

# Confortel Hoteles

El jefe de recepción Lluís Mesalles

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existe una importante desigualdad entre el constante crecimiento de la industria turística y la escasa presencia de textos divulgativos para los futuros profesionales del sector afortunadamente Lluís mesalles experto hotelero y viajero empedernido ha tenido la feliz y práctica ocurrencia de escribir este libro para los profesionales y estudiantes de turismo y así contribuir cualitativamente a paliar la escasez de publicaciones educativas que padece la hostelería para el autor la recepción es el centro de contacto entre el cliente y la empresa es el mejor vendedor del hotel y tiene como misión obtener y mantener la confianza de una selección controlada de clientes para consolidar la rentabilidad del alquiler de las habitaciones y de las salas por eso se ha ceñido al ámbito de la recepción y con un lenguaje claro y preciso y conceptos fundamentales ha dividido su obra en nueve capítulos que van desde la función de la recepción y su eficiencia la reserva el primer contacto entre el cliente y el hotel el mostrador con sus turnos y el control de disponibilidad de las habitaciones la conserjería paradigma de la atención personalizada el teléfono e internet instrumentos comerciales y expresión de la buena organización y eficacia de la estructura hotelera las tarifas y su optimización hasta el comercio electrónico que permite una relación directa e instantánea entre el proveedor y el usuario de los servicios hoteleros el libro se complementa con varios anexos informativos que tratan sobre protocolo equivalencias de términos profesionales y un cuadro que resume las capacidades que debe poseer un aspirante a técnico superior en alojamiento

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