules:

- Intercultural Communication – Diversity and Inclusion in Tourism
- Customer Service – Communication Skills for Frontline Staff
- Professional Conduct – Cultural Awareness and Sensitivity

Scenario Overview

Context:

It is Tuesday afternoon at the Sunrise Hotel. The reception desk is busy when a group of international guests arrives to check in. Although their bookings are correct, differences in communication styles, expectations, and cultural norms quickly lead to misunderstandings.

Challenge:

The receptionist (learner) must recognise and respond to these differences, adapt their approach to suit each guest's communication style, and ensure that everyone feels respected and understood — all while maintaining efficiency and fairness.

Learning Objectives

By the end of this activity, learners will be able to:

- Demonstrate cultural awareness and sensitivity during guest interactions.
- Adjust communication style (tone, body language, pace) to suit diverse cultural norms.
- Identify and respond appropriately to hidden cues such as hesitation, indirect feedback, or frustration.
- Balance inclusivity and efficiency when serving multiple guests simultaneously.
- Maintain professionalism and fairness without reinforcing stereotypes.

Scenario Storyline

The Sunrise Hotel is welcoming a diverse group of international guests this afternoon. While the booking process is straightforward, cultural differences lead to miscommunication and potential tension. The receptionist must navigate these differences with sensitivity and professionalism.

1. The Asian Guest – Indirect Communication

- Polite, avoids direct eye contact, and nods frequently.
- Appears hesitant to sign the booking form because the room type seems incorrect but does not say so openly.
- Expects the receptionist to notice their discomfort and ask clarifying questions.

2. The Middle Eastern Guest – Direct Communication

- Speaks loudly and directly, requesting a specific service (e.g., a late-night meal or a prayer space).

- Their tone might be perceived as demanding or impatient, but this is a normal communication style.
- Expects their request to be respected and handled flexibly.

3. The European Tourist – Task-Oriented Communication

- Values speed and efficiency.
- Becomes impatient if the check-in process slows down due to the other guests.
- Insists on receiving the room key quickly and expresses frustration at delays.

If the situation escalates, the **Hotel Manager** (played by the trainer or another learner) may be called for support, but the receptionist should attempt to resolve misunderstandings independently.

The challenge: The receptionist must manage these parallel interactions while adapting communication styles, interpreting subtle signals, and ensuring that all guests feel respected and supported without neglecting any individual's needs.

Activity Plan

Stage	Description	Time
Preparation	Trainer explains the scenario, provides brief cultural background, and distributes role cards.	10 min
Simulation	Learners conduct the role-play, managing the interactions and resolving misunderstandings.	20–25 min
Debriefing & Reflection	Trainer leads a group reflection and discussion.	15–20 min
Total		45–55 min

Roles and Role Cards

Receptionist (Learner):

- Welcome all guests warmly and maintain professionalism.
- Pay attention to verbal and non-verbal cues (hesitation, tone, body language).
- Adapt communication style to meet cultural expectations (simplify language, show patience, offer reassurance).
- Ensure each guest feels valued and included.

Asian Guest:

- Communicates indirectly and avoids confrontation.
- Hesitates to sign the booking form because the room type seems wrong.
- Expects the receptionist to notice and clarify gently.
- Sample line: "Yes... maybe... I think... is this correct?"

Middle Eastern Guest:

- Communicates loudly and directly, requesting a special service.
- May sound demanding but expects flexibility and respect.
- Sample line: "I need this service — can you arrange it now?"

European Tourist:

- Values efficiency and direct service.
- Becomes frustrated with delays and wants the check-in to be fast.
- Sample line: “Why is this taking so long? I just want my key.”

Hotel Manager (Optional):

- Intervenes only if misunderstandings escalate.
- Supports the receptionist’s approach and offers feedback after the exercise.

Materials & Setup

- Role cards for each participant.
- Reception desk setup (forms, keys, brochures).
- Reflection and observation checklist for trainer use.

Trainer Guidelines

Step 1 – Setup

- Explain the context and emphasise the importance of intercultural awareness and inclusive communication.
- Provide a brief overview of different communication styles (indirect, direct, task-oriented).
- Assign roles and clarify the objectives.

Step 2 – Simulation Delivery

- Start with the Asian guest’s hesitation.
- Introduce the Middle Eastern guest’s direct request.
- Finally, bring in the European tourist’s impatience.
- Encourage participants to exaggerate their communication styles slightly to make differences clear.
- Let tensions rise naturally and observe how the receptionist adapts.

Step 3 – Debriefing & Feedback

- Stop the simulation once all issues are addressed.
- Lead a group reflection with guiding questions:
 - Receptionist: How did you adapt your communication for each guest?
 - Asian Guest: Did you feel your hesitation was noticed and respected?
 - Middle Eastern Guest: Did you feel your request was understood?
 - European Tourist: Was efficiency balanced with fairness?
- Discuss key lessons and best practices for intercultural interactions.

Reflection & Evaluation Tools

Trainer Observation Checklist:

- ☐ Receptionist adapts tone and style appropriately for each guest.
- ☐ Demonstrates patience and sensitivity to non-verbal cues.
- ☐ Responds to direct requests without defensiveness.
- ☐ Balances speed and inclusivity effectively.
- ☐ Avoids stereotypes and shows cultural respect.
- ☐ Ensures all guests feel supported and understood.

Learner Reflection Prompts:

- Which cultural interaction was most challenging for you? Why?

- How did you adjust your body language, tone, or pace?
- Did you recognise and respond to hidden cues (hesitation, frustration)?
- What strategies helped you avoid misunderstandings?
- How will this experience influence your approach to future intercultural interactions?

Trainer Tip: Remind learners that effective intercultural communication requires awareness, sensitivity, and adaptability. Encourage them to pay close attention to both verbal and non-verbal cues, adjust their communication style to suit different cultural expectations, and ensure that all guests feel respected, included, and understood — without relying on stereotypes.

Scenario 7 – Online Booking & Digital Communication: Managing Guest Requests and Complaints

Scenario Information

Scenario Information

Scenario Title: Online Booking & Digital Communication – Managing Guest Requests and Complaints

Scenario Number: 7

Total Duration: 45–55 minutes

Target Skills/Competences: Digital communication, writing skills, customer service, prioritisation, adaptability, empathy

Relevant Modules:

- Digital Skills – Communication and Online Customer Interaction
- Soft Skills – Customer Service and Empathy
- Organisational Skills – Task Management and Prioritisation

Scenario Overview

Context:

It is Friday morning at the Sunrise Hotel. In addition to managing the front desk, the receptionist (learner) is responsible for monitoring and responding to digital communication channels — including email, online booking platforms, and social media. Several requests and messages arrive almost simultaneously, requiring quick thinking, appropriate tone, and effective prioritisation.

Challenge:

The receptionist must respond to different types of messages across three platforms — email, booking request, and social media — each requiring a distinct tone and approach. They must remain professional, polite, and efficient while ensuring guest satisfaction and protecting the hotel's reputation.

Learning Objectives

By the end of this activity, learners will be able to:

- Write clear, polite, and professional messages across different digital platforms.
- Adapt tone, language, and level of detail according to the communication channel.
- Respond empathetically to customer complaints and provide effective solutions.
- Deliver concise and accurate information promptly.
- Prioritise and manage multiple digital tasks simultaneously under time pressure.

Scenario Storyline

The receptionist is handling the hotel's digital communication on a busy Friday morning. Within a short period, three very different messages arrive, each requiring a specific type of response:

1. Email Complaint – Double Charge

- A previous guest sends an email claiming they were charged twice for their stay.
- The tone is formal but clearly frustrated, and they demand an immediate refund.
- They also threaten to leave a negative review if the situation is not resolved quickly.

2. Online Booking Request – Group Reservation

- A small company sends a group booking request through the online booking platform.
- They request eight rooms for a business trip and ask for additional services, including a conference room, catering, and airport transfers.

- They expect a professional and detailed response within an hour.

3. Social Media Message – Quick Question

- A potential guest sends a casual message through the hotel’s social media account.
- They ask, “Hi! Do you have a pool? Is breakfast included?”
- They expect a quick, friendly, and informal response — even though the question seems simple.

The challenge: The receptionist must respond to all three messages in a timely manner, using appropriate tone and style for each platform while maintaining professionalism and accuracy.

Activity Plan

Stage	Description	Time
Preparation	Trainer explains the scenario, provides example messages, and assigns roles.	10 min
Simulation	Learners conduct the role-play, responding to all three digital messages.	20–25 min
Debriefing & Reflection	Trainer leads a group reflection and feedback session.	15–20 min
Total		45–55 min

Roles and Role Cards

Receptionist (Learner):

- You are responsible for managing all online communication.
- Respond to each message using the appropriate tone and level of formality.
- Prioritise responses based on urgency and guest needs.
- Maintain professionalism and accuracy throughout.

Email Guest (Double Charge):

- You are angry because you believe you were charged twice.
- You demand an immediate refund and threaten to post a negative review.
- Sample line: “This is unacceptable — I expect a refund within 24 hours.”

Company (Group Booking):

- You are organising a business trip for your team and need 8 rooms.
- You request additional services (conference room, catering, airport transfers).
- You expect a formal, detailed reply including availability, price, and options.
- Sample line: “Please confirm availability and provide a full cost breakdown.”

Tourist (Social Media Message):

- You are planning a trip and want a quick answer to a simple question.
- Your tone is friendly and casual, but you expect a fast reply.
- Sample line: “Hi! Quick question: Do you guys have a pool? 🕶️”

Hotel Manager (Optional):

- Reviews the responses and provides feedback on tone, clarity, and prioritisation.
- Intervenes only if the receptionist needs support.

Materials & Setup

- Printed or digital versions of the guest messages (email, booking request, social media message).
- Role cards for all participants.
- Observation checklist for the trainer.
- Optional: computer or tablet to simulate real communication platforms.

Trainer Guidelines

Step 1 – Setup

- Introduce the context and objectives.
- Emphasise how tone, style, and timing differ across digital platforms.
- Provide brief examples of formal, semi-formal, and informal messages.

Step 2 – Simulation Delivery

- Assign one learner as the receptionist and three others as guests.
- Distribute the messages at the same time to simulate real multitasking.
- The receptionist responds to each message in writing (or verbally simulating typing).
- Trainer observes how the learner prioritises and adapts their tone.

Step 3 – Debriefing & Feedback

- Once all messages have been answered, lead a group discussion:
 - Receptionist: How did you decide which message to respond to first?
 - Email Guest: Did the response address your frustration?
 - Company: Was the reply professional, structured, and complete?
 - Tourist: Was the reply friendly and quick?
- Highlight differences in style and tone, and discuss best practices for online communication.

Reflection & Evaluation Tools

Trainer Observation Checklist:

- ☐ Receptionist adapts tone to suit each platform (formal, professional, informal).
- ☐ Email reply is empathetic, solution-oriented, and professional.
- ☐ Booking reply is comprehensive, structured, and meets business needs.
- ☐ Social media reply is friendly, concise, and timely.
- ☐ All replies are accurate and polite.
- ☐ Time and task prioritisation are effective.

Learner Reflection Prompts:

- Which platform was the most challenging to manage? Why?
- How did you adapt your tone and style across different communication channels?
- Did you prioritise tasks effectively under pressure?
- How did you handle the complaint while also managing other requests?
- How can these communication skills support your future professional role?

Trainer Tip: Remind learners that successful digital communication requires adapting tone, style, and level of detail to match each platform and situation. Encourage them to stay empathetic, professional, and responsive, even under time pressure, and to prioritise tasks effectively while maintaining accuracy and a consistent brand voice across all channels.

Scenario 8 – Emergency at the Hotel: Crisis Management Simulation

Scenario Information

Scenario Title: Emergency at the Hotel – Crisis Management Simulation

Scenario Number: 8

Total Duration: 45–55 minutes

Target Skills/Competences: Crisis management, communication under pressure, leadership, teamwork, problem-solving, emotional intelligence

Relevant Modules:

- Organisational and Managerial Skills – Problem-Solving and Decision-Making
- Soft Skills – Communication and Emotional Intelligence
- Digital Skills – Crisis Communication and Emergency Procedures

Scenario Overview

Context:

It is Saturday evening at the Sunrise Hotel. The lobby is busy and full of guests when an unexpected emergency occurs. The receptionist (learner) must lead the response, keep guests safe and calm, communicate effectively, and coordinate actions with colleagues while maintaining professionalism.

Challenge:

Emergencies require quick decision-making, clear communication, and composure under pressure. The receptionist must handle the situation, delegate tasks where necessary, and ensure guest safety — all while managing panic, confusion, or emotional distress among guests.

Learning Objectives

By the end of this activity, learners will be able to:

- Stay calm and professional in high-pressure emergency situations.
- Communicate clear, structured instructions to guests and team members.
- Prioritise tasks and make decisions under stress.
- Demonstrate empathy and provide reassurance to distressed individuals.
- Coordinate effectively as part of a team during a crisis.
- Recognise when and how to escalate to management or emergency services.

Scenario Storyline

It is a normal evening at the Sunrise Hotel when an unexpected emergency occurs. The trainer chooses **one** of the following scenarios (or rotates them in different sessions):

1. Fire Alarm

- The fire alarm goes off unexpectedly.
- Some guests panic and rush for the exit, while others ignore the alarm and refuse to leave.
- The receptionist must guide evacuation procedures, reassure guests, and contact security or the fire department.

2. Medical Emergency

- A guest collapses in the lobby.
- Family members panic and shout for help.

- The receptionist must call emergency services, provide initial support, and maintain order until help arrives.

3. Lost Child

- A family reports their 7-year-old child missing inside the hotel.
- The parents are frantic and angry, demanding immediate action.
- The receptionist must organise a coordinated search, reassure the parents, and alert security.

The challenge:

The receptionist must respond quickly and effectively, prioritise actions, provide clear instructions, and maintain composure while supporting distressed guests.

Activity Plan

Stage	Description	Time
Preparation	Trainer introduces the emergency context, explains objectives, and assigns roles.	10 min
Simulation	Learners enact the scenario, managing the emergency situation.	20–25 min
Debriefing & Reflection	Trainer facilitates reflection and feedback session.	15 min
Total		45–55 min

Roles and Role Cards

Receptionist (Learner):

- Lead the emergency response.
- Communicate instructions clearly and calmly.
- Reassure guests and manage panic.
- Contact the manager, security, or emergency services as required.

Guest Roles:

- **Panicked Guest:** Shouts, demands answers, and asks what is happening.
- **Calm Guest:** Follows instructions but asks many questions about the situation.
- **Parent (Lost Child Scenario):** Panics, shouts at staff, and demands immediate action.
- **Family Member (Medical Emergency):** Cries, panics, and insists: “Help now!”

Hotel Manager (Optional):

- Steps in only if called by the receptionist.
- Supports decisions but does not take over.
- Provides feedback during debriefing.

Materials & Setup

- Role cards for receptionist, guests, and manager.
- Props (optional): fire alarm sound, phone, first-aid kit, evacuation map.
- Observation checklist for trainer.

Trainer Guidelines

Step 1 – Setup

- Explain the scenario and emphasise key skills: calmness, communication, prioritisation, and empathy.
- Remind learners that the goal is to ensure safety and maintain control.

Step 2 – Simulation Delivery

- Begin with the receptionist at the front desk.
- Trigger the emergency (alarm, collapsed guest, missing child).
- Guests react according to their roles (panicked, confused, demanding).
- The receptionist must lead the situation, delegate tasks, and communicate clearly.

Step 3 – Debriefing & Feedback

- Stop the role-play after the emergency is resolved (fire checked, child found, ambulance called).
- Lead a reflection discussion:
 - Receptionist: What was most challenging about staying calm?
 - Guests: Did you feel reassured?
 - Group: What strategies worked best? How could communication be improved?

Reflection & Evaluation Tools

Trainer Observation Checklist:

- ☐ Receptionist communicates instructions clearly and calmly.
- ☐ Shows composure and authority under pressure.
- ☐ Provides reassurance and support to distressed guests.
- ☐ Prioritises actions logically and effectively.
- ☐ Delegates tasks appropriately.
- ☐ Escalates to manager or emergency services when necessary.

Learner Reflection Prompts:

- How did you feel working under pressure?
- What communication strategies helped calm guests?
- How did you decide which actions to prioritise?
- What would you do differently if this happened in a real-life situation?

Trainer Tip: Remind learners that effective crisis management relies on clear communication, quick decision-making, and calm leadership. Encourage them to stay composed, prioritise safety, and provide reassurance to guests while coordinating tasks efficiently. Highlight that showing empathy and confidence can significantly reduce panic and help maintain control during emergencies.

Scenario 9 – Job Interview Simulation: Preparing for Employment in Tourism

Scenario Information

Scenario Title: Job Interview Simulation – Preparing for Employment in Tourism

Scenario Number: 9

Total Duration: 45–55 minutes

Target Skills/Competences: Self-presentation, communication, confidence, body language, interview techniques, tourism sector knowledge

Relevant Modules:

- Career Development and Employability Skills
- Communication and Personal Presentation
- Professional Skills for the Tourism and Hospitality Sector

Scenario Overview

Context:

It is Monday morning at the Sunrise Hotel's Human Resources (HR) office. The hotel is recruiting for several roles — such as receptionist, waiter, and tour guide — and the candidate (learner) has been invited for a job interview. The interviewer(s) (trainer or peers) conduct a realistic interview, asking standard and situational questions that test the candidate's communication skills, confidence, and suitability for the role.

Challenge:

The candidate must present themselves professionally, showcase relevant skills, and respond appropriately to both expected and challenging questions. They should demonstrate self-awareness, highlight their strengths, address their weaknesses constructively, and convince the interviewer they are the right fit for the position.

Learning Objectives

By the end of this activity, learners will be able to:

- Present themselves confidently and professionally during a job interview.
- Respond clearly, concisely, and effectively to common interview questions.
- Highlight strengths while acknowledging and addressing weaknesses.
- Demonstrate understanding of the tourism sector and job-specific requirements.
- Use effective non-verbal communication (e.g., posture, eye contact, tone).
- Build confidence in preparing for and attending real job interviews.

Scenario Storyline

The learner is participating in a job interview at **Sunrise Hotel**, where they must adapt their responses to the position they are applying for. Three candidate profiles can be rotated during the exercise to give learners varied practice:

1. Receptionist Candidate

- Strengths: Communication, organisation, digital literacy.
- Weakness: Nervous, struggles to provide detailed examples.

2. Waiter Candidate

- Strengths: Friendly, quick learner, team player.
- Weakness: Limited formal work experience.

3. Tour Guide Candidate

- Strengths: Enthusiasm, cultural knowledge, storytelling.
- Weakness: Tends to speak too much and is not always concise.

The challenge: Learners must tailor their answers to the specific role, demonstrate professionalism, and show they are a strong match for the position.

Activity Plan

Stage	Description	Time
Preparation	Trainer explains scenario purpose, assigns roles, and provides job descriptions.	10 min
Simulation	Interview takes place. Interviewers ask questions and candidate responds.	20–25 min
Debriefing & Reflection	Trainer leads feedback session and group reflection on performance.	15–20 min
Total Duration		45–55 min

Roles and Role Cards

Candidate (Learner):

- Dress and behave professionally.
- Provide clear, structured answers.
- Highlight skills, strengths, and experiences relevant to the role.
- Show motivation, enthusiasm, and knowledge of the tourism sector.

Interviewer (Trainer or Peer):

- Conduct the interview realistically.
- Ask standard and situational questions, such as:
 - “Tell me about yourself.”
 - “Why do you want to work in tourism?”
 - “How would you handle a difficult customer?”
 - “What are your strengths and weaknesses?”
- Assess professionalism, confidence, and suitability for the role.

Observer (Optional):

- Take notes on performance.
- Provide structured feedback on communication, content, and body language.

Materials & Setup

- Role cards for interviewer(s) and candidate(s).
- Sample job descriptions for each role (receptionist, waiter, tour guide).
- Observation checklist for trainer and/or peers.
- Chairs and a table to simulate a professional interview environment.

Trainer Guidelines

Step 1 – Setup

Explain the purpose of the activity and its relevance to real job-seeking situations. Assign interviewer(s) and candidate(s), and provide relevant role cards and job descriptions.

Step 2 – Simulation Delivery

- Interviewers conduct the interview as realistically as possible.
- Candidates answer questions, adapting their tone and examples to the job profile.
- Interviewers may ask follow-up or unexpected questions to test adaptability.

Step 3 – End the Role-Play

Conclude the interview with a polite thank-you and brief feedback from interviewers.

Step 4 – Debriefing & Feedback

Lead a group reflection session:

- **Candidate:** How confident did you feel during the interview?
- **Interviewer:** Did the candidate demonstrate suitability for the role?
- **Group:** What communication strategies worked best?

Reflection & Evaluation Tools

Trainer Observation Checklist:

- ☐ Candidate greets politely and confidently.
- ☐ Provides clear, structured, and relevant answers.
- ☐ Highlights strengths effectively.
- ☐ Acknowledges weaknesses honestly and explains how they are improving.
- ☐ Demonstrates professional body language and tone.
- ☐ Shows genuine motivation for the role.

Learner Reflection Prompts:

- Which question was the most challenging, and why?
- Did you communicate your strengths clearly and effectively?
- How did you address your weaknesses?
- What would you change in a real interview situation?
- How confident did you feel overall, and what helped or hindered your confidence?

Trainer Tip: Rotate roles so that every learner has the chance to act as both candidate and interviewer. This helps them understand expectations from both perspectives and improves peer feedback quality.

Scenario 10 – Marketing & Sales Pitch: Promoting a Tourism Service

Scenario Information

Scenario Title: Marketing & Sales Pitch – Promoting a Tourism Service

Scenario Number: 10

Total Duration: 50–55 minutes

Target Skills/Competences: Sales communication, persuasion, negotiation, customer orientation, creativity, entrepreneurship

Relevant Modules:

- Marketing & Promotion in Tourism
- Communication and Presentation Skills
- Customer Service & Client Management

Scenario Overview

Context:

It is Wednesday afternoon at the **Sunrise Travel Agency**. The company is about to launch a new tourism service (the trainer may choose: a city walking tour, a wellness retreat, an eco-friendly excursion, or a local food and wine experience). As part of the marketing and sales team, learners must design and deliver a persuasive sales pitch aimed at potential clients.

Challenge:

Clients come from diverse backgrounds and have different priorities — some focus on price, others on luxury, sustainability, or family needs. The marketing staff must **adapt their communication style, highlight the service's value, and respond to objections** in a convincing and professional way. Creativity, customer focus, and entrepreneurial thinking are key to success.

Learning Objectives

By the end of this activity, learners will be able to:

- Design and deliver a clear, engaging, and persuasive sales pitch.
- Adapt their communication and messaging to different customer profiles.
- Emphasise the benefits, quality, and unique value of tourism products.
- Handle objections and difficult questions effectively and confidently.
- Demonstrate teamwork, creativity, and entrepreneurial thinking.
- Use simple digital tools (e.g., brochures, slides, mock social media posts) to support their pitch.

Scenario Storyline

The **Sunrise Travel Agency** is preparing to launch a new tourism service and has tasked its marketing and sales team (learners) with preparing a 3–5 minute presentation to promote it to potential clients.

The challenge is to **convince a range of customer types**, each with unique needs and potential objections:

1. Budget Traveller

- Concerned about cost and value.
- Frequently asks about discounts, deals, and “what’s included.”
- Sample objection: “It sounds expensive — is it really worth the money?”

2. Luxury Traveller

- Expects exclusivity, premium service, and comfort.
- Wants to know what makes the package *special* or *VIP*.

- Sample objection: “What makes this different from other tours?”

3. Eco-Conscious Traveller

- Prioritises sustainability and responsible tourism.
- Asks about eco-friendly practices, ethical suppliers, and carbon footprint.
- Sample objection: “How do you ensure this is environmentally responsible?”

4. Family Traveller

- Focused on safety, fun, and family-friendly activities.
- Concerned about children’s engagement and accessibility.
- Sample objection: “Is this suitable for young children?”

The challenge: The marketing team must tailor their message for each type of client, handle objections confidently, and maintain a professional, customer-oriented approach.

Activity Plan

Stage	Description	Time
Preparation	Teams plan and prepare a 3–5 minute sales pitch, using brochures, slides, or mock-ups.	15 min
Simulation	Marketing staff deliver pitches to clients, who ask questions and raise objections.	20–25 min
Debriefing & Reflection	Trainer leads feedback session and group reflection on communication and persuasion techniques.	15 min
Total Duration		50–55 min

Roles and Role Cards

Marketing & Sales Staff (Learners):

- Prepare a persuasive sales pitch for the chosen tourism service.
- Highlight the product’s key benefits and unique selling points.
- Adapt messaging and tone to different customer profiles.
- Handle objections professionally and positively.

Clients (Played by Trainer or Peers):

- **Budget Traveller:** Skeptical about price, asks for discounts or deals.
- **Luxury Traveller:** Wants exclusivity and high-end service.
- **Eco-Conscious Traveller:** Concerned about sustainability and ethics.
- **Family Traveller:** Focused on safety, fun, and children’s activities.

Manager (Optional):

- Acts as an evaluator or “jury member.”
- Provides feedback on persuasiveness, clarity, and professionalism.

Materials & Setup

- Role cards for client types.
- Flipchart, printed brochures, or digital slides (optional).
- Trainer observation checklist.

- Mock customer feedback forms (optional, for peer assessment).

Trainer Guidelines

Step 1 – Setup

Introduce the scenario and explain the importance of targeted communication in tourism sales. Assign roles (marketing teams and clients) and choose the tourism service to promote.

Step 2 – Simulation Delivery

- Marketing staff present their 3–5 minute pitch.
- Clients ask follow-up questions or raise objections.
- Staff must respond confidently and adapt their answers in real time.

Step 3 – End the Role-Play

After all presentations, clients share whether they were “convinced” and explain why. Trainer provides structured feedback.

Step 4 – Debriefing & Feedback

Lead a group discussion:

- **Marketing team:** How did you tailor your approach to each client?
- **Clients:** Which pitch felt most convincing? Why?
- **Group:** What techniques were most effective for persuasion?

Reflection & Evaluation Tools

Trainer Observation Checklist:

- ☐ Pitch is clear, structured, and engaging.
- ☐ Language and style are adapted to each customer type.
- ☐ Value, benefits, and unique selling points are highlighted.
- ☐ Objections are addressed confidently and effectively.
- ☐ Creativity and teamwork are demonstrated.
- ☐ Professional tone and persuasive language are maintained.

Learner Reflection Prompts:

- Which type of customer was easiest to convince? Which was hardest?
- How did you change your language or presentation style for each audience?
- What persuasion strategies were most effective?
- How did you handle objections or difficult questions?
- What would you improve in a real-world sales situation?

Trainer Tip: Encourage learners to use visual aids (e.g., mock brochures, social media posts) to make their pitch more realistic. Consider inviting “guest clients” (e.g., other students or staff) to make the questioning more dynamic.

Scenario 11 – Handling a Guest Complaint: Service Failure Recovery

Scenario Information

Scenario Title: Handling a Guest Complaint – Service Failure Recovery

Scenario Number: 11

Total Duration: 40–50 minutes

Target Skills/Competences: Empathy, active listening, service recovery, problem-solving, conflict de-escalation, communication

Relevant Modules:

- Customer Service and Complaint Management
- Emotional Intelligence and Communication Skills
- Hospitality Operations and Quality Assurance

Scenario Overview

Context:

It is Sunday morning at the **Sunrise Hotel**, and the reception area is busy with check-outs and new arrivals. Amidst this, a guest approaches the reception desk visibly upset about a negative experience during their stay. Their complaint may concern cleanliness, noise, or a booking problem, and they are demanding a solution.

Challenge:

The receptionist (learner) must **listen carefully**, demonstrate empathy, and manage the situation **professionally and calmly**. They should apologise sincerely and propose realistic solutions that respect hotel policy while aiming to turn a negative experience into a positive one. If not handled properly, the guest may escalate the situation — threatening to post a negative review or never return.

Learning Objectives

By the end of this activity, learners will be able to:

- Demonstrate empathy and active listening when dealing with complaints.
- Respond calmly and professionally to angry or disappointed guests.
- Use positive communication and service recovery techniques effectively.
- Propose appropriate, realistic solutions that respect hotel policies.
- Transform a negative guest experience into a potentially positive outcome.

Scenario Storyline

During a busy morning at the **Sunrise Hotel**, a frustrated guest approaches the front desk to voice their complaint. Depending on the trainer's choice or group assignment, the situation could involve one of the following service failures:

1. Room Not Clean

- Guest complains that the room was not properly cleaned (e.g., dust, dirty bathroom, missing towels).
- They are angry and say: “This is unacceptable in a hotel of this standard!”
- They expect a sincere apology and immediate action.

2. Noise Problem

- Guest explains that they couldn’t sleep due to excessive noise (construction, loud music, or other guests).
- They threaten to write a negative review online if the issue is not addressed.
- They expect compensation, such as a discount or free service.

3. Overbooking Issue

- Guest arrived late at night and was informed that their room was not available.
- They were relocated to another hotel and now demand compensation.
- They are angry and feel disrespected, expecting a significant gesture to restore trust.

The challenge: The receptionist must remain calm, **acknowledge the problem without making excuses**, show genuine concern, and offer **two or more fair solutions** to resolve the situation

Activity Plan

Stage	Description	Time
Preparation	Trainer explains scenario, assigns roles, and provides complaint context.	5–10 min
Simulation	Learners enact the role-play with realistic emotional responses and problem-solving actions.	20–25 min
Debriefing & Reflection	Trainer facilitates discussion on performance, strategies, and alternative solutions.	15 min
Total Duration		40–50 min

Roles and Role Cards

Receptionist (Learner):

- Greet the guest politely, even if they are angry.
- Listen carefully without interrupting.
- Apologise sincerely and acknowledge the issue.
- Offer at least two possible solutions (e.g., free breakfast, room change, discount, late check-out).

- Stay calm and composed even if the guest becomes louder or more upset.

Guest (Played by Trainer or Peer):

- Choose one of the complaints (dirty room, noise, overbooking).
- Express frustration clearly and firmly.
- Escalate the situation if the receptionist seems dismissive or defensive.
- Calm down only when you feel heard and offered a fair solution.
- Sample line: “If you don’t fix this, I’ll never come back and will post a bad review!”

Hotel Manager (Optional):

- Step in if the situation escalates beyond the receptionist’s control.
- Approve or suggest adjustments to the proposed solutions.
- Offer feedback after the role-play.

Materials & Setup

- Role cards for receptionist and guest.
- Complaint forms, discount voucher templates, or feedback cards (optional).
- Trainer observation checklist.

Trainer Guidelines

Step 1 – Setup

Introduce the scenario and explain that handling complaints is a critical skill in hospitality. Emphasise the importance of **empathy, communication, and problem-solving** in turning a negative situation into a positive one.

Step 2 – Simulation Delivery

- Guest approaches the desk and delivers the complaint strongly.
- Receptionist listens, responds with empathy, and proposes solutions.
- If handled poorly, guest escalates the situation.
- If handled well, guest calms down and accepts the resolution.

Step 3 – End the Role-Play

Stop the simulation once a solution is agreed upon, and the guest is satisfied or calm.

Step 4 – Debriefing & Feedback

Lead a group reflection:

- **Receptionist:** How did you stay calm under pressure?

- **Guest:** Did you feel listened to and respected?
- **Group:** Which solutions worked best and why?

Reflection & Evaluation Tools

Trainer Observation Checklist:

- ☐ Receptionist greets politely and stays professional.
- ☐ Demonstrates empathy and active listening.
- ☐ Apologises sincerely without shifting blame.
- ☐ Proposes at least two realistic and fair solutions.
- ☐ Maintains a calm and professional tone and body language.
- ☐ Complaint is resolved satisfactorily.

Learner Reflection Prompts:

- What was the most difficult part of managing this complaint?
- How did you demonstrate empathy and understanding?
- Were your proposed solutions realistic and fair?
- How could you have prevented this situation from happening?
- What strategies will you use in future complaint scenarios?

Trainer Tip: Encourage learners to reflect on **language choices** and **non-verbal communication**, as tone, body language, and attitude often influence whether a guest calms down or escalates their complaint further.

Scenario 12 – Digital Promotion and Online Presence: Creating and Presenting a Tourism Offer

Scenario Information

Scenario Title: Digital Promotion and Online Presence – Creating and Presenting a Tourism Offer

Scenario Number: 12

Total Duration: 50–60 minutes

Target Skills/Competences: Digital literacy, content creation, creativity, marketing, persuasive communication, branding

Relevant Modules:

- Digital Marketing for Tourism
- Communication and Branding Strategies
- Entrepreneurship and Promotion in Hospitality

Scenario Overview

Context:

It is Monday afternoon at the **Sunrise Travel Agency**, and the company is preparing to launch a new tourism service or product (e.g., a guided city tour, eco-adventure experience, weekend package, or luxury retreat). The management wants to promote this service online to reach a wide audience and attract bookings.

Challenge:

The learners, acting as members of the marketing team, must design and present a **simple digital promotional campaign**. This campaign should creatively showcase the service, highlight its main features and benefits, and appeal to the target audience. Learners can choose the format — a **social media post, digital brochure, landing page mock-up, or short promotional video script** — and present it to the group (acting as the client or stakeholders).

Learning Objectives

By the end of this activity, learners will be able to:

- Design engaging and visually appealing digital promotional content.
- Communicate key selling points clearly and persuasively.
- Adapt messaging and tone to suit different digital platforms and audiences.
- Apply creativity and marketing principles to tourism promotion.
- Present and justify their marketing choices confidently.
- Demonstrate teamwork and collaboration in the content creation process.

Scenario Storyline

The **Sunrise Travel Agency** is launching a new tourism product and wants to create a digital presence that captures the attention of potential clients. Learners are divided into marketing teams and tasked with developing a promotional piece. The campaign should include:

1. Service Presentation:

- Name of the offer, main features, and value proposition.
- What makes it unique or appealing to customers.

2. Visual and Written Content:

- Eye-catching visuals (photos, graphics, layout ideas).
- Clear, persuasive text (headline, call-to-action, offer details).

3. Platform Adaptation:

- Social media post (Instagram, Facebook, LinkedIn).
- Digital brochure or flyer.
- Website landing page mock-up or blog article.

4. Target Audience Consideration:

- Identify the primary audience (families, young travellers, seniors, eco-tourists, etc.).
- Adapt language, tone, and visuals to match their interests and expectations.

The challenge: Learners must **combine creativity with marketing strategy** to deliver a promotional campaign that attracts attention, builds interest, and motivates potential customers to take action (e.g., book, learn more, follow the page).

Activity Plan

Stage	Description	Time
Preparation	Trainer explains the task, forms teams, and assigns or lets them choose a tourism product.	10–15 min
Campaign Creation	Teams design and prepare their digital content (social post, brochure, website mock-up, etc.).	20–25 min
Presentation	Each team presents their promotional piece to the group or “client.”	10–15 min
Reflection & Debriefing	Trainer leads feedback and reflection session.	10–15 min

Total Duration		50–60 min
Roles and Role Cards		
Marketing Team (Learners): • Create the promotional campaign content. • Highlight the offer’s value and key selling points. • Use clear, engaging, and persuasive language. • Present the final campaign confidently to the group. Client / Stakeholders (Trainer or Peers): • Act as the company’s management team or potential customers. • Ask critical questions (e.g., “What makes this unique?” “Who is your audience?” “Why would I book this?”). • Provide feedback on clarity, creativity, and effectiveness. Trainer (Optional): • Support the teams with guidance on structure and messaging. • Provide final evaluation and feedback.		
Materials & Setup		
- Computers, tablets, or paper for creating mock-ups. - Canva, PowerPoint, or other simple digital tools (optional). - Templates for social media posts, brochures, or website pages (optional). - Trainer observation checklist.		
Trainer Guidelines		
Step 1 – Setup Introduce the scenario and explain the importance of digital presence in tourism marketing. Emphasise that good promotion is not just about design but about clear messaging and audience targeting. Step 2 – Campaign Creation • Learners work individually or in teams to design their digital promotional piece. • Encourage creativity — visuals, slogans, calls to action, and hashtags can all be included. • Ensure they consider the platform’s tone (e.g., casual for Instagram, professional for LinkedIn). Step 3 – Presentation		

- Teams present their promotional campaign (3–5 minutes per group).
- The “client” or trainer asks follow-up questions about strategy and choices.

Step 4 – Debriefing & Feedback

- Discuss the effectiveness of the campaigns.
- Highlight strengths (e.g., visual appeal, clarity, persuasive tone).
- Identify areas for improvement (e.g., audience targeting, call-to-action clarity).

Reflection & Evaluation Tools

Trainer Observation Checklist:

- ☐ Promotional content is creative and visually appealing.
- ☐ Key features and benefits are clearly communicated.
- ☐ Messaging is adapted to the chosen platform and audience.
- ☐ Persuasive language and strong call-to-action are used.
- ☐ Presentation is clear, confident, and engaging.
- ☐ Teamwork and collaboration are evident.

Learner Reflection Prompts:

- What was your strategy for attracting attention online?
- How did you decide which information to highlight?
- Did your design and message reflect the needs of your target audience?
- How did teamwork influence the final product?
- What would you improve in a real-world marketing campaign?

Trainer Tip: Encourage learners to use real-world examples of successful tourism campaigns as inspiration. Highlight the importance of storytelling, visuals, and concise messaging in digital promotion.