

12.3_C

Report A

Method

An online questionnaire _____¹ to find out perceptions of Gaia's quality of service and how Gaia _____² in relation to its competitors. Two thousand questionnaires _____³ to a random sample of Gaia's customers, of which 150 _____⁴. In addition, 130 people _____⁵ while spending time at the resort during one day in June. Seventy per cent of the whole sample _____⁶ of people over 50.

Report B

Method

In order to find out the business activities of some successful boutique hotel companies, a survey of their websites _____⁷ during the first week of June. The companies which _____⁸ were Hideaway, Paradiso and Appalachian Lodges.

12.3_C

Answers

Report A

Method

An online questionnaire was designed¹ to find out perceptions of Gaia's quality of service and how Gaia was seen² in relation to its competitors. Two thousand questionnaires were sent³ to a random sample of Gaia's customers, of which 150 were completed⁴. In addition, 130 people were interviewed⁵ while spending time at the resort during one day in June. Seventy per cent of the whole sample were composed⁶ of people over 50.

Report B

Method

In order to find out the business activities of some successful boutique hotel companies, a survey of their websites was undertaken⁷ during the first week of June. The companies which were investigated⁸ were Hideaway, Paradiso and Appalachian Lodges.