

ББК 81.2Англ
В 75

Воробьева С.А., Киселева А.В.

В 75 Деловой английский для гостиничного бизнеса. 2-е изд. — М.: Филоматис, 2006. — 336 с. — (Серия «ENGLISH»).

ISBN 5-98111-064-3

Данное учебное пособие предназначено для лиц, профессионально занимающихся гостиничным бизнесом, а также для студентов специальных учебных заведений, владеющих английским языком на уровне Intermediate (средний) и желающих расширить словарный запас по темам, связанным с различными сферами работы в индустрии туризма.

ББК 81.2Англ

ISBN 5-98111-064-3

© Воробьева С.А.,
Киселева А.В., 2004
© Филоматис, 2004

CONTENTS

Unit I	История гостеприимства	6
Unit II	The Hospitality Industry. (Индустрия гостеприимства)	7
Unit III	Hotel and Motel Chains. (Сети гостиниц и мотелей)	34
Unit IV	Hotel Management. (Службы управления гостиницами)	64
Unit V	Working in Hospitality Industry. (Профессии в сфере гостиничного бизнеса)	90
Unit VI	The Front Desk. (Службы непосредственного обслуживания клиентов (прием, регистрация и размещение, обслуживание, отправка)	130
Unit VII	The Back of the House. (Технические и административные службы)	165
Unit VIII	Food and Beverage Service. (Служба общественного питания)	194
Unit IX	Special Services and Facilities. (Дополнительные службы и виды услуг)	224
Unit X	Money Matters. (Финансовые вопросы)	257
Unit XI	Dealing with Complaints. (Решение спорных вопросов, реакция на жалобы и претензии)	295

Отредактировал и опубликовал на сайте : PRESSI (HERSON)

От авторов

Книга "Business English for Hotel Industry" является учебным пособием для лиц, владеющих английским языком на уровне Intermediate и желающих расширить словарный запас по темам, связанным с индустрией гостеприимства.

Пособие составлено на основе оригинальных источников и материалов зарубежной прессы и дает возможность ознакомиться с практикой гостиничного бизнеса и условиями работы на мировом туристическом рынке.

Структура каждого раздела позволяет гибко подходить к предложенному материалу и моделировать процесс обучения в соответствии с практическими потребностями обучаемых.

Объем материала рассчитан на 120-160 учебных часов.

UNIT 1

THE HOSPITALITY INDUSTRY

TEXT 1

TYPES OF ACCOMMODATION

The hotels and catering industry is often treated separately from the tourist industry, and certainly the training for both is very distinct. Its primary function is to provide tourists with accommodation and, to a lesser degree, food. So it is often referred to as the hospitality industry.

The hospitality, tourism and leisure industries have become increasingly important in terms of economies and employment throughout the world.

Travel and hotels have always been closely related.

In Europe and America, **inns** and **taverns** were spaced along the roads at the distance a horse could travel in a day. The traveller usually had to share his bed with another person, and as many as four other persons in some remote areas. The old-fashioned inns, however, did provide food and shelter for both men and horses and therefore became a symbol for hospitality. Indeed, the word **inn** has been used recently by many modern **hotels** and **motels**.

A **hotel** is a temporary home for people who are travelling. In a hotel the traveller can rest and have meals, either on the premises or nearby. The hotel may also offer facilities for recreation, such as a swimming pool, a golf course, or a beach. Very often the hotel also provides free space for the traveller's means of transportation.

All of these services are designed to accommodate the traveller, so the hotel business is often referred to as **the accommodation industry**.

The word **motel** was created by combining "**motor**" and "**hotel**". When automobiles were first used for travelling, flimsy and inexpensive **tourist cabins** were built along the roads. Then, as people demanded greater comfort, the cabins were replaced by **tourist courts** and then by the modern motel, offering services comparable to the traditional hotels.

All hotels do not serve the same clientele, that is, the same kind of guests. It is possible to place hotels in four broad categories.

The first is **the commercial hotel**, which provides services essentially for transients, many of them travelling on business. Many city hotels and motels fall into this group.

The second category is **resort hotels**. They are located in vacation areas and often provide recreational facilities of their own as well.

A third type of hotel aims its services largely at **the convention trade**. Conventions are meetings of various business or professional groups held on a regular basis.

The fourth category is **resident hotels**. People who do not wish to keep house themselves can rent accommodations on a seasonal basis or even permanently in many hotels.

No firm distinction exists between the different kinds of hotels. In large cities one hotel may offer all types of service.

Even a small motel may have **banquet rooms** and meeting rooms in addition to its accommodations for transients. Many resort hotels are also designed with complete convention facilities.

Another way of categorizing hotels is by the quality of service they offer.

At the top are **the luxury hotels**, which generally offer their guests the greatest comfort and convenience possible. At the bottom are those that provide merely a place to sleep. In between these two

extremes are establishments offering a wide range of service and comfort.

A system for rating hotels according to quality is widely used in France and other countries. This system puts the top hotels in a special "deluxe" category, with others receiving from five stars to one star or "A's".

The standard features include private bathrooms, room telephones, recreational facilities and so on.

The difference in quality between hotels is not entirely a matter of equipment or furnishings. The proportion of employees to guests and/or guest rooms is also a matter of prime importance. In general, the accommodations industry is labour-intensive, that is, it employs a large number of people to perform its services. In a luxury hotel, there may be three employees for every guest room. In a large commercial hotel in a big city, the ratio is usually closer to one employee per guest room.

A small motel, family-owned and operated, may have only three employees per ten rooms and hire a maid to do the housekeeping chores. Obviously, the services offered by a small hotel will be far more restricted than those provided by a luxury hotel. A hotel that prides itself on its quality of service also maintains high standards of performance.

VOCABULARY LIST

hospitality, <i>n</i>	гостеприимство, радушие
hospitality industry	индустрия гостеприимства
catering, <i>n</i>	общественное питание
the catering trade	ресторанное дело
caterer, <i>n</i>	поставщик провизии

3. **distinct, adj**
отличный от других; отдельный; особый
4. **refer to, v**
ссылаться на (кого-л.; что-л.); говорить, упоминать; относиться к классу, типу
5. **in terms of**
in terms of figures
in terms of money
in terms of economies
and employment
на языке, с точки зрения
языком цифр
в денежном выражении
с точки зрения развития
экономики и занятости
6. **inn, n**
гостиница, постоялый двор
7. **tavern, n**
таверна, закусочная, бар
8. **space, v**
оставлять промежутки;
расставлять с промежутками;
располагаться на определенном расстоянии
9. **share, v**
делить; разделять; вместе пользоваться
жить в одной комнате с кем-либо
спать на одной кровати;
таймшер, разделенное время;
отдых в принадлежащем клубу отдыха или включенном в его каталог средств размещения в течение определенного периода продолжительностью не менее одной недели в определенное время каждого года
временный
10. **temporary, adj**

11. **premises, n**
помещение, дом с прилегающими постройками; участок; владение
12. **facilities, n**
средства обслуживания; удобства; оборудование; приспособления, аппаратура и т.п.
13. **recreation, n**
восстановление сил; развлечение; отдых
14. **means of transportation**
транспортные средства
15. **accommodate, v**
снабжать; давать пристанище; жилье; предоставлять помещение; оказывать услугу гостиничное хозяйство
16. **accommodations**
industry
limsy, adj
непрочный; хрупкий; неосновательный, шаткий
17. **inexpensive, adj**
недорогой, дешевый
18. **cabin ['kæbɪn], n**
домик; коттедж; хижина
19. **court, n**
двор; коттедж с парковкой
20. **clientele [ˌkli:ə:n'tel], n**
(*фр.*)
br. **clientage**
essential, adj
постоянные посетители; клиентура; постоянные покупатели; заказчики
существенный, составляющий сущность; необходимый, неотъемлемый
по существу; существенным образом
21. **transient ['trænzɪənt], n**
transient, adj
временный жилец
временный (о жилье в гостинице)

23. **resort**, *n*
summer resort
курорт; посещаемое место
дачное место

24. **vacation area**, *n*
зона отдыха; курортная зона

25. **aim**, *v*
стремиться; быть нацеленным на что-то; иметь целью

26. **convention**, *n*
convention trade
съезд, собрание
бизнес по организации и проведению съездов, конгрессов, симпозиумов и т.п.
условия для проведения съездов и конференций

27. **resident**, *n*
resident hotels
постоянный житель; проживающий постоянно

28. **to keep house**
гостиницы для постоянного проживания

29. **permanently**, *adv*
вести домашнее хозяйство; заниматься домашними делами постоянно; надолго

30. **banquet** [ˈbæŋkwɪt], *n*
banquet, *v*
banquet rooms
банкет, пир; званый обед; давать банкет; пировать
банкетный зал

31. **categorize**, *v*
category, *n*
распределять по категориям; категория, разряд, класс

32. **quality**, *n*
качество

33. **luxury** [ˈlʌkʃəri], *n*
luxury hotel
роскошь, предмет роскоши
гостиницы высшей категории, люкс

34. **extreme**, *n*
крайняя степень; крайность

35. **establishment**, *n*
учреждение, заведение, ведомство

16. **a wide range of service**
широкий спектр услуг

17. **comfort** [ˈkʌmfət], *n*
комфорт, удобства

18. **rating**, *n*
оценка, отнесение к тому или иному классу или разряду

19. **feature**, *n*
черта; характеристика; признак, свойство; особенность; деталь

20. **entirely**, *adv*
полностью, всецело; совершенно

21. **furnishings**, *n*
обстановка, меблировка; оборудование

22. **labour-intensive**
создающий большое количество рабочих мест

23. **perform**, *v*
выполнять; предоставлять (услуги)

24. **hire**, *v*
нанимать, брать на работу

25. **ratio** [ˈreɪʃiə], *n*
пропорция, соотношение

26. **chores**, *n pl.*
также: **chairs**
домашняя работа

27. **obviously**, *adv*
очевидно, явно; ясно, что...

28. **restrict**, *v*
ограничивать; включать в пределы

29. **restricted**, *adj*
узкий, ограниченный

30. **maintain**, *v*
поддерживать на определенном уровне; содержать в исправности

31. **to maintain high standards of performance**
поддерживать высокий уровень обслуживания, работы

EXERCISES

I. Read and translate the text.

II. Answer the following questions:

- What is the primary function of the hotels and catering industry?
- Why have the hospitality and leisure industries become so important?
- How did they develop?
- What is a hotel?
- What accommodation services do hotels provide?
- How did motels appear?
- How are hotels categorized in terms of their clients?
- What is the difference between commercial hotels and resort hotels?
- What do hotels for the convention trade aim their services at?
- Who are resident hotels for?
- Why is there no firm distinction between the different kinds of hotels?
- What other system of hotel rating do you know?
- What does the quality service mean?
- Why is the accommodations industry labour-intensive?
- How are services in a small hotel different from those in a luxury hotel?
- In what case can a hotel pride itself on its quality of service?

III. Sum up what you have learned from the text about:

the functions of the hospitality industry;
the historical facts of its development;
the four broad categories of hotels according to their clientele;
the way of categorizing hotels by the quality of service they offer

IV. Find in the text one word which means the same:

1. Shelter, food, drink and other services for travellers or transients. Because it provides these things, the hotel business is often referred to as the _____ industry.
2. An establishment offering shelter and food for travellers. The term was customary in the days of travel by horse. It has been revived because it conveys the idea of old-fashioned hospitality.
3. In modern usage, a place that serves alcoholic drinks. Formerly, it was an alternate term for an inn.
4. A shortened form for the place that provides accommodations for the traveller and a parking space for his or her automobile.
5. A place or area to which people travel for recreational purposes. Hotels are important features of _____ areas.
6. A meeting of a business or professional group for the purpose of exchanging information, electing officers, and discussing and frequently voting on proposals for rule changes in the organization.

Отредактировал и опубликовал на сайте : PRESSI (HERSON)

Hotels provide special facilities and services to attract such meetings.

7. A large formal meal, given for a specific purpose usually including speeches or some kind of ceremony. Many hotels have _____ rooms to accommodate functions of this kind.
8. Of the highest quality. Hotels rated so, offer the greatest possible convenience, comfort, and service to their guests. Such hotels are generally the most expensive.
9. Requiring a large number of people for the service that are provided by a business or industry.

V. Match the following descriptions with the types of hotels given in the box:

1) resort hotel	4) commercial hotel	7) congress hotel
2) motel	5) airport hotel	8) guest house
3) country house hotel	6) confident	

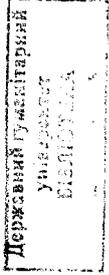
- a) It is built specially to provide a service to motorists.
- b) It provides every facility a wealthy guest might need.
- c) It is situated in a place where tourists like to stay, often near the sea. Guests may stay for a week or two and usually book in advance.
- d) It provides accommodation for people going to or coming from other countries, usually only staying for one night.
- e) It is often situated in a town center, and provides accommodation for travelling businessmen, staying only one or two nights.

- f) It provides facilities for large meetings and conferences, with a lecture theatre and exhibition facilities.
- g) It provides low-priced accommodation, usually on a small scale, for holiday visitors or for long-stay guests.
- h) It is situated in pleasant scenery, and provides comfortable but informal accommodation for people who want to relax in a quiet place.

VI. Match each description with one of the hotel classes given below:

5-star, 4-star, 3-star, 2-star, 1-star;

- a) 2 Hotels with more spacious accommodation, with two thirds of the bedrooms containing a private bathroom/shower with lavatory. Fuller meal facilities are provided.
- b) _____ Hotels offering a high standard of comfort and service with all bedrooms providing a private bathroom/shower with lavatory.
- c) _____ Hotels and inns generally of small scale with good facilities and furnishings; adequate bath and lavatory arrangements.
- d) 2 Hotels offering a higher standard of accommodation; 20 per cent of bedrooms containing a private bathroom or shower with lavatory.
- e) _____ Luxury hotels offering the highest international standards.



VII. A hotel may offer many services, including services for people who are not staying in the hotel. For example, it may:

- contain restaurants and bars
- provide a meeting place for clubs and organizations
- offer entertainment and recreation
- stage conferences and exhibitions
- provide facilities for sports and competitions
- provide a place for family or company celebrations

Can you add any other services to this list? Which services do you think are most important?

VIII. Read the text and fill in the gaps with the words in the box.

1) air-conditioned	5) informal	9) setting
2) entertainment	6) lies	10) situated
3) facilities	7) relax	11) spacious
4) furnished	8) rustic	12) value

Tradewinds is (a) _____ in (b) grounds on the south coast at Diani, just over twenty miles from the city of Mombasa and within easy reach of some shops. (c) _____ on a spectacular white-sand beach fringed by palm trees.

The main building is (d) _____ in style, with thatched roof in the local African manner, and the hotel (e) _____ include a restaurant, bar, hairdresser, and a shop.

By the swimming-pool is an (f) _____ snack bar and a smaller pool for children. Evening (g) _____ is provided by live bands or a disco.

The modestly (h) _____ rooms have a balcony or terrace, are fully (i) _____, and have a telephone and shower.

Opinion: In a superb (j) _____, this is a simple, medium-class hotel offering outstanding (k) _____ for money, and an ideal place to unwind and (l) _____ before going on safari.

Sum up the information from the text.

Say it in English:

1. Основная функция гостиниц — обеспечить туристов и деловых людей местом для проживания, едой и всеми необходимыми условиями.
2. Существуют разные виды гостиниц и они классифицируются по разным признакам.
3. Люди, которые имеют возможность заплатить, требуют больше комфорта во время путешествий.
4. Гостиницы предлагают своим гостям также услуги для отдыха, занятий спортом, семейных встреч и другие развлечения.
5. Гостиницы в больших городах и в курортной местности сталкиваются с разными запросами своих клиентов, но не существует жесткого разделения между разными видами гостиниц, потому что все они предназначены для удовлетворения потребностей своих постояльцев.
6. Гостиницы классифицируются по разным признакам, но в основе любой классификации лежит качество услуг и удобства, предоставляемые постояльцам.

IX.

7. Разные люди предпочитают разные условия проживания, но все они предполагают, что в гостинице можно получить какое-то питание.
8. Дружелюбное отношение обслуживающего персонала и высококвалифицированное обслуживание определяют отношение постояльцев к той или иной гостинице.

X. Read the comments of the four hotel users talking about what they think is important in a hotel. Match the comments to the people who made them.

- a) A successful French research scientist who is often invited to speak at international conferences.
- b) A retired banker from the USA.
- c) The sales Director of an export company in Turkey.
- d) A travel writer for several British newspapers and magazines who also presents a television programme on holidays and travel.

1. I travel a lot — up to three months a year, so I guess you could say I spend a quarter of my life in hotel. For me, the ideal hotel has big rooms with comfortable beds and good facilities — including a business center. It should also be as near the center of town as possible, but within easy reach of the airport.
2. I love going on vacation, especially in Europe. I worked hard all my life, so I feel I deserve a little luxury now — and I don't mind paying for it. If you ask me, a hotel that doesn't make you feel really special isn't a hotel.

3. I like smaller hotels because you can learn more about the country, the people, and the culture. The staff have more time for you. I think most of the big hotels are so impersonal. They all look the same. When you are inside them, you can't tell which country you're in.
4. It's my job to visit hotels, not just the de luxe 5-star ones, but also the small family-run places with only a few rooms. But if you're asking me personally, the most important things are polite and friendly staff.

Look at the ways in which people gave their opinions:

I think most of the big hotels are so impersonal.

For me, the ideal hotel has big rooms with comfortable beds...

If you ask me, a hotel that doesn't make you feel really special...

It should also be as near the center of town as possible...

Can you think of **other ways** in which people give their opinions?

Make similar sentences to express your opinion on:

- a) the hotel industry in Russia
- b) airline cuisine
- c) types of accommodation available in your city
- d) the quality of service in Russian hotels
- e) computers in hotel industry
- f) people who drive under the influence of alcohol

XII. Fill in the gaps, using the words in brackets

- Example: (like) I like big hotels.*
(enjoy/stay) I enjoy staying in big hotels.
(love/when) I love it when I get the chance to stay in big hotels.
- (like) I _____ Italian restaurants.
 - (enjoy/go) I _____ to foreign countries.
 - (hate/travel) I _____ by boat.
 - (dislike/when) I _____ I have to stay in no hotels.
 - (can't stand) I _____ people who complain restaurants.
 - (enjoy) I _____ good food.
 - (don't mind/when) I _____ the service is slow.
 - (love/stay) I _____ in bed late.
 - (don't like/ when) I _____ the bill is wrong.

XIII. A tour operator is describing two different hotels in Sri Lanka to a client.

- a) Put the sentences in the correct order (from 1 to 12)**
- Right, well, there are two hotels that we usually recommend and they are the Oberoi, which is in Colombo itself, and the Ivory Inn.
- I'm not sure, really. Could you tell me a bit about the first one?
- ★ Is the Ivory Inn more or less the same?

- 1 _____ Good afternoon, May's Travel. Mary Shark speaking. How can I help you?
 _____ Yes, please. My name's John Stevens, and the address is 11 London road, Cambridge.
 _____ Is the Ivory Inn actually in Colombo, too?
 9 _____ Thank you very much, good-bye.
 2 _____ No, it's very different. It's a private guest house, in fact, not a hotel. It's got twenty rooms with ceiling fans, and there are showers, but there's no hot water. It's very simple, really. Would you like me to send you the brochure?
 11 _____ No, it's about seven miles away. What sort of hotel are you looking for?
 6 _____ Yes, the Oberoi is a first-class hotel, with all the facilities you would expect. There's a good choice of restaurants, a pool, large grounds, tennis courts and so on.
 8 _____ All right then, Mr Stevens. I'll put that in the post this afternoon.

b) Read the dialogue out in the proper order and answer the questions:

- Which types of hotels are described in the dialogue?
 What facilities do they offer?
 What hotel did the client choose? Why do you think so?
 What is your opinion on the both hotels?
 Which one would you prefer? Why?

c) Speak about the way you book hotel accommodation and the things which are most important to you (the location, price, rating, the quality of service and others).

TEXT 2

SEEKING A GRANDER HOTEL

Frequent business travellers, known as "road warriors" in hotel jargon because they make more than twenty business trips a year, want greater emphasis on service from hotels before new technological developments such as checking in and out with smart cards. This was one of the central conclusions of an invitation-only seminar on the Hotel of the Future held in London.

"I want a hotel not only to provide consistency of service but also to empower staff to have the authority to solve my problem at the same time," said Ms Thomas, one of the seminar panel of frequent travelling executives.

Mr Belington, another "warrior on the road", recalled how he had been horrified by the service at a top hotel in Singapore. "I was charged a hefty deposit when I asked to use a fax in my room and then had to suffer the indignity at check-out of waiting while the hotel employee checked my room to see if the fax was still there before the deposit was returned," he said.

Mr Nigel, a lawyer, also emphasized service, saying he tried to ensure good treatment by establishing and maintaining contact with key staff.

"I like to use hotels where I know the general manager," he said. "I think it is very important to be recognized as a regular guest".

Another panel member, Mr Page, argued that the hotel of today still trying to overcome the upstairs-downstairs syndrome 150 years ago. He felt the main requirement "was the ability to reception to greet you and welcome you — and a card in the hotel room saying "welcome back to the hotel" says a lot."

Mr Evans, Hyatt's senior marketing vice-president, believed new technology could "improve efficiency and service, as well as controlling costs, while still retaining the human touch".

He suggested that while the pace of change over the past decade had been evolutionary, there would be a revolution over the next five years. "Hotels will change dramatically in what they offer their guests. The television console, for example, will become the central focus of the room for communications, entertainment and interactive technology."

Hyatt was already experimenting in America with technology that enabled executives to check in to pre-assigned rooms by using credit cards in the hotel foyer to obtain a computerized room key and charge card.

While technology was changing for the traveller, it was also making reservations easier. Next month Hyatt starts trials to allow direct access to its hotel inventory over the Thisco travel web, at first just for travel agents but eventually for regular travellers as well.

It is possible that before long guests will be able to book their room, check in and check out, and receive room service from an automated kitchen without ever dealing with a hotel employee face to face. Not surprisingly, such investment in new technology will lead to higher room rates, Mr Evans admitted.

It also emerged from discussions that the hotel room would most certainly be seen more as an office-away-from-the-office, rather than a home-from-home. Increasingly, the hotel room was viewed as a place to do business, hence the move towards built-in work stations with modern points, good lighting and well-designed chairs.

The seminar indicated that business travellers had little interest in environmental initiatives such as fewer bathroom toiletries or towels, and all expected an increasing proportion of rooms and public areas to become "no smoking".

Hyatt is not alone in trying to find what regular business guests want. All the large chains are **carrying out trials**. Westin, for example, has rooms where the bed becomes a couch at the touch of a button, giving the room a more business-like appearance.

Jarvis is experimenting with the delivery of room service through a cupboard accessed from outside the room: a light lets guests know the meal is there.

There remains one tradition hoteliers have yet to decide to keep: the chocolate left on the pillow at night.

(adapted from "The Times")

EXERCISES

I. Read and translate Text 2.

II. Explain the meaning of the following phrases:

- known as "road warriors" in hotel jargon
- want greater emphasis on service
- the invitation-only seminar
- to provide consistency of service
- to empower staff
- the seminar panel of frequent travelling executives
- to be charged a hefty deposit
- to suffer the indignity of waiting at check-out
- to ensure good treatment
- key staff
- to overcome the upstairs-downstairs syndrome
- to retain the human touch

- the pace of change
- to check in to pre-assigned rooms
- to obtain a charge card
- trials to allow direct access to hotel inventory
- to lead to higher room rates
- it also emerged from discussions
- the move towards built-in work stations
- environmental initiatives
- to carry out trials

III. Answer the following questions:

- What kind of seminar was held in London?
- What was the key issue of the seminar?
- What views on further development of hotel business were expressed by the participants?
- How can new technology improve efficiency and service in hotels?
- Why do frequent travellers expect hotels to retain the human touch?
- Why was Mr Belington horrified?
- What did Mr Page mean by "the upstairs-downstairs syndrome"?
- What are the main lines of experimenting for big hotels?
- What else emerged from discussions?
- What did the seminar indicate in terms of environmental initiatives?
- How are hotels trying to find out what regular business guests want?

**IV. Sum up the information from the text.
Develop the issues you find most important.**

V. Think and answer:

Why is it so important for hotels to know the requirements of their guests?

What type of hotels is described in the text? Why do you think so?

Do all types of hotels face similar problems? Why?

What other ways of market research do you find effective?

How do Russian hotels study the requirements of their customers?

VI. Give English equivalents for:

1. на языке гостиничного бизнеса;
2. семинар для узкого круга лиц;
3. зарегистрироваться и выписаться при помощи регистрационной карточки;
4. предоставить служащим достаточные полномочия для решения неотложных проблем;
5. руководители компаний, которым приходится часто путешествовать;
6. пришел в ужас от обслуживания в гостинице;
7. испытал унижение при выписке из номера;
8. делать упор на обслуживании;
9. устанавливать и поддерживать контакты управляющим звеном;
10. обеспечить хорошее отношение к клиентам;

11. усовершенствовать профессионализм и качество обслуживания;
12. контроль за расходами/затратами;
13. сохранить человечность в отношениях;
14. сделать возможным для гостей зарегистрироваться в забронированные номера при помощи кредитных карт;
15. прямой доступ в данные гостиниц о наличии мест;
16. инвестиции в новые технологии;
17. как выяснилось из дискуссии;
18. инициативы по охране окружающей среды;
19. проводить испытания;
20. придать комнате вид офиса

VII.

Translate into English:

Гостиничные предприятия классифицируют в зависимости от расположения, набора предоставляемых услуг и уровня предлагаемого обслуживания.

По расположению можно выделить следующие категории гостиниц:

- отели в центре города, обычно представляют собой высотные сооружения с закрытой стоянкой для автомашин в самом отеле или рядом с ним;
- придорожные отели, как правило, малой этажности с открытыми автостоянками, ресторанами, закусочными, наличием минимума средств для сощений и встреч, иногда с плавательным бассейном на открытом воздухе;

номеров, иногда он достигает соотношения один к одному.

3. Гостиница среднего уровня может быть разного размера, в зависимости от месторасположения, и стремится максимально использовать современные технологии, снижая эксплуатационные расходы и, следовательно, цены, поддерживаясь среднего уровня цен по региону. Гостиничный бизнес характеризуется тем, что гостиничные предприятия все больше делают ставку на определенный сегмент рынка.

VIII. Read and analyse the information from the advertising brochure. Use the dictionary if necessary.

Link Hotels have a group of hotels which serve the South of England and the Midlands, including five hotels in London. Our aim is to provide the highest standards of service and hospitality, with the comfort and facilities you would expect of modern luxury hotels, while preserving the traditional character of the properties themselves. You can be sure of a warm and friendly welcome wherever you stay.

THE HYDE PARK TOWERS HOTEL

**41-51 Inverness Terrace, Bayswater, London W2
3JN**

Following a multi-million pound refurbishment, The Hyde Park Towers Hotel has been transformed into a luxury business class hotel with every modern amenity. Ideally located in the heart of the capital on a tree-lined terrace, the hotel is only a few minutes west of Oxford Street and offers easy access to London's major business centers and tourist attractions.

отели в окрестностях городов и в аэропортах. Это обычно здания малой и средней этажности с открытым местом стоянки для автомашин, средствами для отдыха и развлечения, банкетными залами и залами для совещаний и конференций.

Плавающие отели — это плавающее, оборудованное под гостиницу для размещения и отдыха туристов у берега моря, реки или озера. Плавающая гостиница ставится, обычно, на причал в живописном месте, недалеко от туристских достопримечательностей.

Курортные гостиницы располагаются за пределами городских территорий, поскольку используют естественные достопримечательности для привлечения туристов. Поскольку такие отели обслуживают в основном туристов, приезжающих с целью отдыха и развлечения, для них типичен широкий набор рекреационных средств обслуживания, объектов снабжения питанием и напитками, банкетов залов и помещений для собраний.

Курортные отели стремятся к тому, чтобы иметь свои «имидж», и рекламируют себя как специфически предприятия отдыха.

По уровню, ассортименту и стоимости услуг гостиничные предприятия делятся на несколько типов.

1. Дешевые отели, или отели с ограниченным сервисом, предлагают минимум услуг, хотя некоторые предприятия предоставляют достаточно широкий набор услуг, но средний уровень обслуживания.
2. Отели «люкс» обладают феерическим декором и мебелью высокого класса, хорошо оборудованы салонами и общественными помещениями. В гостиничных предприятиях данного уровня высокий процент персонала по отношению к числу

The elegant and stylish surroundings are perfectly complemented by the warmth of personal service provided by the staff.

2. The hotel offers 115 luxuriously appointed bedrooms including 20 with their own fax lines. Each has a private bathroom, direct dial telephone, colour television (including five satellite channels), radio, tea and coffee making facilities, hair dryer and trouser press. Your bedroom will provide the perfect environment in which to relax and unwind at the end of a busy day.

The finest French cuisine is served in the elegant setting of Le Parc restaurant, where the rich furnishings, pictures and mirrors help to provide a relaxing environment in which to enjoy a meal. A choice of menus is offered and accompanied by our wine list to complement your meal.

3. Adjacent to the restaurant, Le Parc lounge offers an ideal venue in which to relax after a busy day, to meet with friends or colleagues or to enjoy a drink before dinner. Full table service is provided for cocktails, beers, wines and spirits in traditional surroundings.

4. To complement the facilities of the hotel, there are three function rooms, suitable for meetings from eight to forty five. The largest is the Victoria Room, accommodating up to twenty four people boardroom style and forty five theatre style. Each room is fully air conditioned and features fax lines, telephone links and a comprehensive range of presentation features.

Whether dining on business, enjoying an intimate meal two or a celebration dinner, the attentive service in Le Parc restaurant will provide for a rewarding experience.

5. Inverness Terrace is just off the Bayswater Road, a short walk from the rural beauty of Hyde Park. Queensway tube station is a few minutes walk from the hotel and serves the Central line, providing a direct service to Oxford Circus.

Chancery Lane and St Paul's. Queensway itself is a busy shopping center and fast road and rail links to Heathrow Airport are within easy reach of the Hyde Park Towers Hotel.

IX. Discuss the facilities offered by the hotel.

Think of the questions you'd like to ask in addition to the information in the brochure.

X. Act out a telephone conversation with the receptionist at the Hyde Park Towers Hotel.

XI. Write a similar description of hotel facilities for an advertising leaflet.

Отредактировал и опубликовал на сайте : PRESSI (HERSON)

UNIT 2

HOTEL AND MOTEL CHAINS

TEXT 1

The fast development of means of transportation resulted in corresponding boom in hotel construction. This rapid construction of new hotels led to the emergence of **hotel chains** as a dominant force in the accommodation industry.

The hotel chains have several **competitive advantages** over individually owned and operated establishments. One of the most important advantages is having the resources to spend more money on **advertising**. The hotel chains have advertising and **public relations personnel** on their **corporate headquarters** staffs, who give valuable advice and support to their colleagues in the individual hotels. The headquarters staff usually has more overall influence with the **information media** — newspapers, magazines, radio and television — than is possible for staffs in the individual hotels.

The most important and most obvious advantage is the increased **efficiency** in making and controlling reservations, when a chain is owned by an airline, the traveller can make his reservations for flights and for hotel rooms at the same time and place.

Another advantage comes from the standardization of equipment and **operating procedures**. The chains publish **detailed manuals** that specify procedures to be followed even in such tasks as making beds and setting tables. This results in a very visible **degree of uniformity** between the hotels in the chain. The travelling public has an excellent idea of what kind of

accommodations and service to expect. Even when the different hotels in the chain are not tightly controlled by a central office, there is usually an inspection system in order to guarantee that the **overall standards are met**.

Another advantage for the chains is the increased **sales potential** for conventions. Some convention salespeople work in the corporate headquarters and **promote the whole chain** rather than one hotel. In this way **the sponsoring group** can hold its meetings in one location one year and another the next, while at the same time receiving the assurance of very similar service and costs. Since it's commonly accepted now that conventions should combine business and pleasure, the practice of changing locations every year is very attractive to many sponsoring groups.

Another of the strengths of the chain system consists in the superior planning and design of hotels. The benefits begin here even before **the location is selected** because the chains have access to expensive **market research data on site selection** and size of the hotel.

The large chains **employ** architects and interior decorators who specialize in hotel work. Many chains often **hire consultants** to advise them. The chains can either use their **expert knowledge** directly to build their own hotels or **pass it along** to others when they participate in a **joint venture**, a management **leasing arrangement**, or a **franchising operation**.

Hotel design poses special problems in such matters as size and location and their relationship to each other. For example, the **space allotted** to service and storage areas, which must be adequate but not excessive, may make the difference between **the profitability** and **unprofitability** of the operation. In the interior design the use of furniture, fabrics, and equipment that have been tested can sharply **cut maintenance costs**. From the time that construction of a new facility is decided on, the experts at corporate headquarters can give valuable advice and help so that the design of the hotel will **contribute** to its success.

Chain management also increases the efficiency of the total organization in many ways. For example, it permits very large **bulk purchases** for some kinds of equipment and supplies which result in **economies of scale**.

The **accounting and auditing systems** of the chains are centralized. A **centralized personnel office** for managerial and technical positions throughout the chain also provides an advantage in **securing competent people**.

VOCABULARY LIST

1. **means of transportation, n**
средства передвижения
2. **corresponding, adj**
соответственный; подобный
3. **emergence, n**
появление; возникновение
4. **hotel chains, n**
сети гостиниц; гостиничные предприятия под одним названием
5. **dominant, adj**
преобладающий; доминирующий
6. **competitive, adj**
конкурентоспособный
6. **competitive advantage**
преимущество перед конкурентами
7. **advertising, n**
реклама; рекламная акция или кампания;
нар. advertising campaign
8. **personnel, n**
[ˌpɜːsəˈnel]
персонал, личный состав; кадры
- public relations personnel**
персонал по связям с общественностью

9. **staff, n**
штаб сотрудников; кадры
сул. personnel
10. **headquarters, n (HQ)**
штаб-квартира; главный офис компании
главный офис корпорации
11. **valuable, adj**
ценный
12. **influence, n**
влияние
13. **information media, n**
(*pl*) *с*
средства информации
14. **obvious, adj**
очевидный; явный
15. **efficiency, n**
действенность, эффективность; продуктивность; производительность; подготовленность; умение
16. **operating procedures, n**
(*pl*)
оперативные действия; рабочие операции
17. **manual, n**
руководство; инструкции; справочник; указатель
18. **visible, adj**
явный; очевидный; видимый
19. **uniformity, n**
единообразие
20. **to meet overall standards**
соответствовать общепринятым стандартам
21. **sales potential**
коммерческий потенциал
22. **convention salespeople**
коммерческий персонал, отвечающий за сбыт помещений для конференций и съездов
23. **promote, v**
продвигать (товар на рынке); способствовать; содействовать распространению

24. **sponsoring group** компания-организатор съезда или конференции
25. **assurance, n to receive the assurance of** заверение, гарантия получить заверения, гарантии
26. **benefit, n** выгода, польза; прибыль; преимущество *супп.* advantage
27. **to select the location** выбрать место строительства; определять местонахождение
28. **to have access to** иметь доступ к чему-либо
29. **market research data** данные, полученные в результате исследования рынка
30. **site selection** выбор места строительства
31. **employ, v** брать на работу; нанимать кадры *супп.* hire, v
32. **expert knowledge** профессиональные знания; экспертные данные
33. **pass smth along** передать кому-либо что-либо (*напр.* информацию)
34. **joint venture, n** совместное предприятие
35. **leasing arrangement, n leasing** договор лизинга лизинг: средне- и долгосрочная аренда машин, оборудования, транспортных средств
36. **franchising operation, n franchise** бизнес на основе франшизы франшиза, лицензия, которая выдается компании или отделенному лицу в порядке разрешения той или иной деятельности

17. **pose, v** ставить, предлагать (вопрос, задачу)
18. **allot, v to allot space** раздавать; наделывать; предназначать выделить место (для каких-либо целей)
19. **adequate, adj** адекватный, соответствующий
20. **excessive, adj** чрезмерный
21. **profitability, n unprofitability, n** прибыльность избыточность
22. **cut maintenance costs** сократить расходы на техобслуживание
23. **contribute to, v** внести вклад; способствовать
24. **chain management** управление сетью гостиниц
25. **bulk purchases** оптовые закупки
26. **economies of scale** экономия на масштабах: снижение накладных и организационных расходов при значительных размерах предприятия или проекта
27. **accounting and auditing systems** система бухучета и аудита
28. **centralized personnel office** централизованный отдел кадров
29. **managerial positions** руководящие должности
30. **secure competent people** находить и удерживать компетентных/знающих работников

EXERCISES

I. Read and translate the text.

II. Answer the following questions:

- What factors led to the emergence of hotel chains?
- Why are they more competitive than individually owned and operated establishments?
- Why do hotel chains spend more money on advertising?
- What methods do they use in promoting their business?
- How important is the increased efficiency in making and controlling reservations?
- How does the standardization of equipment and operating procedures influence the success of a hotel chain?
- How are overall standards ensured?
- How does the sales potential for conventions improve if the whole chain is promoted?
- In what way do sponsoring groups arrange their events?
- What practice seems very attractive to them? Why?
- What is the most obvious strength of the chain system in terms of planning and design of new hotels?
- What enables the large chains to benefit in every way when they build their own hotels?
- In what case can large chains share their expert knowledge?
- Why does hotel design pose special problems?

In what way can maintenance costs be cut?

How does chain management increase the efficiency of the total organization?

What do economies of scale mean?

What is the advantage of a centralized personnel office?

III. Sum up what you have learned from the text about:

the emergence of hotel chains;

the competitive advantage in advertising for hotel chains;

the importance of meeting overall standards in all hotels in the chain;

the increased sales potential for conventions;

the benefits in planning and design of hotels;

the ways to cut costs and increase the efficiency of the total organization;

IV. Find in the text words or phrases which correspond to the following definitions:

1. A business that has several outlets. Many hotels are owned by corporations that own, operate or manage a large number of establishments.
2. A method by which hotel chains have expanded. This involves joining with local businessmen in investing in a new hotel.
3. A license to operate an enterprise under a corporate name and usually with standards established by the li-

censing corporation. This is yet another way in which hotel chains have grown.

4. A person or firm hired on a fee basis to give advice or carry out work for a limited period. They are often called in by hotels for such purposes as accounting, interior design, landscaping, advertising and so on.
5. Purchase of supplies and equipment in very large quantities, usually at a considerable saving.

V. Match the following definitions with the words in the box.

1) suit	5) penthouse	9) junior suite
2) family room	6) connecting or adjoining rooms	10) lounge or sitting room (Am. E. — parlor)
3) twin room	7) double room	
4) single room	8) triple room	

- a) A room occupied by one person;
- b) A room with one large bed for two people;
- c) A room with two single beds for two people;
- d) A room with three single beds, or a double bed and a single bed, suitable for occupation by three people;
- e) A set of two or more rooms including a bedroom and a sitting-room;
- f) A large room with a partition to separate the bedroom area from the sitting room area;
- g) A well-furnished and luxurious suite at the top of the building;

h) A room with four or more beds, particularly suitable for a family with children;

i) A room not used as a bedroom, where guests may read, watch television, etc;

j) Two or more rooms with a door to allow access from one room to another.

VI. Study the vocabulary which is useful in describing hotels and hotel facilities. Give your explanation of the words in the list.

Example: adjoining → next to each other
 air-conditioned → with temperature and humidity controlled.

access	economy	→	shower
accommodation	expand	→	wash basin
amenities	facilities		sanitary facilities
balcony	fee		spacious
budget	grade		sparsely furnished
buffet service	high season		sofa
bungalows	hospitality		staff
business center	lodge		storey
cabin	luxurious		suite
chain	magnificent		terrace
conveniences	partition		toilet
central heating	permits (official documents)		trainee
connected	range		view
convertible	resort		well-furnished
elaborate	reasonable		within easy reach

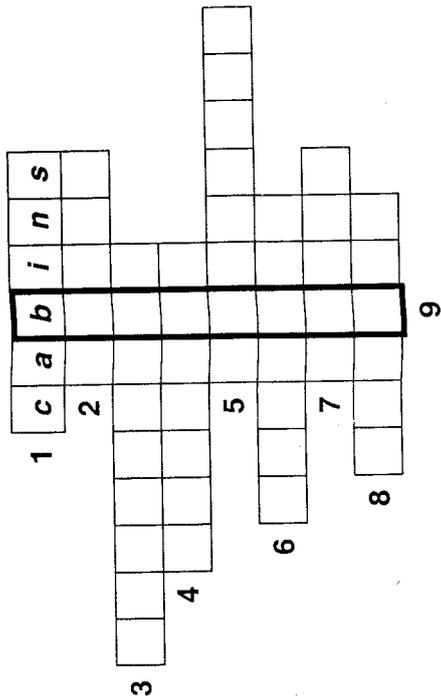
VII. Complete these sentences spoken by a hotel manager.

1. All our rooms have c - - t r - l h - - t - n g.
2. They all have a w - s h b - - i n and a t - l - t.
3. Our single rooms are very c - - f - - t - l - .
4. Or for real e - - n - m y, let's suppose you have a sales conference. You could d - - b l e up your sales staff and put them into t - - n rooms.
5. For something more l - x - r - o u s, we can offer our special s - - t e.
6. It has its own private t - r - - e, where guests can sit outside and enjoy the view over the lake.
7. I can recommend our Western P - - t h - - s e. From the b - l e - - y there's a magnificent view over the whole countryside.

VIII. Answer the clues and find the hidden word. All the answers are connected with accommodation. The first one is done for you.

1. At the Mountain Lodge you can stay in small _____ (6)
2. The President stayed in a _____ of six rooms on the top floor of the hotel. (5)
3. If you have a family, you should think about staying in a self-catering _____ that has three bedrooms, a kitchen and a bathroom. (9)
4. At the Paradise Hotel in Sochi, you can rent a double room or a separate _____ in the grounds. (7)

5. We took our tents and stayed in a lovely _____ which had all the facilities we needed. (8)
6. We stayed in a marvelous hotel that even had _____ to keep your horse in. (7)
7. I'd rather stay in a five-star _____ than in a bed and breakfast. (5)
8. Our room doesn't have a bath, but at least there is a _____ . (6)



IX. Give English equivalents for:

1. широкий спектр гостиничных услуг
2. преимущества сетевой системы гостиниц
3. благоприятные условия для отдыха (one word)
4. индустрия гостеприимства
5. просторные номера
6. условия для проведения съездов и конференций
7. участвовать в создании совместных предприятий
8. прибыльность бизнеса на основе франшизы

9. все современные удобства: центральное отопление, душевая, ванная комната, кухня со всеми приспособлениями
10. расширять ассортимент услуг
11. повышать эффективность всех служб
12. иметь быстрый доступ к данным исследования рынка
13. выбрать место для строительства новых корпусов гостиницы
14. снизить эксплуатационные расходы
15. номера, легко превращаемые в деловой центр
16. хорошо оборудованные номера класса люкс
17. место временного проживания (one word)
18. умеренная оплата (расценки)
19. подробные инструкции, определяющие рабочие операции по обслуживанию
20. договор о долгосрочной аренде

X. Translate into English:

Необходимо помнить, что люди, путешествующие с личными или деловыми целями, имеют различные потребности, так же как отличаются требования к гостинице у групповых и индивидуальных туристов.

Гостиницы с полным набором услуг, которые могут подразделяться на отели типа люкс, высококлассные гостиницы и гостиницы с набором основных услуг, обеспечивающие самое широкое разнообразие средств обслуживания и удобств.

Время от времени все категории гостиниц с полным набором услуг подвержены избыточному предложению (особенно гостиницы с основным набором услуг).

Размещение экономического класса обслуживает ограниченный сегмент потребителей и придает особое значение номерам, которые конкурируют с номерами гостиниц с полным набором услуг.

Службы питания и напитков, банкетинга серьезно ограничены, но компании подчеркивают высокое качество предоставляемых услуг.

Доля государственных и бюджетных отелей среди отелей экономического класса делает акцент на низкие цены и меньшие комнаты для гостей или минимальные удобства. Государственные отели типа люкс комбинируют маленький размер номера с роскошной обстановкой комнаты для гостей.

Акцент в гостиницах типа апартаменты делается на номера, но часто предлагаются также услуги службы питания и напитков.

Финансовые результаты показывают, что гостиницам с полным набором услуг наносится очень существенный вред конкуренцией со стороны гостиниц с ограниченным набором услуг.

Гостиницы для отдыха предназначены для путешествия и должны предоставлять широкий спектр развлечений и видов деятельности.

Таймшеры становятся отдельным видом услуг, предлагаемых гостиничными компаниями, который характеризуется большей сложностью и более длительным сроком обязательств.

Размещение в гостиницах выполняет важные общественные функции, но эти функции не могут быть успешно реализованы до тех пор, пока гостиница не сможет работать прибыльно.

XI. Read the dialogue between two former colleagues working in hotel business, who meet at the annual Hoteliers' Conference.

- John: Hello, Tom!
- Tom: How nice to see you, John! I haven't seen you for ages!
- John: No, not since I left the Hyde Park Towers. It must be four years. You're not still there, are you?
- Tom: I'm the General Manager, actually.
- John: Congratulations! You've done well!
- Tom: Thank you. What are you doing here?
- John: Oh, I'm still involved with hotels. I'm a partner in a company that builds leisure facilities — swimming pools, saunas, tennis courts, that sort of thing. I can't interest you in a pool, can I?
- Tom: I'm afraid you're too late. We've already got one. We've made quite a few changes since you were there. We built a large **extension** a couple of years ago with a pool, fitness center, solarium and sauna. We've opened a couple of tennis courts. It's a pity we didn't know about you. We might have been able to give you some business.
- John: Well, I've only been there for a little over a year. But tell me, you must be doing pretty well, then?
- Tom: Yes, things are a lot better than they were four years ago, that's for sure. You know there was a **take-over** about a year after you left?
- John: Yes, I heard.
- Tom: Well, they've put a lot of money into the hotel, and it really looks great now. Our rooms are far more comfortable and we offer the best facilities in the area. So of course we can charge higher prices. It's certainly paying off — **occupancy rates** are right up!

- John: Well, it was about time. What about those old family rooms in the **annexe**?
- Tom: Last year, we converted them into business apartments and a business center.
- John: Really? Good idea. A lot of hotels are going that way.
- Tom: We're hoping to open a suite of conference rooms in the next year or two.
- John: Well, the old Towers certainly sounds a different place!
- Tom: Yes. We've expanded the restaurant too.
- John: Who's the chef? It's not still Jiovanni, surely?
- Tom: Heavens, no! He's gone back to Italy. No, in the end we hired a top French chef, Marcel. Have you heard of him? He's been with us for more than three years now, and he has certainly made a difference. You must come and have a meal with us some time.
- John: Yes, I must. It's just a pity I can't sell you a swimming-pool.

NOTES:

- extension, n** пристройка; расширение площадей
to put an extension to one's house сделать пристройку к дому
- take-over, n** поглощение; овладение; вступление во владение вместо прежнего владельца
- annexe (annex) [ˈæneks], n** пристройка, крыло, флигель
- occupancy rates** темпы загрузки/заполнения гостиницы, уровень загрузки/заполнения гостиницы

Answer the questions:

1. How long haven't they seen each other?
2. Why did John congratulate Tom?
3. What line of business is he in?
4. How long has John been in the leisure facilities business?
5. Why doesn't Tom need the services of John's business?
6. How have the things changed in the Towers Hotel? What contributed to its success?
7. Why can they charge higher prices now?
8. How have they changed the annex?
9. What are their plans for further improvements?
10. How long have they had a new chef?
11. What has he done for their restaurant?

Sum up the information about the facilities in the Hyde Park Towers Hotel.

XII. Write sentences about the renovation at the Marple Hotel using the Present Perfect.

Example: repaint / all / rooms

The new owners have repainted all the rooms.

- a) put/ new baths/ all /bathrooms
- b) replace/ all / old beds
- c) take down / old wallpaper
- d) change / all / pictures

- e) lay / new carpets
- f) install / colour TVs / all / rooms
- g) spend / a lot of money / curtains and fabrics
- h) build / new cupboards / all / rooms

XIII. Read a tour operator's report about a visit to the Marple Hotel. Put the verbs into appropriate tenses.

REPORT: Marple Hotel

We 1) _____ (visit) the Marple Hotel in July 2002, when we 2) _____ (decide) that we would not feature the hotel in our brochure. There 3) _____ (be) a number of reasons for this: the rooms 4) _____ (need) upgrading, we 5) _____ (feel) that the standard of service 6) _____ (not/be) good enough, and the hotel 7) _____ (not seem) to be well managed.

However, a great deal 8) _____ (change) since 2002, and the hotel is now under new management. They 9) _____ (redecorate) all the rooms and they 10) _____ (make) the restaurant much more comfortable and attractive.

They 11) _____ (also/build) a new pool. They 12) _____ (start) work on a new extension which should be complete by April next year, and this will bring the number of available rooms to 200. The new manager 13) _____ (introduce) an incentive scheme for the staff, 14) _____ (increase) salaries, and 15) _____ (send) a number of employees on training courses, and as a result the level of service 16) _____ (improve) a great deal.

Отредактировал и опубликовал на сайте : PRESSI (HERSON)

The restaurant is gaining a good reputation. The new chef
 17) _____ (be) at the hotel for three months, and
 will clearly maintain high standards of cuisine. He
 18) _____ (train) in Paris a few years ago, and then
 19) _____ (work) at the Tour d'Argent. Since his ar-
 rival, he 20) _____ (create) a new menu and
 21) _____ (hire) a new maître d'hôtel to train the
 waiters. We 22) _____ (have) a meal at the restau-
 rant last night and 23) _____ (think) the standards
 were excellent.

We therefore recommend that we feature the Margle Hotel
 in next year's brochure.

XIV. Read out the report again and find the phrases which mean the same:

1. поместить информацию о гостинице в брошюре
2. мы нашли, что уровень обслуживания недостаточ-
но высок
3. комнаты нужно было модернизировать
4. управление гостиницей было не на высоте
5. сейчас в гостинице сменилось руководство
6. многое изменилось к лучшему
7. комнаты отремонтированы
8. ресторан стал более удобным и привлекательным
9. построен бассейн
10. начались работы по строительству пристройки
11. количество номеров в эксплуатации возрастает
до 200

12. новое руководство ввело поощрительную схему
для сотрудников
13. увеличились зарплаты, и ряд сотрудников были
направлены на обучение
14. уровень обслуживания значительно возрос
15. репутация ресторана растет
16. новый шеф-повар поддерживает высокий уровень
приготовления блюд
17. он создал новое меню и взял на работу метрдотеля
для обучения официантов
18. отличное качество еды

XV. Many guests have special needs. What extra facilities would the following people require or find useful? Match with the column on the right.

1. a person in a wheelchair	a) organized games and activities
2. an elderly person	b) nappy-changing facilities
3. a family with a baby	c) a resident nurse
4. a family with young people	d) push-chairs
5. a blind person	e) special wide doors
	f) a courtesy bus to the town center
	g) ramps at all stairs
	h) a playground and a playroom
	i) hoists in bedrooms
	j) lifts to all floors
	k) notices in Braille
	l) a low-level front desk

XVI. Match a word in A column with a word in B column. Complete the sentences using the pairs.

- | | |
|--|--|
| <p>A</p> <ul style="list-style-type: none"> a) play b) safety c) stair d) kind- e) resident f) wheelchair g) nappy- h) courtesy | <p>B</p> <ul style="list-style-type: none"> 1. access 2. size 3. nurse 4. rail 5. bus 6. changing 7. lift 8. room |
|--|--|

1. It the weather is bad, the children at the hotel can use the _____ on the ground floor.
2. In order to cater for guests who have babies, we have installed _____ facilities in the toilets.
3. There's no need to get a taxi from the airport. We provide a _____.
4. Because many of our clients are elderly, we have a _____ in case they need medical attention.
5. As the stairs are quite steep, we have fitted a _____.
6. One of the toilets on the ground floor has been widened to provide _____ for disabled guests.
7. A number of our rooms now have _____ beds as we have had complaints that the beds were too small.
8. We decided that the cheapest way of giving people in wheelchairs access to the first floor was to install a _____.

XVII. A potential guest is phoning a country house hotel about differences between the rooms. Complete the sentences using degrees of comparison.

- Hotel: Good afternoon, Farmer Court Hotel. How can I help you?
- Guest: Good afternoon. I'm phoning to ask you about the three suites you feature in your brochure — the Yellow, the Silver and the Pink. I'm trying to decide which one would be 1) _____ (suitable) for me. Are they all more or less the same?
- Hotel: No, they are all individually designed. I'll start with the Yellow suite — it has a single bed, a sitting-room and an en-suite bathroom. It costs £ 70 per night, so it's 2) _____ (cheap) of the three suites, but of course it is also 3) _____ (small) of the three because it is for one person.
- Guest: How much 4) _____ (big) are the other two?
- Hotel: About twice the size. The Silver is quite a lot 5) _____ (spacious) than the Yellow, and has a double bed, en-suite bathroom, and a small dining-room. It's a little 6) _____ (expensive) and costs £ 85 per night per person, but that does not include dinner for two. It's the only suite on the top floor, so it has 7) _____ (good) view of the city.
- Guest: And what is the Pink Suite like?
- Hotel: Well, it's £ 105 per person per night including dinner, so it's our 8) _____ (expensive) suite, but it's also our 9) _____ (popular) one, and reservations need to be made well in advance. It is 10) _____ (large) than either the Yellow or the Silver, and it's 11) _____ (quiet) than them because it's at the back of the hotel.
- Guest: Thank you very much. I'll be in touch again soon.

Read out the dialogue again and sum up the information about the suites. What suite do you think the guest will choose? Why do you think so?

XVIII. Read the three dialogues between a prospective guest and the information desk at three different hotels. Decide which class of a hotel is offered in each.

Dialogue 1

Caller: And what about the facilities within the rooms?

Receptionist: OK. The rooms are on the third floor overlooking the park. They are en-suite with bath and shower in each. All our rooms have a colour television and a telephone in them. There are coffee-and tea-making facilities. There's a mini-bar and trouser-press, too.

Dialogue 2

Caller: What facilities do your rooms offer?

Receptionist: Well, the rooms you're interested in are quite unusual. First of all, let me say, they're on a split level. This means you go up to the sleeping area and then down again to the bathroom. They have beautiful crystal chandeliers and still have the original high ceilings from the time it was a country home. And, of course, they're fitted with all the necessary features of a modern hotel.

Dialogue 3

Caller: And what are the rooms like?

Receptionist: They're medium-sized, I suppose. They're traditional, ... homely. There's plenty of wardrobe space and the ladies like them because they've got large full-length mirrors in each. What else can I say? Oh, well, the rooms facing south have a view of the bay. That's about it, I think.

Act out a similar dialogue, enquiring about the facilities at the hotel you're planning to stay at.

XIX. Read the story about staying in a motel. Analyse and discuss the information.

The site was a good one for tourists. There was this road through the forest and halfway along it was a small lake, called Dreamy Waters, that was a traditional favourite with the picnickers.

It was on the southern shore of this lake that the motel had been built, its reception lobby facing the road.

There were forty rooms with kitchen, shower, and lavatory, and they all had some kind of view of the lake behind them.

The whole construction and design was the latest thing — air-conditioning, television in every cabin, children's playground, swimming-pool, golf range — all the **gimmicks** *. Food? Cafeteria in the lobby, and grocery and liquor deliveries twice a day from Lake George. All this for ten dollars single and sixteen double.

Those dreadful Phanceys took me on as receptionist for only thirty dollars a week plus keep. What a couple! It seemed their receptionist had walked out twenty-four

hours before and, what with the housekeeping and tidying up before they closed the place for the season, they would have no time to **man the desk***. Would I care to take on the job of receptionist for the final two weeks — **full board*** and thirty dollars a week?

Now it happened that I could do very well with those sixty dollars and some free food and lodging. I had overspent at least fifty dollars on my **tourist spree***, and this would just about square my books. Besides, this was the first job I had been offered on my travels and I was rather curious to see how I would make out. Perhaps, too, they would give me a reference at the end of my time, and this might help with other motel jobs on my way south. So, I said the idea would be fine. The Phanceys seemed very pleased and showed me the registration system, told me to watch out for people with little luggage and **station wagons*** , and took me on a quick tour of the establishment.

The business about the station wagons opened my eyes to the **seamy side*** of the motel business. It seemed that there were people, particularly young couples just married and in process of setting up house, who would check in at some lonely motel, carrying at least the minimum "passport" of a single suitcase. This suitcase would in fact contain nothing but a full set of precision tools, together with **false license plates*** for their roomy station wagon that would be parked in the carport alongside their cabin door. After locking themselves in and waiting for the lights to go out in the office, the couple would set to work on inconspicuous things like loosening the screws of the bathroom fixtures, the anchoring of the TV set, and so on.

Once the management had gone to bed, they would really get down to it, making neat piles of bedding, towels, and shower curtains, dismantling light-fixtures, bed-frames, toilet seats, and even the johns themselves if they had plumbing knowledge. They worked in darkness of course,

with pencil flashlights, and, when everything was ready, say around two in the morning, they would quietly carry everything through the door into the carport and pile it into the station wagon. The last job would be to roll up the carpets and use them to cover the contents of the station wagon.

Then change the plates and softly away with their new bedroom suite all ready to lay out in their unfurnished flat many miles away in another state!

Two or three hauls like that would also look after the living-room and spare bedroom, and they would be set up for life. If they had a garden, or a front porch, a few midnight forays around the rich out-of-town "swimming-pool" residences would take care of the outdoor furniture, children's heavy playthings, perhaps even the lawnmower and sprinklers.

Mrs Phancey said that motels had no defence against this sort of attack. Everything was screwed down that could be screwed down, and marked with the name of the motel. The only hope was to smell the marauders when they registered and then either turn them away or sit up all night with a shotgun.

In cities motels had other problems — call girls who set up shop, murderers who left corpses in the shower, and occasional hold-ups for the money in the cash register. But I was not to worry. Just call for Jed if I smelled trouble. He could act real tough and he had a gun.

And, with this cold comfort, I was left to ponder on the darker side of the motel industry.

(adapted from "The Spy Who Loved Me" by Ian Fleming)

NOTES:

- all the gimmicks *s/l. facilities*
 to man the desk to hire someone as a receptionist
 to man = to fill the vacancy
 full board free food and lodging
 on tourist spree spending too much money on travelling
сравн. on a shopping spree — spending too much money on shopping
 a station wagon a big, roomy car which can be used for carrying bulky luggage
 the seamy side of something the unpleasant, dark things which are usually hidden from outsiders (*сравн.: изнаночная сторона*)
 false license plates фальшивые, поддельные номерные знаки на автомобиле

Answer the questions:

- Why was the motel attractive for tourists?
 Why did the girl accept the offered job?
 What did she learn about the seamy side of the motel business?
 What risks did the motel owners run?
 How did they try to protect their business?
 What do you think is the most effective way of avoiding this kind of trouble?
 Do you find the situation typical for hotels in Russia?
 What things worry hotel managers in Russia?

Give your views on development of motel industry in Russia.

XX. Render the newspaper story in English.**Трехзвездочные перспективы**

В столицах мира малых гостиниц больше, чем больших, но не в Москве.

Москва на пороге новой, глобальной программы развития туризма до 2010 г. Чтобы вы знали: ежегодно на столицу приезжают посмотреть 900 тыс. человек, тогда как благодаря программе планируется увеличить это число до 5 млн. человек.

И чтобы где-то разместить будущих туристов, программой решено УДВОИТЬ число городских отелей среднего класса — так называемых 2-3-звездочных малых гостиниц.

В Москве сегодня гостиниц порядка 140, половина пустует и вполне могли бы занять нишу малых, принося пользу себе и своим потенциальным гостям.

Ведь кроме «Националя», «Метрополя», «России» и «Президент-Отеля» существуют, например, комплекс «Молодежный», «Юность», «Академическая», «Артика», которые отвечают основным требованиям 2-3-звездочных гостиниц по набору предоставляемых услуг и по ценам на эти услуги.

Конечно, с формальной точки зрения, ни одна московская гостиница не может называться малой в силу своего размера. Общепринято, что в малой не больше 150 номеров. Но мы привыкли жить и строить по-крупному, и то, что во всем мире называется средней и большой гостиницей (от 300 до 600 номеров), у нас

самая что ни на есть малая. Но как легче разрушить дом, чем отреставрировать его, так и проще построить новую гостиницу, чем разделить одну большую на несколько поменьше. Дашь мотели!

Как вы уже успели догадаться, по новой программе в Москве построят малые гостиницы, исходя в первую очередь из общепринятых стандартов. Это будут и мотели, и кемпинги, и просто отели. Они не только «формируют деловую и туристскую привлекательность города, но и способствуют развитию малого бизнеса, созданию новых рабочих мест в сфере услуг, росту поступлений в бюджет города и муниципальные бюджеты».

С тем, что новые здания формируют городскую среду, спорить никто не будет. А вот насчет бизнеса, так оп-ределение «малый» - очень условное.

Во всем мире малые гостиницы — это в первую очередь небольшой, семейный бизнес. Но у нас малый — значит, состоящий из нескольких пайщиков, одним из которых непременно является город, другим — какая-нибудь известная туристическая компания, а третьим ... бизнесмен, причем крупный, потому как маленькому денег не хватит, чтобы участвовать в городской программе.

Что касается создания новых рабочих мест, так это еще более условно. Много гостиниц в Москве реконструируется, часть закрывается, освободившиеся кадры после переподготовки предполагаются задействовать в малых гостиницах. Так много ли получится новых рабочих мест?

Не лучше ли было направить выделенные ресурсы на создание в уже существующих гостиницах национов для постоянных клиентов.

Это и поддержка малого бизнеса, и поддержка москвичей, не имеющих постоянного жилья и вынужденных арендовать его за небольшие деньги. Таких в Москве очень много — пятая часть от общего числа москвичей.

Так принято в европейских столицах. Почему не сделать так в Москве? Тем более, что на 1,8 млн. долл. уже потраченных на программы денег, можно было бы поддержать сразу несколько существующих гостиниц.

(по материалам газеты «Аргументы и факты»)

UNIT III

HOTEL MANAGEMENT

TEXT 1

The head of a hotel may go by any of a variety of different titles, such as general manager, managing director, or resident manager. We will refer to this person as **the manager**.

The manager is responsible for establishing the policies and procedures of operation for the hotel and for seeing that they are carried out. In other words, he is the boss. In a small hotel, he may be the owner or co-owner; in a large hotel, he is probably a professional **hotelman**, or **hotelier**, to use a French word that is popular among hotel people.

A hotel manager is a business executive and this means that he must have a knowledge of accounting, tax and business law, sales and promotion, public relations, as well as a command of the traditional services and functions of the hotel itself. In earlier times, experience alone was considered the appropriate background to attain the position of manager. Today, however, many universities and special schools give courses in hotel management and administration.

The first specialized hotel schools were located in Switzerland, a country with a long tradition both of tourism and of superior hotels. Swiss hotel schools still provide education that emphasizes work experience rather than theory and business administration.

The personal influence of the manager varies from hotel to hotel according to the policies of the owners.

In a **chain-operated hotel**, for example, the manager usually must work within a specific, tightly coordinated framework. In other hotels, he may exercise much greater control, not only in carrying out policies, but also in setting them. Many hotels become famous

because of the distinctive personality that is given to them by their managers. In a very real sense, the manager is **the host** who offers the hospitality of this establishment to his guests.

In seeing that all the activities of the hotel run smoothly and efficiently, the manager carries out **routine spot checks**, often on a daily basis, of different aspects of the hotel's operation. He also deals with unusual problems as they occur.

In a large hotel, the manager coordinates the work of the department heads who supervise housekeeping, advertising and promotion, food services, and the rest of the operation. The manager's working relationship with these people contributes significantly to the smooth functioning of the hotel.

Hiring and training are two other vital responsibilities of the manager. The personality, experience and expertise of every employee in a hotel is a matter of importance in a business where **courtesy** is one of the major services. The reference given by job applicants must be carefully checked, and a watchful eye must be kept on their performance after they have been hired.

Continuing **in-house** training programmes, either formal or informal, are customary in large hotels in order to maintain the standards of the establishment.

Training in the fundamentals may extend to all the employees, especially in new hotels.

The great increase in tourism in recent years has resulted in the construction of many hotels which are located in areas where local customs differ greatly from those of the hotel's expected customers. In such cases, it is essential to give intensive training to employees in every job category in the hotel before it opens.

This training usually includes a course in the languages of the expected customers.

In the addition to the manager, many hotels also include one or more **assistant managers** on the staff. When there are several, they are often assigned to different **shifts**: one for the morning and

early afternoon, one for the late afternoon and evening, and one for the late evening and early morning hours. The assistant managers frequently have a desk in the lobby near the reception area, since they deal with routine problems such as unsatisfactory **room assignments** or **overbookings**. They refer more serious problems to the manager or the appropriate department head. The assistant managers are usually in training for more responsible jobs in hotel management.

The management and administration of a hotel have a dual responsibility. First, they must return a profit to the owners who are often themselves the managers in a small hotel. Second, they must deliver the services and quality that the guests expect. Fortunately, these two responsibilities usually work together, that is, the greater satisfaction the guests receive, the greater the prospects that the establishment will be financially successful.

VOCABULARY LIST

1. **title, n** название должности; титул
2. **be responsible for** отвечать за что-либо; руководить; быть главным
- syn. to be in charge of**
3. **owner, n** владелец, хозяин
4. **executive, n** [ɪgˈzɛkʊ.tɪv] высшее должностное лицо; руководитель высокого ранга
5. **experience, n** опыт
6. **appropriate, adj** [əˈprɒprɪət] подходящий; соответствующий
7. **attain, v** достигнуть, добиться

8. **vary, v** меняться, изменяться; различаться, расходиться; разнообразить, варьировать
9. **chain-operated hotel** гостиница, входящая в сеть гостиниц с одинаковыми принципами управления
10. **tightly, adv** строго, жестко
11. **framework, n** структура; рамки в рамках
12. **exercise, v** осуществлять; использовать; пользоваться (правами); выполнять (обязанности)
13. **carry out** выполнять; проводить (политику)
14. **distinctive, adj** отличительный, особый
15. **host, n** хозяин (принимающий гостей)
host, v принимать гостей; устраивать у себя мероприятие
16. **occur, v** случаться, происходить
17. **routine, n** [ruːˈti:n] заведенный порядок; установленная практика, определенный режим
18. **spot checks** выборочные проверки; внезапная проверка без предварительного предупреждения
19. **supervise, n** контролировать; осуществлять руководство непосредственно на местах
20. **smooth, adj** гладкий; ровный; спокойный; бесперебойный

21. **expertise**, *n* (*фр.*)
[, ekspe:'ti:z]

знания и опыт (в данной области); компетенция; знание дела

22. **courtesy**, *n*
[, kə:'ti:zi]

учтивость, обходительность; вежливость;

23. **a job applicant**

кандидат на должность; претендент на вакансию

24. **in-house (training, magazine)**

внутри организации; внутриведомственный

25. **extend to**, *v*

распространяться на...

26. **customary**, *adj*

обычный; привычный; основанный на опыте

27. **employ**, *v*

нанимать на работу

employer, *n*

работодатель; руководитель

employee, *n*

работник; сотрудник

28. **assign**, *n*

назначать; поручать (задание, работу); определять на должность

29. **shift**, *n*

смена

30. **room assignment**, *n*

распределение комнат

31. **overbookings**

превышение количества забронированных номеров

32. **dual**, *adj*
['dju:əl]

двойственный; двойной; состоящий из двух частей

33. **profit**, *n*

прибыль

EXERCISES

I. Read and translate the text.

II. Answer the following questions:

What titles are used for the head of a hotel?

What is the manager of a hotel responsible for?

What skills and knowledge are essential for the hotel manager?

Why do hotel managers need business education?

Where can you get specialized education for hotel management?

How does the personal influence of the manager vary?

What is the role of the manager in hotel business?

How does the manager ensure the smooth running of a hotel?

What responsibilities are vital for the smooth functioning of a hotel?

Why are in-house training programmes so important for the business?

What do training programmes usually include?

How are the duties of assistant managers arranged?

Where do they usually have a desk? Why?

How do they deal with more serious problems?

What is the dual responsibility of the hotel management?

What makes hotel business financially successful?

Отредактировал и опубликовал на сайте : PRESSI (HERSON)

III. Sum up what you've learned from the text about:

- the duties of the hotel manager;
- the education and skills essential for the job;
- the way the manager carries out his functions;
- the training programmes offered to employees;
- the role and functions of assistant managers;
- the dual responsibility of the hotel management and administration;

IV. Find in the text words or phrases which correspond to the following definitions:

- 1) The people who collectively perform the function of establishment and carrying out policies for an organization are known as the _____.
An individual involved in this activity is a _____.
- 2) A French word for 'hotelman' that is frequently used in English. In other words, a _____ is a professional in the hotel business.
- 3) A business enterprise that operates at least several outlets. The Hilton, Sheraton and Holiday Inn enterprises are examples of worldwide _____.
- 4) A work period, often for eight hours. Because hotels operate twenty-four hours a day, many jobs are scheduled on a morning, evening or night _____ basis.
- 5) The process of making the public aware of an enterprise. **Advertising** is paid _____, while **publicity** is usually unpaid.

- 6) The means of mass communication and information: newspapers, magazines, radio and television.
- 7) Knowledge and experience in a particular area of activity/business.
- 8) The person who invites and receives guests and is in charge of all the necessary arrangements for that.
- 9) Good manners, politeness and readiness to help customers in any circumstances.
- 10) Method of control which is carried out on a regular basis but without prior warnings to the people under supervision.

V. A hotel is a product and hotel management should be able to sell the product — to talk about the hotel, rooms, facilities, etc., so that guests want to stay in the hotel and use its facilities.

What are the most important selling points in hotels?

Put the items below in order of importance.

- a) Public areas (knowing about lounges, reading rooms, toilets);
- b) Food and eating facilities (knowing about restaurants and bars, when they are open and what they serve);
- c) Rooms (knowing individual rooms, their location, equipment and facilities);
- d) People (knowing the people in charge of different departments of the hotel);
- e) The hotel (knowing room rates, management, full postal address, transport connections)

- f) General facilities (knowing about laundry, car hire, hotel shops, sports facilities);
- g) Rules (knowing rules about payment, checkout times, last orders);
- h) The competition (knowing what other hotels in the same area offer);
- i) Location and environment (knowing about the resort where hotel is situated, its facilities and areas of interest nearby).

VI. Read an extract from the lecture given by the staff trainer. Make notes of the key points in his lecture.

Very often staff don't realize that the people who run the hotel are part of the hotel 'product' too. So you should know the names of the people in charge of different departments. You should know the owner of the hotel, and the General Manager. Often the owner will actually be a company, not an individual.

Now of course, rooms are very important. You should know everything a customer might ask. Obviously, you have to know the types of room, and the rates beside them. Some hotels train their staff by having them stay in the rooms for the night and getting to know the rooms that way.

Now, one very important thing to know about is transport connections. You ought to know the transport connections for the hotel — how to get to it by road, by bus or by rail. You should know about taxis, too, and how much the fare is likely to be.

And you should know where guests can park their cars — if they come by car. In the example we have the heading "parking", and under it the two car-parking facilities —

the ordinary car park, and the lock-up garage which guests pay £ 5 a night for.

What else about the hotel? You should know if the hotel is mentioned in any guide books — guide books like the AA guide or the RAC guide. Also how many stars it rates from any large tourist or motoring organisations. Well, these are the main points, but there's just one other thing to remember and that's any restrictions that guests must keep to. You should know about any rules that have to be followed — restrictions about payment, etc. Some hotels might not allow payment by certain credit cards, or they might demand payment in advance for certain categories of guest. In our example on the fact sheet we have the heading "restrictions" ... guests must give proof of identity, such as passport or driving license, or they must pay in advance if they are chance guests after a certain time of night — that is, if you just drop in to the hotel after nine o'clock you should either prove who you are or pay for your night's stay beforehand.

Think and add more points of importance that you find vital in promoting your hotel.

VII. Read the text of the lecture again and find the sentences containing modal verbs. Explain their use. Think of similar examples.

VIII. Fill in the gaps choosing one if the modal expressions given below:

①	must	don't have to	mustn't
---	------	---------------	---------

As it is your first day, I'll just show you what to do. Obviously, you 1) **must** make the beds and Hoover the carpet, and you 2) _____ forget to check the cupboards in case the guests have left anything. If one of

the beds hasn't been used, you 3) _____ change the sheets, but you 4) _____ tidy it up so that it looks right. If the guest is about to leave, you 5) _____ check the mini-bar and tell reception if anything has been used so that they can put it on the bill. In the bathroom, you 6) _____ change all the towels and provide new soap and shampoo and make sure that everything is clean. If any of the light bulbs are broken, you 7) _____ replace them yourself — you can just ring Maintenance and they'll take care of it.

②

have to	don't have to	shouldn't
---------	---------------	-----------

The hotel is in the West End, so a lot of our guests want to go out to shows in London, and I 1) _____ try and arrange bookings for them. We have special arrangements with some of the cinemas and theatres, so that means our guests 2) _____ queue up for tickets and they 3) _____ pay more than they should, which is good for them. But with some of the others — especially the very popular musicals — we 4) _____ use agencies, and that means that the guests 5) _____ pay a lot extra. Personally I think that the agencies 6) _____ charge so much, but they always say that the guests 7) _____ make bookings at the last minute.

③

should	don't have to	mustn't
--------	---------------	---------

You 1) _____ know how to mix all the cocktails on the list, and you 2) _____ try and be as professional as possible, because that's all part of the atmosphere. Of course, you 3) _____ know how to make every cocktail in the world, because that would be impossible. If a guest asks you for a cocktail you don't know, you 4) _____ panic, you 5) _____ just ask them how to make it, and you 6) _____ show some

interest in it because that makes them feel good. There are sometimes problems with people who are under age. If you think someone looks too young, you 7) _____ ask them for proof of their age and you 8) _____ serve the alcohol if they are under seventeen.

Can you guess the jobs described in the three passages above?

IX. Translate into English using modal verbs:

- 1) Менеджер должен определить политику отеля и пути ее осуществления. Ему приходится проводить спонтанные проверки, чтобы убедиться в том, что все службы гостиницы исправно функционируют.
- 2) Поскольку любой руководитель гостиницы является коммерсантом, ему следует принимать во внимание условия развития рынка, на котором он работает.
- 3) В прежние времена менеджерам не нужно было получать специальное образование, поскольку главным фактором успеха считался опыт работа в гостиничном бизнесе.
- 4) В гостиницах, входящих в сеть, руководители должны работать в жестких рамках специфически определенных правил. Они не могут нарушать общепринятые нормы функционирования всей сети.
- 5) Управляющий отдельной гостиницей может много свободнее действовать в определении общей политики гостиницы, в установлении правил и норм функционирования своей гостиницы, а также в осуществлении кадровой политики.
- 6) Управляющему следует помнить, что именно он является хозяином, принимающим гостей, и он

должен соответствовать всем ожиданиям, которые есть у людей, выбравших его отель.

7) Учивость должна стать отличительной чертой персонала любой гостиницы, которая стремится к высокому профессионализму и коммерческому успеху.

8) Обучение основам гостиничного бизнеса может распространяться на всех работающих, если руководство гостиницы действительно заинтересовано в высоком качестве обслуживания постояльцев.

9) Опыт и знание своего дела не могут заменить чуткого и вежливого отношения к людям, поэтому при отборе персонала и найме менеджер должен учитывать не только профессиональные, но и личностные качества претендента на вакансию.

10) Заместители менеджера не должны выходить за рамки своих полномочий при решении сложных проблем.

11) Заместителям приходится работать в разные смены и заниматься такими рутинными проблемами как распределение номеров и превышение лимита бронирования.

12) Управляющие должны заработать прибыль для владельца гостиницы и должны обеспечить поставщикам качественное обслуживание. Эта двойственная ответственность руководства гостиницы является основой успеха любой гостиницы.

X. Fill in the gaps with the adjectives used to describe personality. Use a dictionary if necessary.

1) enthusiastic	5) sincere	9) practical
2) efficient	6) confident	10) ambitious
3) reliable	7) punctual	
4) flexible	8) courteous	

a) Mr. Thomas has a reputation for being very _____. However, people don't always appreciate hearing the truth.

b) If you could be a little more _____ in the future, our meetings could start on time for a change.

c) She's extremely _____. I wouldn't hesitate to give her more responsibility.

d) A good host should always be _____ and serve his guests first.

e) I'm not terribly _____, I'm afraid. I can't even fix a plug when it goes wrong.

f) You have to be _____ in this job because half of the year we work shifts.

g) I'm really _____ about my new job. There are great opportunities for me.

h) People who are _____ will get promotion more easily.

i) To get the work done in time you'll need to be very _____.

j) She is very _____ that she'll be able to get the work done in time without any problems.

XI. Match a word from A and a word from B. Complete the sentences with the pairs you get.

A	B
a) permanent	1) bedroomed
b) personal	2) clientele
c) kitchen	3) quarter
d) twelve —	4) rate
e) turnover	5) workload
f) regular	6) garden
g) winter	7) touch
h) heavy	8) staff

- We have quite a high staff _____.
Our employees don't stay with us for very long.
- We're fully booked in spring, summer and autumn, but the _____ is very quiet.
- We are a small family-run hotel, and our guests appreciate the _____ that we offer.
- We can't afford many staff, so the three of us who run the hotel have a _____.
- We grow all our own herbs and vegetables in the _____.
- Most of our guests come back again and again, so we have a fairly _____.
- They run a large hotel that has over fifty _____ and twenty other temporary employees.
- My sister runs a small _____ hotel with a small restaurant that is open to non-residents.

XII. Read what different managers say about their responsibilities and make a note of how they use modal verbs.

- Let me start by saying I'm General Manager. That is to say, I have control over the whole of the operation. As the General Manager, I must make sure that all our hotels and **business outlets** are fulfilling the overall vision of the company as a whole, and making money, too. We mustn't forget that our aim is to make money. The company structure works like this. The House Manager is directly answerable to me. He or she is responsible for all six in-house departments, and their job is to keep good **information flows** between the various department. We cannot allow departments to be run in isolation of each. They must also make sure that the hotel stays profitable. They have a great deal of freedom to make decisions and don't have to check with me about day-to-day issues, although we are in regular contact by fax. Of course, the House Manager should use his discretion about when to contact me. In our organisation, the Resident Manager has control over the customer-contact side of the business. It is the Resident Manager's job to ensure close, efficient **liaison** between the two sectors under his control, that is to say Front-of-House Operations and Housekeeping.
- I am the Front Office Manager. I report to the Resident Manager on a regular basis but I can make a lot of daily operational decisions myself. I like the responsibility the hotel allows me to have. I have to supervise Front-of-House Operations and to do that efficiently. I need to have the assistance of the Head Receptionist, who looks after the reception area in general and has a good deal of contact with both staff and guests.

We are concerned with day-to-day issues such as guests' comfort and security, but we also get involved in training and staff development, so there's plenty to do on that side, too.

- 3) I'm hoping to become Head Housekeeper in the near future. I've been Housekeeper for the executive suites for a year now and there's a good chance I'll take over when Mrs. Jones leaves at the end of the year. At the moment, I give orders to the chambermaids and cleaners personally, but I'm looking forward to getting more involved in planning and training. I know I shouldn't say this, but I think I'll be pretty good at it.

NOTES:

business outlets	торговые точки; коммерческие центры эд. гостиницы, входящие в сеть
information flows	обмен информацией
сравн. cash flow	движение денежных потоков
liaison (фр.), n	связь, контакты; взаимодействие
efficient liaison	эффективное взаимодействие
the Executive suites	номера класса «люкс» для высокопоставленных гостей

XIII. Answer the questions:

- What is the main responsibility of the General Manager?
How does he understand the key objectives of his position?
Why is it essential to keep good information flows between the departments?

Are heads of departments free to make decisions?

What principles do they function on?

What is the job of the Resident Manager?

What is the Front Office Manager responsible for?

What are the chances for promotion for the assistant managers?

Does it make them enthusiastic about their job?

Summarise what you've learned about the functions and responsibilities of the managers.

Think and answer:

What is the best way to attain the position of hotel manager in Russia?

What is more important for being a good hotel manager: good education or experience?

Do you agree that training in the fundamentals of every job should extend to all the employees? Why do you think so?

Why are hiring and training employees two vital responsibilities of the manager?

Why do Russian hotels differ in many ways from international standards? Is it vital to overcome these differences? Why (not)?

What is your overall vision of further development of hotel business in Russia?

XIV. Decide whether the following statements are true or false.

1. The manager of a hotel is never responsible for establishing operating policies; he only carries out policies that have been set by others.
2. The only way to become the manager of a hotel is by working one's way up through all the different departments in a hotel.
3. A student in a hotel school usually studies courses in business administration as well as in hotel operations.
4. A wise and creative manager often gives a distinctive personality to the hotel that he runs.
5. Unusual problems never occur in a hotel, so it is always possible to follow a detailed manual of procedures.
6. Once hotel employees have been hired, no further training or supervision is necessary to see that they are doing their jobs satisfactorily.
7. Employee training is particularly important for many new hotels because the customs of the staff and the expected guests may differ sharply.
8. Assistant managers are often trainees for more responsible management positions.
9. A hotel that satisfies its guests is likely to be financially successful as well.

XV. Translate into English:

Все гостиницы имеют четкую иерархию менеджмента, в рамках которого все его члены занимают определенное место в соответствии со своим статусом.

В нижней части иерархии находятся люди, которые заняты непосредственно работой. К ним относятся производственный персонал гостиницы, так называемые индивидуальные участники.

Над ними возвышается многослойная пирамида менеджеров, в которой выделяют три уровня:

- менеджеры, руководящие деятельностью только отдельных сотрудников, они не контролируют деятельность других менеджеров;
- менеджеры, управляющие работой других менеджеров, — находят методы решения наиболее важных задач, участвуют в составлении планов;
- менеджеры высшего звена, отвечающие за постановку глобальных задач, формирование стратегии развития и внутренних ценностей гостиничного предприятия. Они ответственны перед руководством гостиницы.

Существует пять базовых операций в работе менеджера, какой бы деятельностью в индустрии гостеприимства он не занимался.

Менеджер, во-первых, устанавливает цели, определяет конкретные задачи в каждой группе целей, делает их эффективными через сообщение их другим сотрудникам гостиницы, чья работа необходима для достижения данных целей.

Во-вторых, менеджер выполняет организационную функцию, анализируя деятельность и принимая решения, необходимые для достижения целей. Он группирует проблемы в организационную структуру и выбирает персонал для их выполнения.

В-третьих, менеджер поддерживает постоянную коммуникацию в коллективе, не забывая про приемы мотивации.

Четвертая функция, выполняемая менеджером — анализ, оценка и интерпретация результатов работы каждого сотрудника предприятия.

В-пятых, он способствует росту людей, включая себя самого.

Благодаря взаимодействию вышеназванных компонентов, менеджер способен сделать деятельность любого предприятия гостиничной сферы и индустрии гостеприимства в целом эффективной, приносящей прибыль.

Ответственность за принятие общих управленческих решений лежит на высшем звене управления. Подразделения являются функциональными звеньями, каждое из которых использует свою специфическую технологию, но все вместе они имеют одну общую цель — удовлетворение потребностей клиентов.

XVI. Read a newspaper story by Michael Bywater describing recent trends in hotel industry in Britain. Use a dictionary if necessary.

The guests are sad and desolate. The owner is a sociopath¹. Welcome back to the great British hotel.

“Ask for a room and you will be greeted with a resentful glare as if you had wandered in, blind drunk and smeared in anchovies...”

Grandpa Price (known as Grandpa Beans), after a life-time in steel, bought a hotel in Bournemouth. Pin money for their retirement plus something to keep his Eth occupied — that was the idea. Eth came from a big family, had a big family of her own, got used to cooking for lots of people, making sure all was as it should be. Then everything empties out. The hotel was a consolation prize, and

very nice too. Big house, secluded, rhododendrons and fishpond. And Bournemouth itself, of course: pines, cliffs, chines, and perpetual summer after the steel-grey winter of Newport. So Eth cooked and bustled about and Grandpa Beans did-it-himself, his speciality being signs, the true love of the British hoteliers.

He had to be stopped after a bit, when he was found sneaking into the house with a sign saying “**Please Do Not Wind This Clock**”, otherwise who knows where it would have ended. Given a free hand, it wouldn't have been long before the bathroom signs started.

“**Please Do Not Leave Hair in Plughole**”.

“**Baths Must Be Booked 3 (Three) Days in Advance. The Management**”.

“**Do Not Put Various Objects Down The WC**”.

You know the sort of thing. Things being disapproved of or forbidden, not because they are unreasonable, immoral, dangerous or nasty, but just because there are signs available, forbidding them.

Grandpa Beans was stopped in time, but he was an exception. A recent “**Which?**” report shows that, in the world of hotels, we are still the poor man of Europe. Most British hoteliers practice a grim mixture of xenophobia² [zenou'fəubiə], contempt, parsimony and ill-temper almost unknown in the rest of the world. These characteristics run across the whole range. From the vile horrors of the Executive Luxury Hotel to the grumpy, nylon-sheeted B & B, the visitor may be sure he is hated, his only purpose to be parted from his money as quickly as possible.

At least with the lower-grade British Hotel, the hatred and contempt are nakedly in view. Ask for a room and you will be greeted with a harsh resentful glare as if you had wandered in, blind drunk and smeared all over in anchovies,

while anything which cannot actually be forbidden, will be slammed down or indicated with a sign and a finger.

Move up the scale, and the expression of hatred and disgust is a little less overt, but still quite clear. Thin sheets, overstrained mattresses, ice-cold rooms where the heating has been left off to save money. Phone calls are charged at punitive rates; a chill, breath-misting desolation in the corridors.

The language of the staff is honed by industrial psychologists to give an impression of welcome, but it is frosty and impersonal. All the brochures occupy a special linguistic register found nowhere else and illustrated with pictures of ostensible business-couples groomed to near-extinction and obviously in the run from their spouses.

The British hotel caters for the desolate, and preys like a sociopath on their desolation.³

The British hotel is the place where advertisements for contact magazines are composed or replied to, where the Yellow Paged fall open at the section marked 'Sauna & Massage', where visions of luxury — the breakfast, the room service, Harry's Bar (or whatever) are offered and then disappointed, like the rude awakening at the end of a dream of beauty.

The incompetence, the grudges, the snobbery, bossiness — these are essentially British characteristics, nestling under the umbrella of affronted disapproval that is our national, moral position. For a nation which has such a position, it's a miracle that we have any hotels at all, that travellers aren't simply rounded up and clubbed over the head and shoved into vans to be driven back home and put to bed with their hands outside the sheets. The hospitality industry goes as much against the grain here as pork-butchery in Tel-Aviv, the difference being that we have to do it and they don't.

As a correspondent of mine who teaches, poor thing, at a hotel management school puts it: "I do wish we were allowed to teach them some manners. All they learn is management, and frankly, they manage rather too well as it is. Then again, I am prejudiced; I suffer from a dislike of hotel managers. Their off-putting attitude is mirrored in their peculiar gait, a fluid mixture of prance, trample and mince."⁴

There you have it: the components of British hotel-keeping: Prance, trample and mince. I suppose you think you're special. It's All Right For Some!

Sorry, we're closed. Sorry, it's the rules. Sorry, no change. I've only one pair of hands. Sorry, it's off. Sorry, kitchen's closed.

From Worthing to the Wirral, from Cardiff to Carlisle, the story's the same. It's the old: "Give us the money, now piss off."⁵

(adapted from "The Observer")

NOTES:

1. a sociopath a person who has problems in socialising with people; социопат
2. xenophobia ксенофобия; неприязненное отношение к иностранцам; [ˌzenou'feubiə]
3. The British hotel caters for the desolate, and preys like a sociopath in their desolation. — Британский отель предлагает услуги одиноким и как положено всякому социопату, на этом самом их одиночестве успешно наживается.

4. **Their off-putting attitude is mirrored in their peculiar gait — a fluid mixture of prance, trample and mince.** — Их пренебрежительное отношение отражается в их особой походке — некоей смеси перетекающих друг в друга величавой поступи, тяжелого топания и семенящих шажков.

5. **piss off** *sl.* отвалите (грубо)

Answer the questions:

What is the style of the story?

Why is the writer so ironic about the way people run hotels in Britain?

What is his attitude to various hotel rules and regulations?

Why is he so critical of the attitude towards guests in British hotels? In what way does he show it?

What features of the British character are not suitable for efficient hotel management? Why?

Why does he compare the hospitality industry in Great Britain with pork-butchery in Tel-Aviv? What is the implication of this example?

What do you think of his friend's comments in the way hotel managers are educated? Do you share his views?

Think and answer:

What do you know about the atmosphere in Russian hotels?

What things described in the story can be found in Russian hotel industry?

Why is it so important to create a friendly and warm atmosphere in an hotel? Is it possible to do it in a big hotel?

What is more important for a manager: personal touch or efficient performance? Give your reasons.

How do you see the future of hospitality business in Russia?

UNIT IV

WORKING IN HOSPITALITY INDUSTRY

TEXT 1

A hotel is a complex operation. It includes places for people to sleep, to eat, to shop; there are often recreational facilities and areas for public gatherings. Because of its complexity, it is not possible to speak of a single career in the hotel industry, there is instead a wide variety of different careers.

The top people in the hotel industry are managers. The majority of them hold management positions in individual hotels, but some work in the executive offices of the hotel chains.

The principal function of management is to coordinate all the different activities that take place in a hotel. The managerial personnel must therefore have a broad range of experience in the various departments of a hotel.

One of the most important divisions of the hotel's administrative staff is the accounting department. Hotel accounting has many distinctive features because guests' bills must be kept up-to-date. All charges that a guest incurs must be entered, **or posted**, in his or her account as soon as possible. In addition to the charge for the guest's room, there may also be charges resulting from the use of telephone, the laundry service, the restaurant and room service.

The size of the accounting staff varies with the size of the hotel. A large operation employs a chief accountant, who's in charge of all the hotel's financial records. The statements that he prepares for the management are important in locating trouble spots in the hotel's operation and thus in determining overall policies. A good accountant can analyze an unprofitable operation quickly. Management then can either try to correct the problem or eliminate

the operation. A small hotel usually employs an outside accountant to check its books periodically.

Some hotel management people have worked their way to the top without formal education in the field. They combined in-the-job experience with the special talents and personal qualities that are necessary for a successful hotel career.

It should be noted that one necessary personal characteristics in hotel management, and indeed throughout the hotel world, is the desire to serve and please the guests. The hotel business is often called the hospitality industry because of the importance of genuine warmth in dealing with the guests.

The executive staff of a hotel includes many people with special skills, experience or **professional training**. The promotion staff, for example, must know not only the hotel field, but also advertising and public-relations techniques. **The head housekeeper** runs a complex organisation with many employees, she needs to know the intricacies of purchasing on a large scale, as well as how to make beds and clean carpets properly.

The members of the engineering and maintenance staffs need education, expertise, and experience which in a large hotel may be very diverse.

The chefs and cooks, even though they are out of sight of the public, are important to the success of a hotel. Sometimes food and beverage department in some hotels brings in more income than room rentals. Good cooking is a skill that requires **natural aptitude**; indeed, many people consider cooking an art. In France and Switzerland, people who wish to become chefs often begin to work as **apprentices** at an early age. They are trained by an experienced chef in all aspects of kitchen work, cooking and restaurant management. A head chef must be an expert not only in cooking itself, but also in planning, purchasing and supervising other kitchen personnel.

Most of the remaining workers in the hotel world can be classified as **skilled, semi-skilled or unskilled**. The carpenters and

upholsters in maintenance, the plumbers and electricians in engineering, and the gardeners in the ground department are among the workers usually classified as skilled. They all require special aptitudes combined with special training. Semi-skilled workers include waiters and chambermaids, who must have training for their particular duties.

Examples of unskilled workers are the helpers and dishwashers in the kitchen or the laborers who perform such chores as loading or unloading shipments of supplies and equipment.

The largest number of hotel employees fall into the semi-skilled and unskilled categories. Every hotel must fill many of these jobs, and this fact is one of the attractions in creating a diverse tourist industry.

Another phenomenon of the hotel industry is that it creates employment for a number of people who cannot be considered typical hotel personnel. This is especially true for resort hotels with recreational facilities. Cocktail lounges and nightclubs employ entertainers and musicians. Outdoor recreational facilities make use of the skills of people with a background in sports such as golf, tennis, skiing and swimming.

A majority of employees in a hotel have some degree of contact with the guests, ranging from "frequent" on the front desk/reception to "occasional" for chambermaids and housemen.

Contact with the public means that hotel employees should have a genuine desire to please and serve the public.

Many resort areas suffered a sharp loss of business because of stories carried back home by visitors about a negative attitude on the part of employees in hotels where they stayed.

In the age of international travel, language ability is also a definite aid in hotel work. Most hotels now serve guests from many countries. Any employee who meets and talks to the customers has an advantage if he or she can communicate in the guests' language or in the international languages like English or French.

The economic benefits in hotel work can be very substantial. The top people in management, the staff in the chain headquarters, executive housekeepers, and food and beverage managers receive good salaries. Owner-managers of small hotels can make a comfortable living, combined with economic independence. Top chefs are also very well paid. There is often sharp competition in hiring them.

Many hotel employees receive additional income from tips. Bellmen, waiters and waitresses, bartenders, captains, doormen and chambermaids customarily supplement their wages through tips.

Besides pay from salaries, wages and tips, some hotel employees also receive other benefits. The manager of a hotel, for instance, usually has a room or even a suite at his disposal; many managers live permanently in their hotels. Except for the executive staff, most hotel employees wear uniforms while they are working, thus saving a considerable amount of money on clothing. For employees in the hotel-chain headquarters or on the promotional staff there are often frequent opportunities for travel.

Hotels also offer opportunities for part-time work. There are a number of consulting firms that specialize in various areas of hotel-related work. A consultant is called in on a temporary basis for a fee to give advice or to perform a special job. Consultants are available in such fields as hotel design and planning, the development of recreational facilities, accounting and overall management and operational problems.

The financial condition of a hotel is often discussed in terms of its **occupancy rate**, i.e. the percentage of rooms or beds occupied during a given period. The higher the percentage over a longer period, the more successful the hotel is. The staff of the hotel can do a great deal to assure a high occupancy rate, not only through their efficiency in their jobs but also through their manner of serving the guests.

The hotel business is a service industry, and one of the services that it sells is a pleasant atmosphere. The employees of a hotel create that atmosphere.

VOCABULARY LIST

1. **recreation, n**
восстановление сил; развлечение; отдых
recreation facilities
места отдыха и развлечений
2. **range, n**
a broad range of
experience
сфера; область; диапазон; зона
опыт в обширной сфере
3. **accounting department**
accounts, n
to enter on the
account
бухгалтерия
счета
внести на счет
4. **bill, n**
current account
текущий счет (в банке)
to keep bills up-to-date
счет (в ресторане; гостинице; за разные виды услуг)
вести счет по ежедневным статьям расходов
5. **charge, n**
charges, pl
free of charge
charge, v
цена; занесение на счет; расходы; издержки
бесплатно
взимать плату (за какие-либо услуги); брать деньги; назначать цену;
нести расходы; осуществлять затраты
6. **vary, v**
меняться; изменяться; разниться; расходиться; варьироваться
7. **chief accountant**
главный бухгалтер

8. **be in charge of**
отвечать за какой-либо участок
9. **financial records**
финансовые документы
10. **statement, n**
выписка по счету
11. **trouble spots**
проблемные места
12. **determine, v**
определять
13. **eliminate, v**
устранить; ликвидировать
14. **genuine, adj**
[ˈdʒɛnjuːn]
подлинный; истинный; неподдельный; настоящий
15. **technique, n**
[tekˈni:k]
супл. method
приемы, методы; техника исполнения
16. **head housekeeper**
главный завхоз; главный администратор; начальник службы номерного фонда
17. **intricacy, n**
[ˈɪntrɪkəsi]
запутанность; сложность
18. **on a large scale**
в крупных масштабах
19. **engineering staff**
инженерная служба
20. **maintenance staff**
служба технического обслуживания
21. **chef, n** [ʃef], *фр.*
шеф-повар; главный повар
22. **aptitude, n**
склонность; способность к чему-либо
23. **apprentice, n**
[əˈprentɪs]
ученик; подмастерье; новичок
24. **skilled, adj**
semi-skilled
unskilled
квалифицированный
малоквалифицированный
неквалифицированный
25. **carpenter, n**
плотник

26. **upholsterer, n** обойщик; драпировщик
 27. **plumber, n** водопроводчик; сантехник
 28. **waiter, n** официант
waitress, n официантка
 29. **chambermaid, n** горничная в гостинице
 30. **chores, pl. = chars** работа по дому; поделная работа
to perform chores выполнять работы (обычно трудоемкую)
 31. **diverse, adj** разнообразный; разный
 32. **definite, adj** определенный
 33. **aid, n** помощь
 34. **substantial, adj** существенный; важный; значительный
 35. **additional, adj** дополнительный
 36. **income, n** доход; заработки
income tax подоходный налог
 37. **bellman, n** коридорный; посыльный
таж bellboy
 38. **bartender, n** бармен
 39. **captain, n (am.)** метрдотель
 40. **fee, n** гонорар; вознаграждение
 41. **occupancy rate** уровень загрузки номерного фонда
to assure a high occupancy rate обеспечить высокий уровень загрузки номерного фонда

EXERCISES

I. Read and translate the text.

II. Answer the following questions:

- Why are there so many professions and careers in the hotel industry?
 Why is the career of hotel managers so important?
 What is the role of the accounting department?
 How does the size of the accounting staff vary?
 How can a good accountant contribute to a success of the whole operation?
 What education is needed to become an efficient hotel manager?
 What personal characteristics of a manager is absolutely necessary for successful performance?
 What do the executive staffs need to know apart from the hotel field? Why?
 Why are chefs so important to the success of a hotel?
 What is so special about this profession?
 How are workers in the hotel world classified?
 What professions belong to a skilled group? Why?
 What jobs are considered semi-skilled? Why?
 What employees fall into an unskilled category?
 What is the phenomenon of the hotel industry in terms of creating jobs?

What does contact with the public mean for hotel employees?

Why can resort areas suffer a sharp loss of business?

How important is language ability for those who work in hotels serving guests from different countries?

What are the economic benefits in hotel work?

Are they the same for all hotel employees?

How do tips increase the income of hotel employees?

What other benefits are mentioned in the text?

Why are consultants called in?

How are they paid?

What is occupancy rate?

Why is a high occupancy rate important to the success of a hotel?

How important is it to create a pleasant atmosphere in a hotel?

III. Sum up what you've learned from the text about:

the variety of careers in the hotel industry;

the principal functions of hotel management;

the functions and importance of the accounting department;

the professional and personal characteristics needed for successful performance in the hotel industry;

the classification of the workers in the hotel industry;

the economic benefits in hotel work;

the importance of the occupancy rate for the success of a hotel.

IV. Find in the text words or phrases which correspond to the following definitions:

1) Training usually considered to be at the university level, given to doctors, lawyers, accountants, hotelmen and business administrators.

2) A beginner who works under a trained and experienced person for a period of time. Many chefs work as _____ for several years before they qualify as full-fledged chefs.

3) Work that requires special aptitude and training.

4) Work that requires a small amount of training, like waiters and chambermaids.

5) Work that requires neither training nor special aptitude.

6) A money payment in addition to wages or salaries for a personal service.

7) Payment for work. _____ are figured on an hourly or daily basis. _____ are figured on a weekly, monthly, or yearly basis.

8) The percentage of rooms or beds occupied in a hotel during a given period.

V. Translate into English:

1) сложный механизм / бизнес;

2) условия для проживания и отдыха;

3) основная функция руководства;

4) отличительные характеристики;

5) расходы, связанные с использованием телефона; прачечной и др. видов обслуживания;

6) неприбыльный бизнес;

7) устранить проблему;

- 8) специальное образование в данной отрасли;
- 9) сложность закупок в больших масштабах;
- 10) природные данные / способности;
- 11) ученик у опытного шеф-повара;
- 12) в раннем возрасте;
- 13) создание разносторонней индустрии туризма;
- 14) создавать рабочие места;
- 15) попадать в категорию малоквалифицированной рабочей силы;
- 16) истинное желание доставить радость;
- 17) понести серьезные убытки;
- 18) иметь преимущество владения иностранными языками;
- 19) экономические выгоды весьма существенны;
- 20) получать дополнительный доход.

VI. Complete the table of nouns and adjectives.

	Noun	Adjective
a)	enthusiasm	enthusiastic
b)	_____	experienced
c)	friend	_____
d)	_____	able
e)	relevance	_____
f)	performance	_____
g)	_____	responsible
h)	availability	_____
i)	_____	aware
j)	suitability	_____

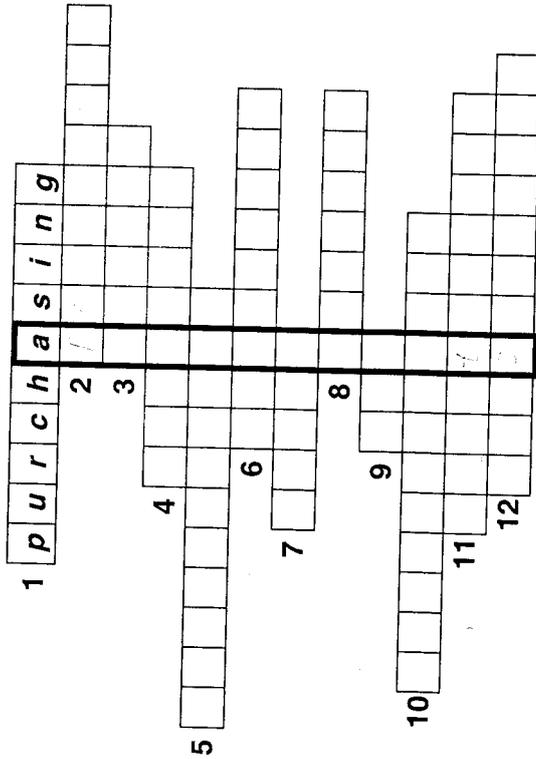
Now fill in the gaps in the following sentences using either the noun or the adjective in each pair.

Example: She'd be marvelous at organising children's activities because she's got lots of **enthusiasm**.

- 1) I'm rather shy and reserved, so I don't think a job in Reception would be _____ for me.
- 2) Please send us a letter and a CV giving details of your qualifications and _____ experience.
- 3) I'm surprised that she has decided to leave. I wasn't _____ that she wasn't happy here.
- 4) If you want to work in Front Office, you have to develop the _____ to do three things at the same time.
- 5) She is always happy, smiling and _____, so everyone likes her.
- 6) I have several years' _____ of working in a large hotel.
- 7) The Head Housekeeper is _____ for making sure that the rooms are kept in good condition.
- 8) Could you phone Mr. Stanton and ask him when he would be _____ for the interview?
- 9) I worked there on a three-month contract but I did well and at the end they offered me a _____ job.

VII. Answer the clues and do the crossword puzzle.

Find the hidden word. The first one has been done for you.



- 1) I work in the _____ Department. We are responsible for ordering and buying everything that the other departments need and for keeping control of stocks. (10)
- 2) Some large hotels have a _____ officer who hires new employees, conducts interviews, and generally looks after the staff. (9)
- 3) There's no problem if you come back after midnight: the night _____ will let you in. (6)
- 4) In the _____ Department, we are responsible for paying bills and salaries, and for the financial side of the hotel. (8)

- 5) There's a vacancy for a _____ at the Hilton Hotel. The job involves cleaning the guests' rooms, making the beds, and making sure that everything looks right. (11)
- 6) As a _____, you will be expected to look after guests' special requests, and you'll have to make theatre bookings, organize tours, travel arrangements and so on. (9)
- 7) I work in the _____ Office, so I deal directly with the guests, and for this kind of job you need to have good social skills. (5)
- 8) The General _____ has overall responsibility for the running of the hotel. (7)
- 9) The restaurant are looking for an experienced _____ with good pastry skills who can produce imaginative cuisine. (4)
- 10) I'm a _____, so part of my job is to welcome the guests and give them their room keys; you need to have a friendly, outgoing personality for this kind of work. (12)
- 11) Peter is the head of the _____ Department, so contact him if you notice anything that needs repairing. (11)
- 12) The _____ is in charge of the cleaners and chambermaids, and is responsible for making sure that the rooms look as they should. (11)

VIII.

Hotels can be organised in different ways, and the names of jobs and departments vary from hotel to hotel. But there are certain departments that you will find in most hotels.

Match the places on the left with the words on the right:

- | | |
|--|------------------------------|
| a) where guests make reservations, check in and check out; | 1) Housekeeping |
| b) where guests eat; | 2) Kitchen |
| c) where food is cooked; | 3) Restaurant |
| d) where guests drink alcoholic or soft drinks; | 4) Front Office or Reception |
| e) the department that makes sure the hotel and the rooms are clean, and that everything in the rooms is in order; | 5) Bar |
| f) where bills are added up and money matters dealt with; | 6) Cashier's Office |

IX. Do you know words for the following jobs?

There is more than one word that can be used.

- 1) The person responsible for the cooking in the kitchens.
- 2) The person who looks after guests' reservations.
- 3) The person in charge of service to guests in the restaurant. *waiter, bar*
- 4) The person responsible for keeping the hotel clean and supplying linen.
- 5) The person who looks after all money paid to or by the hotel.
- 6) The person responsible for greeting guests, helping them with their luggage, organising their transport, and dealing with their mail. *concierge*

X. Read out the interview with a Hotel Manager describing his organisation to a reporter:

- R. So you are the person who's in overall charge of the hotel?
- M. That's right. But in fact, the Assistant Manager is responsible for the day-to-day running of the hotel. You see, most of my time is taken up with negotiation with travel agencies, planning, meetings, that kind of thing.
- R. I see. And then, under the Assistant Manager there are all the departments of the hotel...
- M. Yes. You'll find much the same departments in every hotel, but the actual details of organisation always differ somewhat. In our case we have three main divisions — the restaurant staff, the housekeeping staff, and the reception staff. Reception is what the public see. And in our case we have three receptionists who work under the Head Receptionist.
- R. And do the porters come under reception too?
- M. In this hotel, yes. Here, the Head Porter reports to the Head Receptionist. And the Head Porter in turn has two porters under him.
- R. And housekeeping is a separate department?
- M. That's right. The Head Housekeeper is in charge of the chambermaids and the cleaners.
- R. What about the bars? Where do they fit in?
- M. Well, we have four bar operatives looking after the bars in the hotel. But the bars and the restaurants all come under the responsibility of the Restaurant Manager. The restaurant section includes both restaurant and bar service.
- R. I see. And under the Restaurant Manager you also have the waiters and the kitchen staff?

M. Yes. As regards the waiters, the Head Waiter supervises three Station Waiters and a part-time waiter. And then there are the chefs. Under the Head Chef we have the Second Chef and two trainee chefs. And there are several part-time kitchen assistants — the numbers vary.

XI. Complete these sentences from the interview using the words in the box:

- responsible charge includes to
under (x 3) after supervises
- 1) The Assistant Manager is _____ for the day-to-day running of the hotel.
 - 2) We have three receptionists who work _____ the Head Receptionist.
 - 3) In this hotel, the Head Porter reports _____ the Head Receptionist.
 - 4) The Head Housekeeper is in _____ of the chambermaids and cleaners.
 - 5) We have four bar operatives, looking _____ the bars in the hotel.
 - 6) The bars and the restaurants all come _____ the responsibility of the Restaurant Manager. The Restaurant Section _____ both restaurant and bar service.
 - 7) The Head Waiter _____ three Station Waiters, and two part-time waiters.
 - 8) _____ the Head Chef we have the Second Chef, and two trainee chefs.

XII. Ask and answer questions using the table:

What	does is are do	the Manager Assistant Manager Head Chef Head Housekeeper the Head Receptionist the Head Porter Head Waiter Bar Operatives Chambermaids	do? look after? supervise? work under? in charge of? responsible for?
Who			

XIII. Find out what the following people do. Then write sentences using the verbs in the box.

look after	in charge of	work under
supervise	responsible for	report to

or any other suitable verb.

1. Key Clerk _____
2. Chambermaid _____
3. Night Clerk _____
4. Hall Porter _____
5. Head Porter _____
6. Switchboard Operator _____
7. Floor Attendant _____
8. Storekeeper _____
9. Maintenance Engineer _____
10. Waiter's Assistant _____

11. Valet _____

12. Concierge _____

[, kɔ:nsi'ʒɛʒ]

XIV. The Personnel Director of a large hotel is describing the job of a concierge [, kɔ:nsi'ʒɛʒ] (фр.) Read the description and take notes about the details of the job.

In this organisation, the Concierge's primary function is to provide for guests' needs and special requests. This often involves contacting companies for information or services which are external to the hotel. Typical requests are for him or her to make bookings for tours, theatres and special attractions. The Concierge will also help guests to organise and book their onward travel arrangements, including dispatch of luggage.

Consequently, there is a need to know what services local businesses have to offer. That means businesses such as restaurants, travel agencies, and car-hire agencies.

To do the job effectively, the Concierge must be particularly aware of the arrival and departure of groups and any special events taking place within the hotel.

Internally, the Concierge Department is responsible for the safe delivery of mail and packages and they will maintain a supply of stamps for domestic and foreign postage. In some hotels, it is still a Concierge's duty to fulfil requests for secretarial work but here that comes under the remit of the business centre.

A log-book is kept in which all guests' queries and requests are recorded. This is another of a Concierge's many duties. A basic requirement that we have of our concierge staff is that they display a courteous and

professional manner in all their dealings with guests and fellow employees.

Above all, he or she must have a friendly personality. We lay particular emphasis on maximising guest satisfaction. Therefore, a Concierge will endeavour to fulfil a guest's requests, if at all possible, and hopefully do it with a smile.

Sum up what you've learned about:

- a) personality required for doing the job efficiently;
- b) the duties of a concierge;

XV. Read the text again and match the following parts of phrases:

1. provide for	a) a guest's requests
2. contact	b) a courteous manner
3. make	c) guests' needs
4. display	d) a supply of stamps
5. maintain	e) external companies
6. keep	f) guest satisfaction
7. fulfil	g) bookings for tours, etc.
8. maximize	h) a log-book

XVI. Translate into English:

Главная функция гостиничного предприятия — предоставление временного жилья. Организационная структура определяется назначением гостиницы, ее местоположением, спецификой гостей и другими факторами. Она является отражением полномочий и обязанностей, возложенных на каждого ее работника. Не-

обходимо определить основные службы, имеющиеся в любой гостинице:

- служба управления номерным фондом;
- административная служба;
- служба общественного питания;
- коммерческая служба;
- инженерные / технические службы;
- вспомогательные и дополнительные службы.

Служба управления номерным фондом занимается решением вопросов, связанных с бронированием номеров, приемом туристов, прибывающих в гостиницу, их регистрацией и размещением по номерам, а также отправкой домой или к следующему пункту маршрута путешествия.

Она также обеспечивает обслуживание туристов в номерах, поддерживает необходимое санитарно-гигиеническое состояние номеров и уровень комфорта в жилых помещениях, занимается оказанием бытовых услуг гостям. В состав службы входят директор или менеджер по эксплуатации номеров, служба приема и размещения, служба горничных, объединенная сервисная служба (швейцары, коридорные, гардеробщики, служащие гаражного хозяйства), служба портье, служба консьержа, служба посыльных, инспектор по уборке номеров, служба безопасности.

Административная служба отвечает за организацию управления всеми службами гостиничного комплекса, решает финансовые вопросы, вопросы кадрового обеспечения, занимается созданием и поддержанием необходимых условий труда для персонала гостиницы, контролирует соблюдение установленных норм и правил по охране труда, технике безопасности, противопожарной и экологической безопасности. Служба включает секретариат, финансовую службу, кадровую

службу, эколога и инспектора по противопожарной безопасности и технике безопасности.

Коммерческая служба занимается вопросами оперативного и стратегического планирования, а также анализирует результаты хозяйственной и финансовой деятельности. В ее состав обычно входит коммерческий директор и служба маркетинга.

Инженерные (технические) службы создают условия для функционирования систем кондиционирования, теплоснабжения, санитарно-технического оборудования, электротехнических устройств, служб ремонта и строительства, систем телевидения и связи.

Вспомогательные службы обеспечивают процесс работы гостиничного комплекса, предлагая услуги прачечной, портновской, бельевой служб, службы уборки помещений, услуги склада и др.

Дополнительные службы оказывают платные услуги. В их состав входят парикмахерская, бассейн, сауна, солярий, спортивные сооружения и другие подразделения.

Служба общественного питания обеспечивает обслуживание гостей предприятия в ресторанах, кафе и барах гостиницы, решает вопросы по организации и обслуживанию банкетов, презентаций и т.д.

Современная гостиница — это сложный, комплексный механизм, четкость и слаженность работы которого зависит от правильной и эффективной системы управления. Чтобы быть конкурентоспособной в современных условиях, эта система управления должна быть простой и гибкой, нацеленной, в первую очередь, на создание приятной и дружелюбной атмосферы, которая так притягательна для гостей гостиницы.

PART II

APPLYING FOR A JOB

When applying for a job, people often have to send a summary of their career — their education, the jobs they have done, their experience in other fields, etc. In Britain, this is called a *Curriculum Vitae* (or CV for short), in America it is called a *resumé*.

Read a CV for Michael Grave, then answer the questions under the CV.

Name: Michael John Grave
Date and place of birth: 2 March 1970, Leytonstone, London
Marital Status: single
Nationality: British
Education: Leyton Park Primary (1975–1981)
Leyton Senior High School (1981–1986)
Leytonstone Technical College, course in Food Service (1988–1990)
Qualifications: Certificate In Secondary Education (Mathematics, English, French)
The Certificate In Food Service (1990)
Practical Experience: Bus boy, Park Hotel, Bristol (1987–1988)
Trainee waiter, Ibez Hotel, Gatwick (1988–1990)
Second Chef, Hyde Park Towers Hotel (1990–1995)
Language: French

112

- Where was Michael born?
Is he married?
What course did he take after he left High School?
What qualifications did he get?
What was his first hotel job?
What foreign language can he speak?

EXERCISES

- I. Write a similar CV with the details of your own education and experience. You may invent the necessary work experience for a strong candidate.
- II. Read the job advertisement, then complete the letter of application using the words in the box.

Conference Co-ordinator

We have an interesting opportunity for an enthusiastic person to handle conference requirements as leader of a friendly team based at our prestigious Boston hotel. Applicants will need to have international conference experience and the ability to liaise at all levels.

Working conditions, salary and benefits are excellent. Interested applicants with relevant experience should write with their CV to:

Christine Lloyd, Group Personnel Manager,
The International Hotel, Boston.

113

A Letter of Application

Dear Ms Lloyd

I am writing to 1) _____ for the post of Conference Co-ordinator as 2) _____ in this month's edition of 'Caterer and Hotelkeeper' magazine.

I am particularly 3) _____ in this job as I wish to work in America in order to improve my English and 4) _____ further 5) _____ of hotel work.

I feel I would be 6) _____ for the job as I have the relevant experience and training. For the 7) _____ two years, I have been working as Assistant 8) _____ for a large international 9) _____ of hotels. Recently, I have 10) _____ to co-ordinate a large-scale international conference with over 400 11) _____ from thirteen countries. I also have three years' valuable Front-of — 12) _____ Management experience and a French Diploma in Hotel Management. As well as speaking French, I have a good 13) _____ of English and I speak some Spanish and German.

I shall be 14) _____ for interview from the middle of August,

I enclose me resume.
Yours sincerely
Marina Valova

Encl.

Read out the letter again and answer the following questions

What do you think of the job advertised?

Does it seem attractive to you? Why (not)?

What personal qualities does an applicant need for this kind of job?

What professional characteristics does the job demand?

Do you think the applicant (Marina Valova) has the necessary qualities? Why? Give your reasons.

What job would you like to take in a hotel?

Do you have necessary qualities / qualifications for it?

III. Read the advertisement and write a letter applying for the job. Invent the necessary work experience.

Simpson House Hotel, Montreal 300-roomed 4-star hotel situated in the heart of Montreal requires Assistant **Front-of-House Manager**.

The suitable candidate should have a complete knowledge of computer Front Office systems, be a good team leader possessing training and room management skills, have high standards in customer care, sales awareness and experience of duty management.

Please contact: Michael Dane, Personnel Director,
53 High Street, Montreal, Canada

IV. Read the text and be ready to answer the question:

what qualities do you think are needed to work in

a) the **Housekeeping** section; b) the **maintenance** section of a hotel?

As you read, make notes about the following:

- qualities needed
- duties
- experience and training

OPPORTUNITIES

a) Housekeeping

Are you smart? Intelligent? Don't mind hard work? Interested in looking after guests and helping to make their stay enjoyable? You could be just who we're looking for, to join our hotel housekeeping staff.

As a member of the Housekeeping team, you may be given responsibility for one of the bedroom areas. After the guests have checked out, you will then change beds, towels, etc. and generally ensure that everything is clean and tidy.

Housekeeping, however, is not just about cleaning, bedrooms but also keeping every public area pleasant, clean and tidy for other to relax and work in. You may find you have to arrange flowers, displays of materials, publications, and be responsible for ensuring stocks are up-to-date whether in a linen room or a mini-bar.

Other duties you may be involved in could be vacuuming, polishing and tidying other areas in the building. You will certainly need to spend time checking everything is in place.

Whether you work at a hotel, motel, bed and breakfast, conference or holiday centre, or a tourist attraction, your guests will judge their accommodation by its appearance. Clean rooms and good service enhance any accommodation and make your guests return.

No previous experience is required and most of your training will be in the job, with extra in-house training given by the company's training personnel.

b)

Maintenance

Just think how many things need doing around the house. Now imagine how many more there are in a large hotel — or a leisure theme park! Lighting, heating, plumbing, carpentry, even gardening needs taking care of.

Courtesy cars and staff buses need driving and many large hotels need grounds staff to look after their golf-courses and keep them in tip-top condition.

Whilst some smaller hotels use outside contractors, most larger hotels, motorway sites and leisure parks employ their own specialized support staff. Because guests and visitors expect everything to work perfectly, maintenance and support staff must be available 24 hours a day. This means you will probably have to work shifts and some weekends.

Many people start in these jobs by applying direct. To get a job as a plumber, carpenter or electrician you can start as an apprentice, no experience is needed, and you will be trained on the job.

If your interest is in gardening or green-keeping, again no experience is necessary to start, but you will need to have a real love of horticulture, and enjoy working out of doors.

Whenever people travel on long journeys they need to stop for a break. At the sites where they stop, more specialist support staff are needed to look after them — car and coach parks need to be controlled, cloakrooms supervised, and all amenities kept clean and tidy. Obviously, every one of these jobs is different, but they all have one thing in common — looking after the customer!

V. Use the words in the box to complete this description.

- | | | |
|------------------|-----------------|-------------------|
| a) advertisement | e) requirements | i) an appointment |
| b) a CV | f) conditions | k) career |
| c) a short list | g) details | j) vacancy |
| d) the job title | h) interview | |

The hotel usually advertises the job 1) _____ in a newspaper. The 2) _____ usually gives the 3) _____ and a description of the job 4) _____. It sometimes gives the salary and describes the working 5) _____ and 6) _____ prospects as well.

The applicant usually sends in a letter of application and a 7) _____, which gives personal 8) _____ and lists qualifications and experience.

The hotel personnel department then makes a 9) _____ of the most suitable candidates and invites them for an 10) _____. The hotel then chooses the best candidate and makes an 11) _____.

Read out the text again and retell it.

VI. A Personnel Officer for the Hyatt Hotel chain has met three applicants at a Hotel and Tourism Conference. He wants to recruit good staff for the Hyatt chain and he is trying to find out about their careers.

Read out the three interviews and make notes of the questions the Personnel Officer asks.

**Interview 1. Anna. Interviewer = I
Anna = A**

- I. Can you tell me how you came to choose hotel work?
A. Well, I became interested in hotel work because my mother is in the hotel industry. She's a housekeeper with one of the big London hotels. Then at school I was good at languages. I speak French and German. So hotel reception seemed like a good career.
- I. And did you go through training as a hotel receptionist?
A. Yes. After I left school I went to a Hotel College and did a Hotel Reception course. The Hotel Reception Certificate is useful, career-wise.
- I. And where did you start work?
A. My first job was as trainee Receptionist in the Smallway Hotel in Brighton, from 1998 to 2000.
- I. I see, and then you got your present job?
A. No. Before I got by present job as Senior Receptionist I spent two years at the Munich Smallway Hotel. I did various Front Office jobs there, so it was useful experience. Then I got my present job with Birmingham Smallway.
- I. So you've been six years with Smallway now...
A. Just over six years.
- I. And what about the future? How do you see your career developing?
A. I don't know... Obviously I'd be hoping for a higher managerial post, perhaps Assistant Manager, not necessarily with Smallway. But we'll have to wait and see.

Interview 2. Boris.

Interviewer = I
Boris = B

- I. You've been in the hotel industry quite a long time, haven't you, Boris?
- B. Yes, ten years now. But only three years with Savoy.
- I. Where did you work before that?
- B. In Moscow. I started as a busboy in a hotel in Moscow, right at the bottom, you could say. But I'd always wanted to do hotel work... I'd always liked meeting people — and as you know the tradition of hospitality to guests is very strong in Russia.
- I. Yes, indeed.
- B. So I went to a Hotel College in Moscow and got my Hotel Diploma and got that job as a busboy. That was in 1994. I must have done well, for they promoted me to Junior Receptionist the same year.
- I. That was quick promotion.
- B. Then I got a job as Receptionist at the Ukraina Hotel. I was there for four years. It was there I met my wife — she's English...
- I. Oh, no wonder your English is so good!
- B. Thanks. Anyway, the Metropol took me on then... I suppose being able to speak English and French counted in my favour. That was as trainee Assistant Manager. Then we got the chance to move to Britain, and I continued my training here at the Savoy in Glasgow.
- I. And how do you see the future now?
- B. Oh, I'd definitely like to go back to Russia and have my own hotel, a first-class international hotel in Moscow.

Interview 3. Carlos.

Interviewer = I
Carlos = C

- I. Carlos, you've just started in the hotel industry, I think?
- C. Not quite true, actually. I've been in hotels all my life! You see my father owns a small hotel in Madrid...
- I. Oh, I see. But you've just started with Ibox?
- C. That's right — I've been there less than a year. And now I'm going through my training with them.
- I. But you obviously know the industry very well.
- C. Well, of course, I worked for my father, doing most hotel jobs. But I still need to go through the training. That's why I'm in Britain now, to spend six months doing various front-of-house jobs.
- I. I must say, your English is very good.
- C. English, French, Portuguese and Spanish of course. That was one reason Ibox took me on.
- I. You didn't actually go to Hotel School in Spain, then?
- C. In my case, no. I worked in my father's hotel for two years father I left secondary school. Then I joined Ibox. But next year I'll start day-release courses in Madrid as part of key training.
- I. And what do you see yourself doing in the future? What's your ambition?
- C. My ambition? Oh, to own the largest chain of hotels in the world! What else!

VII. Now perform similar dialogues inventing the necessary work experience and using the questions below:

How long have you been with....?

Have you taken any courses in hotel work?

Have you got any diplomas or certificates?

What positions have you held so far?

Have you worked in any large hotels?

Have you made any plans for the future?

Why did you choose to do hotel work?

What is your ambition?

VIII. Boris Topalov applied for a job at the Inn on the Lake, a nice small hotel near Glasgow. He has been selected for the short list and invited for a job interview.

Now he is talking to Mr. Rogers, the Hotel Manager.

Rogers Good morning, Mr. Topalov. Please sit down.

Boris Thank you.

Rogers Now, I see from your curriculum vitae that most of your career has been spent with large international hotels. Why do you want to work in a smaller, independent hotel like this?

Boris I feel that with a smaller hotel there would be more face-to-face contact with people. Also, I think the work would be more varied and there would be more scope for developing new ideas.

Rogers I see. Now, our restaurant and banqueting is very important. What experience have you had in that line?

Boris Well, the Savoy in Glasgow deals with more banquets and large-scale functions than any other hotel in the North. A lot of my work has involved supervising that side of things.

Rogers I'm glad you speak Russian as we have quite a few guests from Russia. Now tell me what would you say are the main things for an Assistant Manager of a hotel to keep in mind?

Boris I would say that attention to detail is very important... making sure that every customer treated politely and goes away satisfied. But also looking after the staff, getting on with them, seeing that they are happy too.

Rogers Quite. And in our hotel we have staff from several different nationalities, which sometimes makes things a bit tricky. Now, is there anything you would like to ask about the job?

Boris What kind of accommodation do you offer?

Rogers Ah yes. There's a house about a mile from the hotel. It's been recently modernised. Or there's a suite of rooms actually on the premises. But I expect as you're married...

Boris Yes, it sounds as if the house would be more suitable. And then there's the question of salary.

Rogers Yes, of course. Well, we're offering a starting salary of £ 15,000 a year plus accommodation and meals during duty hours. But if we get on well we could reconsider that figure after a suitable period.

Boris I see.

Rogers Well now, I expect you'd like to have a look round. Oh yes, one thing, when could you start?

Boris Well, my present job requires two months' notice. So I could start any time after the end of April this year.

Rogers Fine.

Think and answer:

Why did Boris decide to work in a quieter place? Do you share his views?

Why did the manager offer him the job?

Do you think Boris will stay long with this hotel? Give your reasons.

Does the job seem attractive to you? Why (not)?

What are the advantages and disadvantages of working in smaller hotels?

IX. Read and discuss a newspaper article. Use a dictionary if necessary.

Small Hotels Rise Above the Trade Clamour.

Business hotels have an undeserved reputation for blandness and standardisation.

If all business travellers were fed up with big corporate hotels they would stay in little private ones. But they don't

I actually like business hotels. I also enjoy small, eccentric, proprietor-run hotels in out-of-the-way places,

particularly if they are as good as those in big international chains.

The two categories are not mutually exclusive, merely different. To advocate the charms and advantages of the one, you do not have to bad-mouth the other.

But that is what happens, with the result that business hotels are often portrayed as havens of gloom: monotonous, charmless, standardised, bland, money-grabbing.

In the UK, for example, the Good Hotel Guide, which is published by the Consumers' Association, has long waged on heroic campaign on behalf of "small hotels of character".

Puzzlingly, however, the Good Hotel Guide is rather fond of making its case on behalf of small hotels of character by slapping — very hard — what it calls large business-oriented city hotels. What it says is that there are no good hotels in big industrial centres.

The guide takes a powerful swipe at business hotels. "There are plenty of hotels to choose from in any industrial centre. But most large business-oriented city hotels are relatively indistinguishable one from another. They may differ in their architecture and facilities: some will have air-conditioning, four-posters and mini-bars, more spacious public areas, more boutiques.

"And of course their management and service may be smart and spick and span or, alternatively, slack, snooty or sullen. That can make a difference. But however good a big corporation-owned city hotel may be of its kind, it will remain the hotel equivalent of convenience food. And some of us want something else when we travel abroad."

The guide continues to say that the bad — or at least the mediocre — drives out the good.

“Trust house Forte,” it says, “has made a huge contribution to raising the standards of hotel catering in Britain, but it is no accident that the guide lists no more than one THF hotel.

“When it acquires an old hotel, THF will certainly improve its facilities, put in baths en-suite and colour televisions, and yet, again and again, its presence is a kind of half-life kiss. And the same is true about the acquisitions of all the other large chains ... who are in the business of catering more for customers en masse rather than the individual.” This is almost entirely unfair.

It is ridiculous to claim that however good a big corporation-owned city hotel may be, it will remain the equivalent of “convenience food.”

A good example is the Ritz Hotel, Madrid, a THF property, which is bang in the middle of a large city and bears as much resemblance to convenience food as caviar to cat food.

It is an excellent establishment in anyone’s language: distinctive, distinguished and managed with great flair and sensitivity.

Big is not synonymous with second rate. There are probably more good big hotels than there are good little hotels. A really good big hotel is probably a better hotel for the business traveller to stay in.

Business travellers stay in big hotels — so called business hotels, though the description has more to do with marketing than with anything else — because at the end of the business day what they need, most of them, is something functional, familiar and efficient.

If all business travellers were fed up with big hotels they would stay in little ones. But they do not. As a matter of fact, it has often occurred to me that good big business hotels are often a better place in which to spend a holiday than good big holiday hotels, because they are not overrun by tourists. And they are certainly miles better than poor small holiday hotels.

At least in my opinion.

(Adapted from the “Financial Times”)

What is the writer’s viewpoint on the difference between small and big hotels?

What arguments in the story seem logical to you? Why?

What is the key point of the article?

Why is the issue so important for hospitality industry?

Is this issue so topical for Russia? Why not?

X. Render the text into English.

В столице на рынке труда образовался дисбаланс спроса и предложения.

Рынок труда перенасыщен юристами и экономистами, а абитуриенты по-прежнему ломаются на эти факультеты. Инерция мышления не позволяет нашей молодежи понять: в XXI веке будут востребованы иные специальности.

«На первый план во всем мире выходят сфера услуг и новые технологии,» — говорит руководитель одного из столичных кадровых агентств.

Сфера услуг — понятие емкое. Сюда входит не только туристический и гостиничный бизнес, но, например,

дизайнерские разработки. Информационная революция, стремительное развитие высоких технологий требуют новых знаний и навыков. Москва в условиях рынка живет чуть более 10 лет — по мировым меркам мы новички. Многочему только предстоит научиться. Скажем, через несколько лет будут чрезвычайно востребованы специалисты в сфере информационного менеджмента, те, кто умеет просчитывать стратегию развития бизнеса в новых условиях. А вообще, чтобы стать хорошим менеджером, нужно не столько образование, сколько талант, опыт, самовоспитание. У нас в сфере менеджмента пока нет своих традиций, нет бизнес-звезд.

На московском рынке труда спрос на хороших менеджеров достаточно высок. Он на 30% превышает предложение. Но должно пройти еще немало времени, чтобы западные компании начали воспринимать наших специалистов всерьез.

«Лишь единицы наших профессионалов способны разработать стратегию компании от начала до конца», — считает другой представитель кадрового агентства. «Я думаю, что если Россия когда-нибудь вступит в Евросоюз и на нашем рынке появится больше западных компаний, для московских менеджеров будет большой проблемой в них устроиться. Слишком заметен контраст. Не сказать, что русские работают плохо, просто они работают по-другому. Все-таки, менталитет играет большую роль».

Так же считает и директор Института социологии: «Мы проводили подробные исследования в области организации труда, отношения к трудовому процессу. Выяснилось, что для москвичей важно работать не по предписанному. Мы работаем либо по принципу гяп-ляп, либо с выдумкой и очень хорошо».

Всякие технические новшества, которые приходят к нам с Запада, наши рабочие обязательно переделывают под себя. К тому же у нас другие отношения в коллехтиве. Скажем, немцы ценят грамотную организацию труда и компетенцию начальника. А для русского или украинца важно неформальное общение в рабочем коллективе, с тем же начальником. Мы очень дорожим доверительными человеческими отношениями».

По мнению социологов, западная модель организации труда нам мало подходит. Может поэтому иностранные компании не спешат на наш рынок? Наверное, в ближайшие лет пять станет окончательно ясно, кто мы и как умеем работать. Правда, нынешним абитуриентам от этого не легче. Им надо определиться сейчас: стоит ли учиться на управленца или лучше уйти в государственный бизнес.

(по материалам газеты «Аргументы и факты»)

UNIT V

THE FRONT DESK

TEXT 1

Regardless of the numbers of workers, hotel employment itself falls into two broad categories that are traditionally referred to as **front of the house** and **back of the house**.

Jobs in the front of the house include management, the various jobs at the check-in desk (the front desk), accounting, sales and promotion, baggage handling, car attendants, and special services. It should be noted that some front-of-the-house employees — those in accounting or sales and promotion, have little or no contact with the public.

Jobs in the back of the house include food and beverage preparation and service, housekeeping, laundry and **valet service**, engineering, and maintenance. Some of the employees in this group — restaurant or room-service waiters and chambermaids, for example — have frequent, although rather limited, contact with guests.

The front desk is the term that designates the counter where the guests register, pick up their keys and mail, request information, deposit their valuables, and pay their bills. It is also called **the reception area**.

In a small hotel or motel, all of these different functions may be handled by one or two people, but a large hotel assigns several people to clearly defined jobs at the front desk.

The front desk is located **in the lobby** of the hotel. The lobby is the public entrance area that gives access to the guest rooms,

restaurants, bars, shops, and other facilities in the hotel. In a commercial or resort hotel, the lobby is often a large space that contains lounging, reading and writing areas. It is often used as a meeting place by the guests and the general public.

For the convenience of guests, the front desk is almost always located near the hotel's main entrance. In a large hotel, it is divided into sections. One section is **the registration desk**, where guests register or **sign in**. A second section is the area where the guests pick up their keys, mail and messages. This part of the counter has a rack behind it with pigeonholes for each guest room in the hotel. The third section is an information desk, where the guests can ask for information or make local travel arrangements. The fourth section is the cashier's desk. The cashiers not only receive payment from the guests, but also cash checks, make change, and exchange foreign currency. Some hotels also offer a transportation desk, where the guests may get advice or help with their travel plans.

Connected with the front desk, but normally out of sight of the public, are other offices with support functions.

One office, for example, is often set aside to handle reservations. The cashier's counter is usually connected to the hotel's accounting office, of which it is the public part. The hotel's telephone switchboard is also usually located near the front desk.

Many hotels have one or more assistant managers stationed either behind the front desk or at a desk in the lobby. Their jobs may include greeting important guests, sorting out problems with reservations, or handling routine complaints.

The employee who checks in arriving guests and assigns them to their rooms is **the room clerk**. When the guest arrives, the room clerk checks his reservations or the availability of the accommodation, the guest fills in a registration card with his name, home address and any other required information. The room clerk fills in the room number and the rate the guest will pay. All of these steps, which take only a few moments in a smoothly

functioning system, make up **the check-in**, or **registration procedure**.

When it is completed, the room clerk calls a **bellman** and gives him a slip with the room number. Other terms used for this employee are **bellboy** and **bellhop**. The head of this service is the **bell captain**, who usually has a station near the front desk. In addition to taking guests to their rooms, the bellman also shows them where to locate light switches and other equipment. He also shows guests how to operate air conditioners, television sets and other appliances in the room. Bellmen are also expected to run errands for the guests, and they should be able to answer questions about other services offered by the hotel, such as laundry, dry cleaning, restaurants and room-service hours.

Some hotels have separate functions of the bellman and the **porter**. In such cases, the baggage is turned over to a **porter** at the entrance and brought to the room by him rather than the bellman. This procedure is customary in luxury hotels.

The employee in charge of keys and information is often called the **concierge**, the French term for doorkeeper or **custodian**. Like the bellman, he must be able to answer questions about the hotel's services. He is also expected to provide information about local entertainment, events and sights of interest. He usually arranges for local transportation, including taxis, airport buses, or sightseeing tours. He may also perform small chores for the guests, such as mailing letters and packages.

In addition to the employees we have discussed, **the hotel doormen** are usually considered front-desk employees. They are stationed at the entrances to the hotel and help guests or other visitors in and out of cars and taxis.

They also summon taxis or other types of transportation and in many hotels they carry baggage from the street into the lobby. They may give instructions and directions to guests for reaching local places. Doormen often wear elaborate uniforms that are meant to give the hotel an elegant image.

The primary job of front-desk personnel is to take care of the check-in and check-out procedures and to provide helpful information to the guests in order that their stay in the hotel may be comfortable and convenient.

In the eyes of most customers, the front-desk employees are the representatives of the hotel. Their ability to work smoothly is an important factor in the success of the hotel.

VOCABULARY LIST

1. **valet service** служба гостиницы, занимающаяся чисткой и утюжкой одежды
2. **designate, v** определять, обозначать; указывать
3. **deposit, v** депонировать; сдавать на хранение
4. **valuables, n** драгоценности; ценные вещи
5. **assign, v** назначить; определить; поручать; [ə 'sain] назначать (задание, работу)
6. **access, n** доступ; проход; подход ['æksəs] обеспечить / дать проход к...
to give access to праздное времяпрепровождение; холл или комната для отдыха
7. **lounge, n** [laundʒ] подставка; полка; стеллаж; вешалка; стойка
8. **rack, n**
9. **pigeonholes, n** отделение для бумаг; [pɪdʒɪnhəʊl] «кармашки» для информации
10. **switchboard, n** коммутатор; щит управления
11. **availability, n** наличие

Отредактировал и опубликовал на сайте : PRESSI (HERSON)

12. **smoothly**, *adv* гладко; ровно; бесперебойно
13. **bellman**, *n* коридорный, посыльный
сущ. bellboy, bellhop
14. **porter**, *n* привратник; швейцар
15. **concierge**, *n* консьерж
[, kɔ:nsi'ʒɜʒ]
16. **doorman**, *n* швейцар; привратник
сущ. door-keeper
17. **summon**, *v* вызывать; созывать
18. **elaborate**, *adj* тщательно разработанный;
['læbərɪt] продуманный; искусно сделанный;
изысканный

EXERCISES

- I. **Read and translate the text.**
- II. **Answer the following questions:**
- What are the two categories of hotel employment?
- What do jobs in the front of the house include?
- Do all employees in the front-of-the-house jobs work with guests? Why not?
- What does the front desk mean? How else is it called?
- How many people should work in the reception area?
- Where is the front desk located?
- What are the functions of the lobby? How is it usually used?

- Why is the front desk divided into sections?
- What is the job of every section?
- What other support functions are carried out by the front-of-the-house?
- What are assistant managers in charge of?
- What are the job responsibilities of the room clerk?
- How does the efficiency of the operation depend on their work?
- Who accompanies guests to their rooms?
- What does the bellboy do in addition to taking guests to their rooms?
- What else are bellmen expected to do?
- What do porters do in luxury hotels?
- What is the job of a concierge?
- What other functions are they supposed to perform?
- Where are the hotel doormen stationed?
- Are their functions similar to those of a concierge?
- In what way are they different?
- How are doormen dressed? Why?
- What is the primary task of front-desk personnel?
- Why is their job so important?

III. **Sum up what you've learned from the text about:**

two broad categories of hotel employment;
responsibilities handled by the hotel staff working in front-of-the-house jobs;

the typical location of the reception area;
 the support functions carried out by different sections;
 duties of the assistant managers;
 the job of a room clerk;
 bellmen and porters;
 the concierge and the hotel doorman;
 the importance of front-of-the-house division for the overall success of a hotel.

IV. Find in the text words or phrases which correspond to the following definitions:

1. _____ is another term for the front desk, the area in the hotel where the guests register, pick up keys, pay their bills and so on.
2. _____ is the public entrance area of the hotel. It often contains sitting, writing and reading areas, as well as access to other parts of the hotel.
3. _____ is the part of the front desk that is used to sign in or register the guests of the hotel.
4. A front-desk employee who registers the guests and assigns them to their rooms is called a _____. He / She is usually responsible for advance reservations as well.
5. The steps for signing in or registering at a hotel are referred to as _____.
6. _____ is a hotel employee who carries baggage and does other errands for the guests. The terms _____ and _____ are also in use. In

a large hotel, a _____ is in charge of this service.

7. _____ is a person who handles the guests' baggage. In some hotels, the duties of the bellmen and the _____ are separate.
8. A French term for doorkeeper or custodian is _____. In a hotel, the employee at the key or information desk is sometimes called so.
9. _____ is a hotel employee who is stationed at the door of the hotel to help the guests with their baggage and obtain transportation for them.
10. The control point for a telephone system is _____.

V. Translate into English:

1. Служба приема и размещения традиционно называется «службой переднего плана», поскольку непосредственно занимается постояльцами.
2. Нужно отметить, что не все подразделения администрации непосредственно работают с гостями.
3. Виды вспомогательного обслуживания такие, как служба общественного питания, прачечные, техническое обслуживание, служба уборки помещений называются «службой заднего плана». Однако, их сотрудники (официанты, горничные, портные) регулярно имеют дело с постояльцами.
4. Стойка администратора — это то место в гостинице, где гость регистрируется, берет ключи и почту, наводит справки, оплачивает счета и даже сдает на хранение ценности.
5. В маленьком отеле стойка маленькая и, вероятно, укомплектована только одним или двумя портье.

Каждый из них готов к выполнению полного диапазона функций, которых требует гость.

6. Стойка администратора, как правило, размещена в холле гостиницы, откуда легко попасть в номера, рестораны, бары, магазины и другие службы гостиницы.
7. Очень часто холл служит местом встреч и отдыха постояльцев и жителей города.
8. Во многих гостиницах процесс прибытия гостя кажется простым делом. Гостя приветствуют, информация о нем проверяется, производится оплата и выбирается номер. Большинство гостей проходят регистрацию без единой мысли о сложности функции службы приема и размещения.
9. В процессе регистрации выясняется наличие или отсутствие предварительного бронирования, характер размещения. Если подтверждение на размещение получено, гость заполняет регистрационную карточку, в которой указывает адрес постоянного места жительства и любую другую требуемую информацию.
10. Идеальная регистрация идет незамеченной гостем, потому что вся гостиница — и служба приема и размещения — функционируют слаженно. От дежурного, паркующего автомобиль, до швейцара, который приветствует гостя, от посыльного, который обращается с багажом, до персонала за стойкой — вся система должна работать синхронно.
11. В больших отелях стойка может быть с 20 или более портье, и каждый портье имеет строго определенную функцию. У каждого портье есть табличка, определяющая его функции, и прибывающие гости обычно сами выбирают, к какому портье пойти.

VI. Vocabulary Practice.

Hotels use a variety of documents to deal with guests. Computerized and manual systems often have the same functions, although the names are something different.

Here is a list of records used by a typical hotel front office:

1. Hotel Register
2. Reservation Form of Card
3. Reservation Diary or Daily Arrival List
4. Reservation Chart
5. Room Status Board
6. Guest Index
7. Guest History

Task. Match the documents above with the definitions below:

- a) Provides a visual record of all reservations for a period and shows at a glance rooms reserved and those remaining to be sold.
- b) Lists all current guests in alphabetical order with their room numbers and provides an additional quick point of reference in larger hotels.
- c) Standardizes the details of each booking, forms the top sheet of any documents relating to it, and enables a speedy reference to any individual case.
- d) Records all previous visits to the hotel for any individual and contains important statistical reservation and revenue data.

- e) Shows all rooms by room number and floor, and gives the current and projected status of all rooms on a particular day, with details of occupation.
- f) Records all bookings by date of arrival and shows all arrivals for a particular day at a glance.
- g) Records all arrivals as they occur and gives details of all current and past guests.

VII. A guest is phoning the Tavistok Hotel.

- a) **Put the phrases in the correct order (1-14).**
The first one has been done for you.
 - a) American Express. The number's 8773 457 238 5549. Will you need a deposit?
 - b) Hello, I'd like to book a room, please.
 - c) Yes, it's Henry Fox, and the address is 30 Lime Walk, deeds.
 - d) Certainly, sir. When would you like to come?
 - e) An individual booking — it's for our wedding anniversary.
 - f) No, but you have been recommended to us by friends.
 - g) I'll just check availability. Yes, that's fine. Is this a company booking or an individual booking, sir?
 - h) OK, 30 Lime Walk. May I ask if you've stayed with us before?
 - i) No, a deposit won't be necessary. If you'd like to make a note of your reservation number, it's P 227.

- [1] j) Tavistok Hotel, Reservations. Charles Thompson speaking.
- k) That's nice to hear. How will you be paying?
- l) Right, in that case we'll provide complimentary flowers and champagne. May I have your name, please?
- m) On the eleventh of May, for two nights. A double room for myself and my wife.
- n) Thank you very much. Good-bye.

b) Use the information from the dialogue above to fill in this reservation card.

Reservation Card	
Name:	
Arrival Date:	
No. of nights:	
Room type:	
Company / Individual:	
Stayed before:	
Method of payment:	
Credit card No.	
Address:	
Reservation No.	

VIII. Fill in the gaps with the words from the box:

a) access	d) merge	g) windows	i) software
b) screen	e) data	h) format	j) password
c) processor	f) network	i) password	

- 1) We have our guests' addresses on the computer, so it's easy to _____ them and send them a publicity letter.
- 2) I find it difficult to read the words on the _____ because there's too much light behind it.
- 3) You can work on different things at the same time — for example, you can work on two letters and use the calculator, and they appear in different _____.
- 4) I don't use a typewriter any more — all our documents are done on the word-_____.
- 5) I don't really like the way your letter looks — why don't you try doing it again in a different _____?
- 6) We gather as much information about our guests as we can and we store the _____ on a hard disk.
- 7) The new program makes it much easier to _____ the information that you need to find.
- 8) Before you can get to the information about the hotel's finances, you have to type in a secret _____, so _____.
- 9) Our computers are linked together in a _____ so we can all exchange information.
- 10) Whether or not a computer is easy to use depends on the _____ rather than the machine itself.

IX. Read out the lecture and answer the questions:

Today I'm going to talk about some of the traditional ways of recording reservations. Of course some hotels use computers nowadays, but one thing is the same for almost all hotels, and that is that when the guest makes a reservation, the details of the reservation are written down on a piece of paper — that's **before** we enter the information into any other record, and **before** we key into a computer, or anything else. The reservation is noted down.

How do we do this? Well, in most hotels, you would find a **standard reservation form**. Now, you can see a reservation form is useful in several ways. First of all it acts as a check-list. It helps you to make sure that you get **all** the necessary information from the person.

Secondly, it **standardizes** the information. It gives the information in the same place and the same order for every guest, and that means we can find the information very quickly when we want it. And thirdly, it reminds us to tell the guest certain things — things he should know, like the rate for the room.

OK, so we've filled in the reservation form. Next, we can enter all the reservations into a **reservation diary** under the date when the guests are due to **arrive** ... under the date of arrival. Of course, this is a **loose-leaf diary**, you can take pages out and put them in as you want. So you have a new page for each day of arrival. Each new page goes at the back of the diary, and each old page is removed from the front, after the guests for that day have arrived. Of course each page may have the names of several arriving guests. Remember that these names **aren't**

in alphabetical order. They are written down in the order in which they make their reservation.

OK, the diary is fine for checking for arrivals, but it doesn't tell at a glance which of your rooms are going to be occupied and for how long. It's useful to know the advance occupation of each room, especially in hotels with many different types of room.

So we record the advance reservations **on a reservation chart**. It's useful when there are many different types of room because you can see immediately which type of room is available and match each room with the guest's requirements. And of course it's also useful in hotels where guests stay quite a long time, I mean three nights or more. Without a chart you may not easily see when the room will become available. So it is often used in the older, resort type of hotel, where guests often stay for several days and book a long time in advance.

Questions:

- 1) Give two ways in which a reservation form is useful.
- 2) Where do new pages go into the reservation diary?
Front or back?
- 3) Are names in the diary written in order of booking or in alphabetical order?
- 4) Why is the reservation chart useful when there are many different types of room?
- 5) Complete this sentence:
A reservation chart is also useful in hotels where guests...

X. Complete the text below using the words in the box:

- | | | | |
|---------------|-------------|-------------|----------------|
| a) computer | d) received | g) date | j) traditional |
| b) occupation | e) recorded | h) number | k) recording |
| c) computers | f) key in | i) terminal | |

Nowadays, more and more hotels use _____. As soon as the reservation is _____ it is _____ on the _____. Then later, when the Receptionist wants to know about the _____ of a room, all she has to do is _____ the room _____. However, the _____ on the computer _____. However, in this unit we are going to look at other, _____ ways of _____ information which are still widely used.

XI. Read the first part of the lecture again and complete the sentences spoken by a hotel staff trainer using the words in the box:

- | | | |
|---------------------|-----------------------|----------------------|
| a) reservation form | d) reservations diary | h) reservation chart |
| b) reservation | e) room | i) types |
| c) date | f) arrive | g) advance (x2) |

- 1) As soon as a guest makes a _____, we write the details on the _____.
- 2) Next, we can enter all reservations into a _____, under the _____ when the guests are due to _____.

- 3) It's useful to know the _____ occupation of each _____, especially in hotels with many different _____ of room. So we record the _____ reservations in a _____.

XII. Read the final part of the lecture and sum up the information you've learned:

Now, none of these records we've talked about so far will let you **check through** the names of guests alphabetically.

So I'm going to deal with one type of record which lets you do this. **It's a reservation rack**, and it was a system called the **Whitney System**. This system is rather like a reservation diary ... but instead of putting the reservations in a diary, you write them on a special slip of paper. The information on the top of each slip is the most important information, and that is the date of arrival, the name, and the room type required.

OK, as I say, you don't have this information in a diary, but you put it on a slip, and you put the slips into a rack.

All the slips for a particular arrival date are put together, in a particular place in the rack, and **within each date** they are arranged alphabetically. So you can check very quickly to see if a guest has a reservation.

Think and answer:

How useful is the information in the lecture? Give your reasons.

What practical advice would you use in your work? Why?

Can computers replace every procedure of registration? Why (not)?

How important is the system of registration for the overall operation of a hotel?

Do employees need special training to work at the registration desk? What sort of training?

Would you like to work at the check-in desk? Why (not)?

XIII. Read out the two dialogues and complete the information in the chart below:

Telephone Call 1. H — Hotel
 R — Reservations
 C — Caller

- H. Hotel Melissa. Can I help you?
 C. Yes, I'd like to make a reservation, please.
 H. I'll put you through to Reservations. Hold the line, please.
 R. Reservations, Alex speaking. Can I help you?
 C. Yes, I'd like to make a reservation.
 R. Certainly. What name, please?
 C. Lewis, David Lewis.
 R. Right, Mr. Lewis, when would you like to stay?
 C. I'd like to reserve a double room for three nights from the 21st April.
 R. OK. 21st April, three nights, double. I'll just check availability... Yes, we can do that for you. Is this a company booking or an individual?
 C. Oh, it's individual.
 R. Have you stayed with us before?
 C. No, I haven't.
 R. Would you like one of our Executive rooms, Mr. Lewis, in the top floors with some wonderful views?
 C. Well, actually, no, I wouldn't. My wife doesn't really like using the lift and also she's got a bad leg, so I was hoping we could have a room near the ground floor.

- R. OK. I'll make a note of that and when you check in the receptionist will allocate a room on the first floor for you.
- C. Thank you.
- R. Will you be paying by credit card?
- C. Yes, I will. It's Visa.
- R. And what is the number?
- C. Hold on... It's 4335 171 36 094
- R. So that's 4335 171 36 094. And your address?
- C. 14 St John's Road, London.
- R. OK, Mr. Lewis, that's reserved for you. Your reservation number is PS1462. We look forward to seeing you on the 21st.
- C. Thank you.
- R. You're welcome.

Telephone Call 2. H — Hotel
 R — Reservations
 C — Caller

- H. Hotel Melissa. Can I help you?
- C. Good morning. I'd like to reserve a couple of rooms.
- H. Certainly. I'll put you through to Reservations. Hold the line, please.
- R. Reservations, this is Alex speaking. How can I help you?
- C. Good morning. This is Jane Priestley from Imperial Plastics. I'd like to reserve a couple of doubles for April 13th.
- R. Two doubles for April 13th... Right. Availability is fine for that night. Is that a company booking?
- C. Yes, Imperial Plastics. The rooms are for a Mr. Hamilton and Mr. Johansson, spelt J-O-H-A-N-S-S-O-N. They'd like the Executive rooms.
- R. OK. You have an account with us, don't you?

- C. Yes, we do.
- R. But the guests haven't stayed with us before, have they?
- C. No, I don't think so.
- R. And how is the account be settled?
- C. Full bill on the company account.
- R. Can I just check your contact details? It's Miss Jane Priestley, Imperial Plastics, Old Dock Road, London.
- C. That's correct.
- R. Right, Miss Priestley, the reservation number is PS 43307. I would be grateful if you could just confirm in writing, by fax if you like.
- C. Certainly. Thank you for your help.
- R. You're welcome. Good bye.

The information Chart

	Caller 1	Caller 2
Name of guest(s)		
Arrival Date		
No. of nights		
Room type		
Company / Individual		
Stayed before		
Method of payment		
Credit card No.		
Address:		
Reservation No.		
Special Requests		

XIV. Language focus. Asking and answering questions.

a) Tag questions.

Notice the way we use tag questions to ask for confirmation:

It was Miss King, wasn't it?

You have an account with us, don't you?

But the guests haven't stayed with us before, have they?

Now you add tag questions to the following statements:

There isn't a doctor in the hotel, _____?

You wanted to pay in cash, _____?

You haven't spoken to the duty manager yet, _____?

We couldn't have a receipt for that, _____?

It's more expensive in high season, _____?

You are settling by credit card, _____?

We can sign the agreement today, _____?

They're not postponing the conference, _____?

You have confirmed your booking, _____?

b) Finding out the information you need.

Example: Find out if the guest requires a room with bath. — Do you require a room with bath, sir?

1. Find out when Mr. Harris confirmed his booking.

2. You don't know if Mrs. Thomas has made a reservation.
3. You want to know if Mr. Jones can change his booking.
4. Find out if he will confirm in writing.
5. You want to know if Mrs. Lake is cancelling her reservation.
6. You want to know which tour group she is with.
7. You need to know where her next destination is.
8. You don't know if the tour group has arrived.
9. Find out if the receptionist checked the registration card.
10. You need to know who Mrs. Masters is waiting for.
11. Find out why Mr. Stanley is leaving earlier than expected.
12. You need to know if he wants an early call.

c) Giving advice.

Notice how we use **should** when giving advice:

Example: The receptionist **didn't check the registration cards.** — You should always check the registration cards.

1. The guest left his Key Card in his room.
2. The receptionist didn't prepare the arrival list.
3. The guest forgot his Hotel Voucher.
4. The clerk forgot to confirm a booking.
5. The receptionist was not polite to the guests.
6. The reservations clerk didn't note down the customer's name.

XV. Read and translate the text.

It is important that the hotel receptionist should make sure that guests are registered correctly. A hotel register or, more usually, a registration card is used to record the full name, nationality, home address and signature of each guest. Foreign visitors must provide additional information such as passport number and its place of issue, and their next destination.

Many hotels use the registration card to find out more about their customers and ask questions about occupation, method of payment and purpose of visit.

The receptionist should always check that the registration cards are completed correctly and legibly. What if there is a query? Well, then the receptionist should politely ask the guest for clarification. It is also necessary to make sure that the reservation details have not changed. After this the receptionist can inform the guest of the room number and rate. With that sort of guest, the receptionist should obtain the original hotel voucher and check it against the hotel's copy. When large tour groups are checking in, it is useful for the tour leader to deal with the registration cards and hand them over to the reception desk himself.

Accurate information on room status throughout the hotel is most important, of course. A room status system must provide clear information and it must be capable of rapid alteration. There are various methods in use from simple manual systems such as the room board to computerized systems such as electronic room status linking reception, housekeeping, and the cashier's office.

Answer the questions:

What kind of information is requested on registration cards?

Why must the receptionist check completed registration forms?

What should the receptionist obtain from a guest with a travel agency booking?

Why is it useful for a tour leader to deal with the registration cards for a tour group?

Give three examples of room status systems.

XVI. Read the description of the Whitney room status system and draw the flow chart to illustrate it.

When a guest checks in, the receptionist looks at the room rack and allocates a room by pushing the slider to yellow. This shows that the room is let. After the guest has registered, the receptionist prepares a rack slip. These rack slips are normally in four parts: in white, pink, yellow and blue. The white copy is placed in the room slot, the pink copy goes into the alphabetical rack, the yellow copy goes to the telephonist and the blue copy goes to the porter's desk. This system makes sure that the house list is kept in alphabetical order.

When a guest leaves, the rack slip is removed from the room rack and crossed through with a red pencil. This is then sent to the other departments and the staff remove the guest's slip. In this way, the house list is still kept in alphabetical order.

XVII. Topic for Discussion.

A guest who stays at a hotel without an advance booking is often called a "chance guest". Receptionists have little information about these guests. There are different ways of deciding whether to accept chance arrivals or not.

How do you think an hotel should deal with the problem?

XVIII. Mr. Grey has arrived in Moscow and is staying at Hyatt Hotel. He is talking to Igor Leonov at the reception.

Mr. Grey — G;
Igor Leonov — R (Registration)

- R. Good evening. Can I help you?
G. Yes. I've booked a room for the next three nights.
R. Could you give me your name, please?
G. Yes. It's Grey, Gerald Grey.
R. Ah yes, Mr. Grey. Here it is. A single with bath until the 27th. Would you fill in this Registration Card while I prepare your Key Card?
G. Certainly. Ah good, it's in English. Let me see ... name ... first name ... Why do you need these passport details?
R. They are for the Police Department. We have to ask you for this information by law.
G. Here you are. I think I've filled it in correctly.
R. Yes, That's fine, Mr. Grey. Here's your key. It's room 408 on the fourth floor and the daily rate is \$300, excluding breakfast. And here's your Key Card with details of your booking on the front. Inside, it tells you about all the services the hotel can provide. You should carry it at all times. You'll need it as identification in the hotel's bars and restaurants if you want drinks and meals charged to your account.
G. Right. I'll take good care of that. You mentioned food. Is it possible to get something to eat this late?

- R. Yes, our restaurant is still open. Or if you want something lighter, there's the Coffee Shop. It's open round the clock.
G. Good. I'll put my luggage in my room first. How do I get to it?
R. Don't worry about that. The porter will take your bags up in the lift and show you to your room.
G. Right. Thank you very much. Good night.

Answer the questions:

1. Why should Mr. Grey carry his Key Card?
2. At what time of the day did Mr. Grey arrive?
3. When does the Coffee Shop close?
4. How will Mr. Grey find his room?

XIX. Match the words on the left with definitions on the right.

- | | |
|-------------------------|--|
| 1) open round the clock | a) a person in charge of a tour group |
| 2) room status | b) internal telephone number |
| 3) hotel voucher | c) place to which a person is going |
| 4) legibly | d) form issued by travel agent reserving hotel accommodation and often recording part of full payment in advance |
| 5) tour leader | e) open 24 hours a day |
| 6) destination | f) place where passport was obtained |
| 7) adjoining | g) condition and availability of each room |
| 8) place of issue | h) way of showing who you are, a passport, for example |
| 9) identification | i) in a way that is easily read |
| 10) extension | j) next to each other |

XX. Reading. "Lodgistix" is a computer software company which specializes in providing computer software for the hotel industry.

You are going to read part of the information brochure about their Reservation and Front Office Systems. Use a dictionary if necessary.

LOGISTIX presents LANmark Property Management System — the next generation

Enter a world of incredible speed and knowledge!

Written by hotel people for hotel people, and especially for network technology, LANmark is amazingly intuitive in use. Seamless integration of modules puts all your hotel services together in a powerful computer system that is both flexible and unlimited.

Reservations & Front Office.

1 The LANmark Reservation System provides total flexibility in tailoring the system to meet each individual client's needs

2 There is greater potential to increase revenues by use of up-to-the-minute statistics from market segments, sources of business, nationality codes, corporate client details, guest history records, and property totals.

3 The Reservation System utilizes help keys and windowing features throughout, enabling the reservationist easily to identify and act on organisation displayed.

The use of colours is an important feature further aiding the operator. All informational and screen formats have been designed for fast, accurate and complete reservations processing.

4

On reservation entry, a search of matching Guest History names can be made quickly and easily, greatly reducing the booking time for future reservations. The Guest History record contains important statistical reservation and revenue data clearly showing the last time the guest stayed, the total number of stays to date, and total spent. Unlimited guest folios can also be stored including full transaction details.

5

The Reservation System allows for the creation of word processing merge files for all or selected Guest History masters, and is an important marketing tool. Both the sales and marketing departments can access this information through management and password controls

6

The Lodgistix LANmark Front Office System has been designed to improve guest services and maximize profits.

7

There is provision for quick individual and group reservation check-in and check-out to minimize guest waiting-time. Registration cards can be printed prior to arrival in a batch print run or in arrival upon request. At registration, the receptionist can auto-assign a room number or display the room rack to select a room number that meets the guests requirements. Room selection can be by room descriptions, complex room type, or rate code to give maximum flexibility in allocating the required rooms.

Task 1. Match each paragraph of the text with one of the summary sentences below:

- a) You will quickly be able to find out if a guest has stayed before and use this information.
- b) You can change the system to suit your particular hotel.

- c) Your marketing department will be able to use the information in the Reservation System.
- d) Your employees will find the system easy to use.
- e) You will be able to process guests quickly when they arrive (and when they leave) by allocating suitable rooms immediately.
- f) You can use detailed statistical analysis of the guests to help increase profits.
- g) Your guests will get a better service and you will get a bigger profit.

Task 2. Find words in the text which mean:

- a) a set of computers connected in order to send and share information
- b) divisions on a computer screen to show separate pieces of information
- c) the front glass surface of a computer monitor
- d) the style in which information is displayed
- e) information (for processing or storing)
- f) files that combine different information from different sources into a single document
- g) obtain stored information from a computer's memory
- h) a secret group of letters or numbers which must be used by a person before they can operate a computer system
- i) a single operation to produce a large group of similar documents

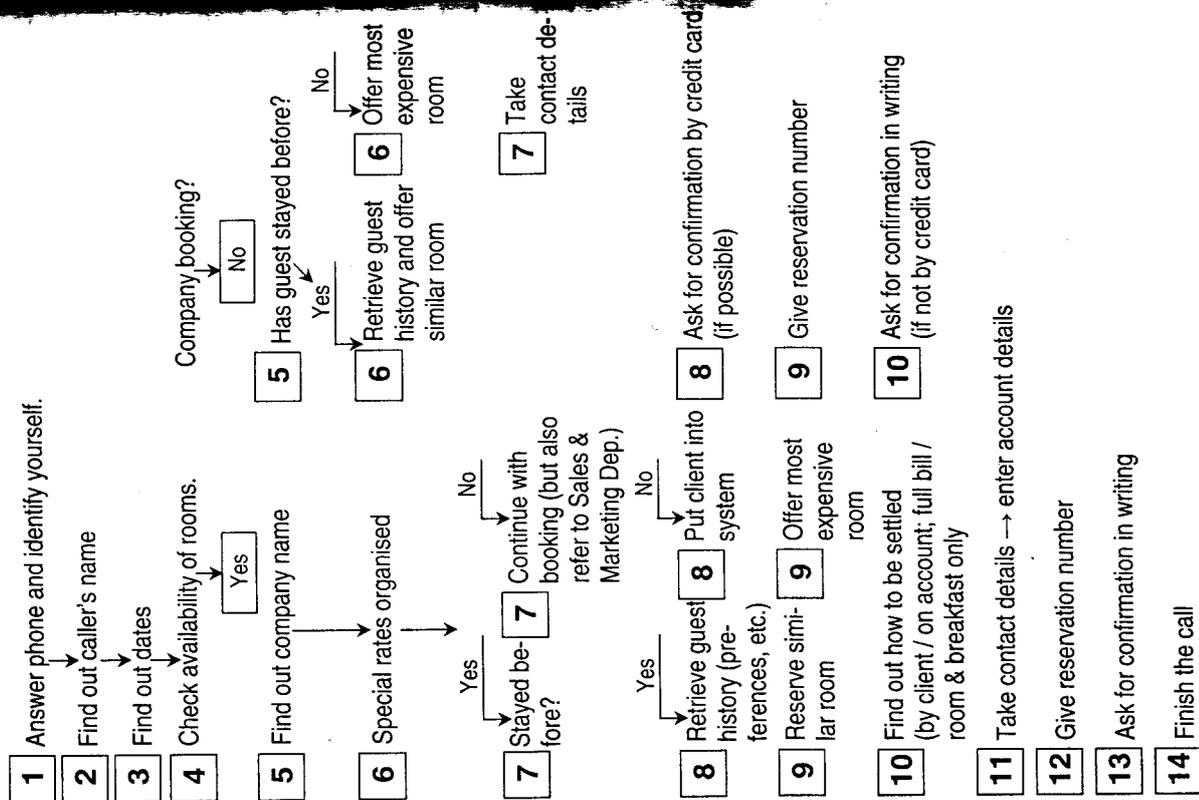
XXI. Read out some phrases from a conversation between a receptionist and a guest checking in without a reservation.

Put these phrases in a logical order.

- Would you like an Executive at £125 or a Standard at £95?
- And may I take your home address, please?
- It's room 760 in the seventh floor.
- Hello.
- And the name, sir, is ... ?
- Here is your credit card, passport, and here's your key.
- This is your registration card. Can you just check through the details, please?
- Just the one night?
- Because you're not a British citizen; I'll require your passport in order to complete the registration.
- How will you be settling your account, sir?

XXII. Look at the flow-chart below showing the procedure that hotel staff should follow when dealing with a reservation.

- a) Check the order of phrases in the previous exercise. Does it follow the pattern?
- b) Write down what the hotel employee says at each of the numbered places. Act out a conversation with a partner.



XXIII. Read out a real check-in conversation and compare it with your notes.

- R — Receptionist
G — Guest
- R. Can I help you, sir?
G. Hello, I'd like a room for the night.
R. Do you have a reservation?
G. No, I don't.
R. OK. Just the one night?
G. Yes.
R. And one person?
G. One person, yes.
R. Would you like an Executive at £125 or a Standard at £95?
G. Just a Standard.
R. OK... Do you have a preference for a twin or a double-bedded room?
G. Twin, please.
R. Do you have a preference for smoking or non-smoking?
G. Non-smoking, please.
R. OK. You are in room 760. How will you be settling your account, sir?
G. Visa.
R. By Visa card. May I take an imprint of your Visa card?
G. Here you are.
R. Thank you. And the name, sir, is ... ?

XXIV. Translate from Russian into English:

Обычно процедура регистрации осуществляется быстро. гость указывает в регистрационной карте свой адрес, имя, подписывает ее, а портье указывает даты прибытия и отъезда, номер, цену и свой персональный код. Из компьютера многие данные распечатываются в течение предыдущей ночи, так что время регистрации сокращается. Во время регистрации одновременно происходит множество событий: проверяется наличие брони; гость приветствуется; определяются или переоцениваются потребности гостя; проводится небольшая беседа; портье предлагает гостю дополнительные услуги; проверяется личность гостя; уточняется персональная запись имени и адреса; согласуется ожидаемая дата отъезда; заполняется регистрационная карта; проверяется кредитная карточка. Наконец, вызван посыльный и гость размещен в номере.

Все это — обычная работа, однако, служащие должны оставаться внимательными к определенным ситуациям.

Портье должны следить за номерами, забронированными по рекламным объявлениям, за ваучерами туристских агентств (гость оплачивает проживание туристскому агентству, которое заказывало номер), и за специальными ценами.

В течение всей процедуры портье неизменно должен оставаться спокойным и доброжелательным. Некоторые считают, что отношение портье — наиболее важная часть всей процедуры регистрации.

Перед принятием решения, какие номера будут предоставлены прибывающим гостям, необходимо выявить загрузку гостиницы. Также определяется объем ожидаемого заезда. Эти данные могут быть пересмотрены несколько раз в течение дня. Бронирование га-

163

Отредактировал и опубликовал на сайте : PRESSI (HERSON)

- G. Paul Smith.
R. And may I take your home address, please?
G. It's 5383 Collins Avenue, Chicago.
R. OK, sir. Because you're not a British citizen, I'll require your passport in order to complete the registration.
G. Here it is.
R. Thank you very much.
G. Does the rate include breakfast?
R. No, it doesn't. Breakfast is £7.50 for continental and £9.95 for English and is served in the Restaurant on this floor from 6.30 all morning, or you can order in your room through room service at no extra charge.
G. OK.
R. This is your registration card. Can you just check through the details, please.
G. Yes.
R. And sign here.
G. OK.
R. Thank you. Here's your credit card, passport, and here's your key. It's room 760 on the seventh floor. The elevator is on the right. If you just tell a porter your room number, he'll follow you up with the luggage.
G. Thank you very much.
R. Enjoy your stay.
Task. Invent a similar situation, some details for yourself and your partner and act out a dialogue.

162

рантирует высокий уровень уверенности, что специальные запросы будут удовлетворены. Когда же гостиница переполнена, устанавливается список приоритета. Бронь руководства, VIP и забронированные заранее места возглавляют список приоритета. Независимо от планирования, квалифицированный менеджер всегда рано утром резервирует несколько номеров на непредвиденный случай. В эту категорию входят аппараты, номера на случай раннего прибытия, номера для некурящих, забронированные руководством.

Если гостиница сильно переполнена, даже специальные запросы могут ждать освобождения номеров. Они оформляются сначала на свободные номера (если номера отвечают требованиям), и только потом на другие номера.

UNIT VI

THE BACK OF THE HOUSE

TEXT

Most of the guests in a hotel are unaware of the facilities in the back of the house, such as the linen rooms, the storage areas for extra furniture and equipment, the workshops for carpentry and upholstery, the heating and air-conditioning units, and all the other parts of the hotel that provide comfort to the guests. The design and location of these facilities are an important aspect in a successful operation. To a considerable extent, back-of-the-house jobs are performed out of sight of the hotel guests, but they are vital components in a smooth and efficient hotel operation.

A hotel operates twenty-four hours a day. This is true of back-of-the-house functions. Good organisation and efficient utilization of the quiet night hours are factors that help to run a hotel smoothly.

Hotels sell service rather than a product, or in other words, service is their product. Nevertheless, each has a large and complex industrial-like operation with sophisticated equipment and machinery that must be maintained in good working order.

The most important part of the operation is **the guest room**. In a sense, it is possible to say that a clean and attractive room is **the product** that the accommodations industry offers. This makes **the housekeeping department** of primary importance in the operation of any hotel, from the smallest motel to the most deluxe luxury establishment.

A small hotel may employ only a few **chambermaids** to work under the supervision of the manager or his wife.

A large hotel is likely to have a large department headed by an **executive housekeeper**, with several assistants and many chamber-

maids and **housemen**. In either case, housekeeping demands a considerable variety of materials, such as cleaning materials, bed linens, pillows, towels, paper products, ashtrays, stationery and so forth. The list could go on to include all the items that are found in a normal hotel room or are used to keep it clean and attractive.

The actual work of cleaning and caring for the guest rooms is performed by the chambermaids. In most hotels these employees are women. Their duties include making or changing beds, dusting furniture, sweeping or cleaning floors and carpets, washing bathrooms, replacing towels and washcloths and supplying the rooms with the items that are specified by management or custom. In addition, they are expected to report any signs of damage or **wear and tear** that may make repairs necessary. Depending on the type of operation, a chambermaid should be able to clean between ten and twenty rooms a day. Chambermaids have a limited amount of contact with guests. A guest may ask the chambermaid to make up his room at a certain time, or he may indicate he does not want to be disturbed at all. Almost all hotels provide signs that the guest can hang on the doorknob. In addition, guests frequently ask chambermaids for items that are supplied by the housekeeping department, such as matchbooks, irons, special pillows or pitchers of cold water. In some hotels, chambermaids pick up and deliver clothing for the **laundry and valet service**.

Heavier chores are performed by men who are usually called **housemen**. Their work involves **window-washing, shampooing carpets**, removing and cleaning **draperies**, cleaning the public areas of the hotel, polishing metal, and many other tasks that might be considered beyond the physical capacities of women. The housemen also run errands for the housekeeping department, such as filling guests' requests for special pillows, extra hangers, irons and ironing boards, and hair dryers.

The hotel **laundry and valet service** (for dry cleaning and pressing) are also parts of the housekeeper's domain.

The hotel's own work is the biggest part of the laundry's job: washing hundreds or thousands of sheets, towels, tablecloths and

napkins that are soiled during every day of the hotel's operation. The same is true of the valet service, which cares for the uniforms of the hotel staff. Laundry and valet service must also provide quick and efficient service to guests who need clothes washed, cleaned or pressed.

Hotel personnel constantly do **repair and maintenance** work. This includes painting rooms and public areas, repairing worn or damaged furniture, repairing plumbing and lighting fixtures, doing upholstery work, patching carpets and hundreds of other chores that are necessary to keep the operation up to the established standard. A few large hotels maintain their own workshops for such tasks as carpentry and upholstery. Many hotels also employ their own painters who refurbish the guest rooms and the public areas on a regular schedule. One repainting a year is usually sufficient in normal circumstances, but damage to a room may make a special paint job necessary.

In some hotels, **engineering** is a separate operation from maintenance. In these cases, the engineering department is responsible for the mechanical equipment. A modern hotel uses a great deal of complicated equipment, involving its heating and air-conditioning systems, elevators, escalators, electricity and plumbing, to name only the most important. Technicians in all of these specialties are employed under the supervision of a chief engineer. Their real job is not so much to repair damage as to prevent it. A guest room that is out of service cannot produce any income for the hotel. Through techniques that prevent damage and wear, the housekeeping, maintenance and engineering staffs try to keep as many rooms in service as possible.

Some hotels, particularly those in the resort category, have **exterior grounds** that must be maintained as carefully as the hotel's interior.

For these hotels, the **head groundskeeper** has a staff of gardeners and maintenance men who **water lawns**, cut grass, plant and **tend flowers**, shrubs and trees, and carry out other necessary tasks. A few hotels employ a **landscape gardener** or **architect**, who works

with the head groundskeeper as the interior decorator works with the housekeeper.

In other words, the landscape gardener designs the ground and gardens but asks the advice of the groundskeeper in order to avoid maintenance problems.

The housekeeping staff must coordinate its activities closely with the front desk. The front desk provides the housekeeper with a list of rooms that are being vacated again as soon as possible.

The complex structure and efficient operation of all divisions and departments in a large hotel enable it to meet the requirements of guests and to maintain the high standards of the establishment.

VOCABULARY LIST

1. **to be unaware of (smth.)** ничего не знать о чем-либо; не подозревать о существовании чего-либо
2. **storage areas, n** зд. складские помещения
3. **linen rooms, n** «бельевые», комнаты, где хранится постельное белье
4. **sophisticated, adj** [sə'fistiketɪd] изощренный; сложный
5. **guest room** номер в гостинице
6. **housekeeping department** служба управления номерным фондом
7. **an executive housekeeper** [ɪg'zekʃɪv.tɪv] директор (менеджер) по эксплуатации номеров
8. **housemen, n** мастера по техническому обслуживанию и мелкому ремонту; техники-смотрители

9. **make a bed, n**
change a bed, n застелить постель
сменить постельное белье
10. **dust furniture** стирать пыль с мебели
11. **specify, v** уточнить; определять; точно указать
12. **signs of damage** видимые повреждения; признаки неполадок
13. **wear and tear** износ; амортизация; изнашивание
14. **to show wear** изнашиваться
15. **to disturb, v** беспокоить, мешать; нарушать покой
16. **sign, n** зд. табличка
17. **doorknob, n** дверная ручка
18. **run errands, v** быть на посылках; выполнять поручения
19. **pillow, n** подушка
20. **hanger, n** вешалка («плечики»)
21. **drapery, n** портьеры; шторы
22. **domain, n** [dəu'mein] владение; территория; область; сфера
23. **plumbing and lighting fixtures, n** сантехника и электроприборы
24. **refurbish, v** делать косметический ремонт; осуществлять профилактический и текущий ремонт
25. **engineering, n** инженерные (технические) службы

25. **prevent damage and wear** заниматься профилактикой
технического оборудования
26. **exterior grounds** территория вокруг гостиницы
27. **head groundskeeper** главный смотритель прилегающей территории
28. **water (lawns), v** поливать газоны
29. **tend flowers, v** ухаживать за цветами
30. **a landscape gardener, n** ландшафтный дизайнер; специалист по садовому дизайну

EXERCISES

I. Read and translate the text.

II. Answer the following questions:

- What are the facilities in the back of the house?
- Why are they vital components of the smooth hotel operation?
- How do these facilities help to provide comfort to the guests?
- Why is hotel compared to industrial-like operation?
- What is the most important part of this operation?
- What is the product that a hotel offers?
- What makes the housekeeping department of primary importance?
- What is a typical organisational structure of the housekeeping unit?

What materials are used to keep a hotel clean and attractive?

What are the duties of chambermaids?

What are they expected to report about?

Are there any additional chores and duties? Give examples.

Who performs heavier chores? Why?

What do these chores include?

What services does laundry and valet service provide?

What does repair and maintenance work include?

What is the engineering department responsible for?

What is the real job of technicians?

What is the best way to keep rooms in service?

How are exterior grounds kept?

Who normally takes care of gardens and the landscape?

What specialists are involved in designing and tending exterior grounds?

How important is good coordination for efficient functioning of a hotel?

III. Sum up what you've learned from the text about:

the variety of the back-of-the-house facilities;

their importance for smooth running a hotel;

the duties of

a) chambermaids;

b) housemen;

c) technicians;

additional requests they have to fill;
 the functions of the hotel laundry and valet service;
 the importance of repair and maintenance work;
 maintenance of exterior grounds;
 close cooperation of all hotel departments and services.

IV. Find in the text words or phrases which correspond to the following definitions:

- 1) Performing necessary housework, such as cleaning, changing beds, laundry and so on is referred to as _____.
- In a hotel, this work is usually carried on under the supervision of an _____.
- 2) _____ is a hotel employee who takes care of the housework in the guest room.
- 3) _____ is a hotel employee who does heavy housekeeping chores, especially in the public areas of the hotel.
- 4) _____ are articles traditionally made of linen, but today more often made of cotton-sheets, pillowcases, towels and so forth.
- 5) _____ and _____ service includes washing and dry cleaning and pressing. In many hotels, _____ and _____ service takes care of the needs of the guests and the hotel itself.
- 6) A specialist in the design and furnishing of rooms or other interior spaces is called _____.
- 7) _____ involves keeping the building and furnishings in good repair by necessary painting, carpentering and so on.

try, upholstery and so on. It is often a separate department from housekeeping.

- 8) The _____ department in a hotel keeps the mechanical equipment in good working order; it is often a separate department from both maintenance and housekeeping.
- 9) _____ is a person who takes care of gardens and other exterior areas.
- 10) A specialist in the design of gardens and other exterior areas is called _____.

V. Translate into English:

- 1) Служба управления номерным фондом обеспечивает комфортное и спокойное пребывание гостей в гостинице. Она занимается решением вопросов, связанных с обслуживанием туристов в номерах, поддерживает необходимое санитарно-гигиеническое состояние номеров и уровень комфорта в жилых помещениях, занимается оказанием бытовых услуг.
- 2) Гостиница — это предприятие, которое предлагает услуги, иными словами, услуги являются основным продуктом индустрии гостеприимства. Поэтому большие гостиницы можно сравнить со сложным промышленным предприятием со сложной системой управления и высококлассным обслуживанием.
- 3) Хозяйственный отдел играет основную роль как в крупных, так и в малых гостиницах. Разница лишь в том, что в малых гостиницах несколько горничных работают под управлением непосредственно хозяина или его жены, а в крупных гостиницах существует организационная структура, во главе

которой находится директор по эксплуатации номеров с несколькими заместителями, которые руководят большим коллективом горничных, мастеров и рабочих по уборке помещений.

4) В гостиничном хозяйстве используется большое разнообразие хозяйственных материалов и предметов, таких как постельное белье, подушки, полотенца, канцелярские товары, моющие вещества и т. п.

5) В обязанности горничных входит уборка номеров, смена постельного белья, стирание пыли и чистка ковров, замена полотенец и уборка ванных комнат. Они также должны своевременно сообщать о всех признаках повреждений и износа.

6) Иногда гости просят, чтобы их не беспокоили, и для этих целей во всех гостиницах есть специальных таблички, которые вывешиваются снаружи на дверной ручке.

7) Более тяжелые работы, такие как мытье окон, мытье ковров, смена штор, уборка общественных помещений, полировка металлических поверхностей и т. п. выполняются, как правило, мужчинами, поскольку эти работы физически тяжелы для женщин.

8) Техническое обслуживание осуществляется инженерными службами. Современная гостиница — это сложное в техническом отношении сооружение, где есть системы отопления, кондиционирования воздуха, лифты, эскалаторы, сложное сантехническое оборудование и т. п., которые требуют постоянного контроля со стороны специалистов. Задача технических служб в том, чтобы не допускать сбоев в этой сложной технической системе.

9) Прилегающие территории гостиниц требуют столько же внимания и ухода, сколько и внутреннее убранство. Поэтому существует штат садовников и дизайнеров ландшафта, которые отвечают за все работы на прилегающих территориях. Садовники и смотрители поливают газоны, ухаживают за цветами, деревьями и кустарниками, подрезают траву и выполняют другие садовничьи работы.

VI. Here are some extracts from a hotel room guide about facilities a guest can obtain inside the room.

Complete the extracts using the words in the box:

a) selection	e) handset	i) dial	m) stock
b) 24-hour	f) instructions	j) switchboard	n) account
c) refrigerator	g) drinks	k) alcoholic	o) facility
d) local	h) movies	l) viewed	p) overseas

Early morning call

Lift the 1) _____ of your telephone.
2) _____ the required time in hours and minutes using the 3) _____ clock, e.g. 08.15 (8.15 am)

Mini Bar

Soft 4) _____ and a selection of 5) _____ beverages can be obtained in the 6) _____ in your room. Items will be charged to you 7) _____, and the 8) _____ replaced daily.

Tea and Coffee

You will find a 9) _____ for making tea and coffee in your room.

TELEPHONE

For 10) _____ calls, dial 0 and then the number. For long-distance or 11) _____ calls, dial 9 to contact the 12) _____

TV and Video

programmes may be 13) _____ on the TV set in your room. A 14) _____ of In-house 15) _____ is available for your enjoyment. For 16) _____ on viewing and charges please see our separate video guide.

VII. Here are some more hotel services described in a hotel guide:

VALET SERVICE

SIGHTSEEING

DOCTOR

THEATRE TICKETS

HAIRDRESSING

PACKED LUNCHESES

FOREIGN EXCHANGE

Match the headings above with the advice about each service below:

- a) The Hall Porter will be pleased to advise you of current shows and will make reservations to suit your requirements.
- b) For minor alterations to clothes, sewing, stain removal, etc. contact the Housekeeper.

- c) Please contact the Duty Manager if medical attention is required. Note that medical fees are the direct responsibility of hotel guests.
- d) These are available if ordered from Room Service the day prior to requirement.
- e) For tours in and around the city please contact the Hall Porter.
- f) Both of these will be exchanged at the reception desk at the displayed rate.

VIII. Hotel guests have a wide variety of needs. Some of these are listed below. Decide which member, or members, of staff should deal with each of these requirements.

Example: If a guest wants a) some drinks in his room, he could call 6) Night Porter or 9) Room Service

A guest wants:

Members of staff

- | | |
|---------------------------------|-------------------|
| a) some drinks in his room | 1. Bookings Clerk |
| b) some soap | 2. Cashier |
| c) to stay at the hotel again | 3. Duty Manager |
| d) his shirts cleaned | 4. Hall Porter |
| e) some writing paper | 5. Housekeeper |
| f) to leave a message | 6. Night Porter |
| g) to cash a traveller's cheque | 7. Porter |
| h) to extend her stay | 8. Receptionist |
| i) some theater tickets | 9. Room Service |
| j) medical attention | |

A guest wants:

Members of staff

- k) to hire a car
- l) to change her room
- m) to cash a personal cheque
- n) to deposit some valuables
- o) an early call
- p) a newspaper in his room
- q) his baggage moved

IX. Find jobs that a chambermaid does. Match words in columns A & B.

Usually, more than one verb is possible.

A	B
replace, wipe, vacuum,	the plants, the bed, the
make, change, water,	mirror, the floor, the
empty, clean, polish, dust	towels, the toilet, desk tops
	and table top, the bath,
	the carpets, the sheets, the
	ashtray

X. The guests are mentioning problems with their rooms.

Match the replies to the requests from the list below:

- 1) Can you send someone up, please? The bulb in my bedside lamp is broken.
- 2) Can you help me, please? I'd like to make some telephone calls, but there's no telephone directory in this room.

- 3) Can you send a chambermaid to room 303? The bed-sheets haven't been changed.
- 4) Hello. I'm in room 217. Does nobody look after the plants here? The plant in my room is almost dead.
- 5) I'm not satisfied with this room. The carpet is very heavy.
- 6) You haven't finished this room yet, have you? The ashtray needs emptying.
- 7) I've just unpacked and there's a small problem in my room. There are no coathangers in the wardrobe.
- 8) I'm afraid the chambermaid hasn't done a very thorough job in my room. The bath hasn't been cleaned.

Replies are in a different order from the requests:

- a) Oh, I am sorry. I didn't notice that. I'll empty it for you.
- b) Really? I'm very sorry about that. Some of our staff are still going through training, you see. I'll make sure she comes back and cleans it right away.
- c) I'm very sorry. There ought to be one in every room. I'll bring one up to your room immediately.
- d) Certainly, sir. The Housekeeper will be up to replace it right away.
- e) I'm very sorry, madam. The chambermaid should have changed them. I'll tell the Housekeeper to come up and change them now.
- f) Thank you for mentioning it, madam. The Housekeeper is usually very careful about watering them, but she's been on holiday this week. I'll send someone up to water it now.

- g) Sorry about that, sir. I'll ask the floor maid to vacuum it at once.
- h) Oh, dear, I don't know how that could have happened. Somebody must have taken them. I'll bring some up to your room right away.

XI. Now practise similar dialogues using the tables below:

Table 1

There's	toilet paper	in the	room.
There are	soap	on the	washbasin.
	towels		bed.
	sheets		desk.
	telephone directory		bathroom.
	room service menu		bedroom.
	television		wardrobe.
	coathangers		

Reply: Sorry sir/madam, I'll bring one up for you.
some

Table 2

The bed	hasn't been	made.
sheets		changed.
bath	haven't been	cleaned.
wastepaper basket		emptied.
Reply: I'm sorry about that,	make	it
I'll send	change	them
someone up		
to	clean	right away.
	empty	

Table 3

The bath	needs	cleaning.
sheets	need	changing.
furniture		dusting.
Reply: I'm terribly sorry,	I'll ask the	clean
sir/madam	Chambermaid	change
	to come up	dust
	and	it
		them
		at
		once.

Table 4

Have you	replaced	the broken light bulb/window?
	reported	the missing towel/ashtray, etc.?
	cleaned	the torn sheet/telephone directory?
		the cigarette burn in the bedspread/carpet, etc.?
		the stained desk top/bath, etc.?
		the faulty TV set/radio, etc.?
		the dirty lampshade/curtain, etc.?

Reply: — Yes, I've already replaced it done

— Not yet, but I'm going to replace it now
to clean it
to do

XII. In every room, the Housekeeper of Chambermaid has to check for items that may be damaged, missing, etc.

Which items do you think may be:

- a) broken? c) torn? e) out of order?
- b) missing? d) marked or stained?

XIII. Read out the dialogues between a trainee chambermaid and the floor maid and note down the items which are damaged, missing, out of order.

Dialogue 1

- T. In Room 101 there's a bad cigarette burn on the bedside table — a new one I think. And the bulb in the bathroom shaving lamp has gone.
- M. Have you replaced the bulb?
- T. Yes, I have. But what do we do about the cigarette burn?
- M. I'll come and see how bad the damage is.

Dialogue 2

- M. What's 201 like?
- T. The TV set isn't working. I've already contacted the Maintenance Engineer.
- M. That's fine. Anything else?
- T. The telephone directory is badly torn.
- M. Oh well, you'd better replace it. You'll get one in the bookstore.

Dialogue 3

- T. I've just come from 301 and it's in a terrible mess. They've drawn pictures on the walls, they've torn the curtains, they've broken a mirror and I think they've stolen the bedspreads...
- M. We'll have to report this to the General Manager immediately. It could be a matter for the police.

Dialogue 4

- T. There's a faulty radio in 401. It makes a terrible noise when I switch it on.
- M. OK. Have you reported it to the Maintenance Engineer?
- T. No, not yet.
- M. Well, you'd better do that now. Is the room OK otherwise?
- T. The bath is badly stained. I suppose there's rust in the pipes and it leaves a mark.
- M. Yes, it's a common problem here. Have you cleaned it?
- T. Not yet, but I'm going to clean it now.

Think of similar situations and make up dialogues.

XIV. Act out these situations.

Situation 1. You are a trainee housekeeper. You are contacting the hotel Maintenance Engineer to tell him about:

- a TV set that is out of order in room 302;
- a telephone that is broken in room 123;
- a water pipe that is leaking in room 219;
- a window that cannot be shut in room 210;
- two bulbs that need replacing in the second floor corridor;

Find out:

- a) if the Maintenance Engineer will attend to the jobs;

- b) when the jobs will be done;
- c) what he wants you to do yourself.

Situation 2.

You are a Housekeeper reporting to a Hotel Manager on the state of a room after a guest has left it.
A lot of things have been damaged and a lot of things are missing.

Situation 3.

You are the Hotel Manager. Ask the Housekeeper questions, to find out exactly how much is damaged or missing. Take a note of the information the Housekeeper gives. Decide what you are going to do about it.

XV.

Vocabulary Check: Translate into Russian the names of furniture items and equipment in bedroom and bathroom.

tap (faucet = AmE)	ashtray	wardrobe
toilet flush	towel	hotel stationery
curtains	pillow	coat hanger
radiator	wall cabinet	blanket
plug	shower curtain	bedside table
	desk top	sheet

XVI.

Read and translate into Russian an article from "The Financial Times". Use a dictionary if necessary.

BEYOND ROOM SERVICE.

With short-term overseas stays on the rise for executives, **Lisa Freedman** finds rooms that are part flat and part hotel.

The service-term apartment is a hybrid, part hotel and part apartment, where services are supplied, as in hotels, at varying levels.

Like hotels, they offer freedom from the tyranny of utility bills and maintenance, and most provide daily or weekly cleaning.

Unlike hotels, however, residents have their own kitchen, living-room, front-door key and telephone number. Also, they can leave their belongings in place and have people to stay.

With prices between those of a hotel and a conventional rental, their primary advantage is flexibility of time-scale. Although some London boroughs may insist on a minimum stay, most providers can offer weekly or daily accommodation.

Serviced apartments have long been around, but primarily for tourists. It is only since the late 1980s, with globalisation, that they have acquired a business-related emphasis.

Now it would appear, they offer an increasingly attractive option, where accommodation can be booked at short notice and costs can be calculated in advance and factored into budgets.

"It is also easy to know what you're getting," says the director of John D. Wood's **short-term lets department**. "We've just let five flats in one block to one company."

They had a virtual tour and showed the flat to everyone on the team. Everyone could be in the same place." With a service apartment, companies needn't worry about inventories or the bureaucracy of rates and bills.

And these apartments — partially under the influence of American providers, such as Oakwood and Bridge Street, who moved into the market in the 1990s — can offer an international level of service, with underground parking, air-conditioning, 24-hour concierge, gyms and business centres. For the roving executive, service flats also supply a more relaxing base than a hotel.

Matrin Hazell, managing director of Hazell Marine Services, a marine insurance company based in Greece, comes to London on business for at least one week in every quarter. "I've been using The Creechurch, in the heart of the city, for about five years for stays from a few days to two weeks. There is a lack of hotel accommodation in the area and this is much more like being at home.

There's a fax and an answering machine, and a washer and a dryer, and you can be independent."

Like the hotel trade, the service-apartment industry has a luxury and middle market, and certain providers offer different brands for each sector.

It is the upper middle-market that is likely to benefit most from the growth predicted by Cendant Mobility, a relocation company. "We intend expanding to 2,500 units in the next five years and moving into key cities in Europe, which are currently not at all well served."

Indeed, if the concept is rare in Britain, it is almost non-existent in the rest of Europe.

Most providers have seen London, with its significant transient business population, as the gateway to Europe and have set up there first.

And though France has some three-star apartments, aimed primarily at tourists, and Germany has its Comfort Inns, three-star, business-oriented apartments, neither really offers the comfort expected by the modern chief rapidly, there is quiet confidence at the top end.

The Cheval Group is a five-star provider, with locations such as Kensington, Chelsea and the City.

Launched in 1984, it was one of the earliest into the market and is growing steadily. Accommodation opening just off Sloane Square at Christmas will bring its total provision up to 175 flats.

Cheval's market is the chief executive, requiring a worry-free environment.

"They don't have to worry about looking after their life, and their families can feel secure and cared for, so the executive is more productive," says Cheval director Tony Harding. "Service apartments offer greater privacy and security than a hotel, with no maintenance problems.

Our apartments have CCTV coverage, a concierge and a maintenance team. There will never be a need to deal with the dreaded British plumber."

Plumbing aside, what about the cost? As one might expect, service apartments are more expensive than the weekly rate for an equivalent six-month let, though they tend to work out at about 25 per cent less than a hotel of a similar standard. In most, the longer you stay, the less you pay.

Martin Hazell, for example, pays £150 a night for a two-bedroom apartment in the heart of the City, compared with £180 for a single room at a nearby hotel.

"If I stayed for 30 days or longer the cost would go down again, and a service apartment is much more comfortable and convenient."

NOTES:

CCTV coverage (close circuit television)

видеокамеры наблюдения

chief executive

главный руководитель
компании

service-term apartment

апартаменты с
обслуживанием

**short-term lets
department**

отдел по сдаче жилья
в наем

Answer the questions:

What is a service-term apartment?

In what way is it similar to a hotel?

How is it different from a hotel?

What is the primary advantage of such accommodation?

When did this kind of service appear?

Why is it becoming increasingly popular?

What attractive options are there for businessmen who travel a lot?

What facilities are offered to them?

Why do service flats supply a more relaxing base?

What markets are there in the new hotel trade?

What market is likely to benefit most? Why?

Where in Europe can this type of accommodation be found?

What kind of a company is The Cheval Group?

How do they view their customers?

How does the cost of service apartments compare with hotels and lets?

Do businessmen find it reasonable?

XVII. Sum up the information from the article.

Think and answer:

What do you think of this type of accommodation?

Is it easy to set up this kind of service? Why (not)?

What future is there for service apartments?

Have you heard about this service before? If yes, what connection?

Would you like to stay in such an apartment? Why (not)?

XVIII. Find in the text English equivalents for:

что-то среднее между гостиницей и квартирой;

счета за коммунальные услуги и техобслуживание;

поставлять услуги на разных уровнях качества;

в отличие от гостиниц;

приглашать кого-то погостить;

традиционное жилье внаем;

существуют уже долгое время;

главное преимущество;

гибкость временных графиков;

все более привлекательная возможность;

тогда же;

международный уровень обслуживания;

не нужно беспокоиться об инвентаре и счетах;

страховая компания морских перевозок;

компания по размещению;

предсказывать рост рынка;

почти не существует;

значительное количество временно проживающих бизнесменов;

прийти на рынок;

начинать (дело, проект);

испытывать потребность в спокойной, без хлопот, обстановке;

чувствовать себя в безопасности и окруженным заботой;

не нужно иметь дело с ужасным английским сантехником;

имеют тенденцию обходиться на 25% дешевле;

в самом центре Сити;

стоимость постоянно снижается.

XIX. Render in English:

Апартаменты не на один день.

Что из себя представляют апартаменты? В России гостиницы для временного, но длительного проживания известны давно. Их называли во времена Достоевского доходными домами. По романам мы можем судить, как протекала жизнь простых смертных под крышей доходных домов: книжные владельцы гостиниц были крохоборами, они угнетали и обижали своих постояльцев, требовали плату вперед и выгоняли тех, кто не мог вовремя заплатить. Комнаты в доходных домах отличались теснотой и убогостью обстановки.

В современной Москве тоже есть гостиницы для постояльцев, снимающих номера на длительный срок (самые известные «Международная-2» или «Измайлово»). В подобных отелях гости получают скидку в зависимости от срока проживания — чем дольше, тем дешевле.

В апартаментных отелях можно жить почти в домашних условиях. Площадь апартаментов больше, чем в обычных гостиницах, на 25% (средняя площадь, снимаемой квартиры — 60 кв. м).

Кроме спальни в апартаментах обычно находится гостиная с креслами и диваном, сервантом, небольшая кухня с плитой и полным набором кухонных принадлежностей.

Управляющие апартаментов стремятся к созданию домашнего уюта для своих гостей, они заинтересованы, чтобы их клиенты вдали от родины чувствовали себя комфортно и в безопасности.

В апартаментных гостиницах Москвы останавливаются не только жители нашей страны, но и иностранные

граждане: коммерсанты, семейные туристы, люди приехавшие на учебу, и т. д.

Не многие гости столицы знают, что в южной части Москвы расположен отличный апартамент-отель «Орехово», в котором останавливается вполне приличная публика: спортсмены, коммивояжеры, бизнесмены средней руки и даже москвичи, которые временно снимают в «Орехово» квартиру, поскольку в своем собственном доме делают ремонт.

Как выглядит типовой жилой дом, вообразить нетрудно. Но гостиницу в блочном доме представить уже сложнее.

Директор гостиницы собственноручно взялся за составление плана реконструкции отеля. В гостинице сделали сквозные проходы на этажах, построили вестибюли, к основному зданию пристроили фойе. На седьмой день в «Орехово» — 800 мест и около 475 номеров. В просторных номерах появилась современная красивая мебель. 10 номеров повышенной комфортности сделаны в стиле западных отелей, с уклоном в модерн. На территории отеля расположены закрытая автостоянка, теннисные корты, сауна и салон красоты.

Гостиница действительно преобразилась, обычный многоэтажный жилой дом превратился в комфортабельную гостиницу категории «три звезды».

По словам ее директора, гостям, которые провели в отеле месяц, предоставляются значительные скидки. Чем дольше срок проживания — тем существеннее скидки.

Клиентам «со стажем» совершенно бесплатно оказываются дополнительные приятные услуги. Например, иностранным семьям помогают устроить детей в московскую школу.

Кстати, почти 40% проживающих составляют иностранцы. Им нравится гостиница еще и тем, что она расположена в красивом Царьинском парке, в экологически чистом районе Москвы.

Цель гостиницы «Орехово», по словам ее руководителя, стать вторым домом для своих гостей.

Правда, на подобный «дом» могут рассчитывать, конечно, люди платежеспособные, которым, допустим, несложно выложить в месяц примерно 600 долларов.

(По материалам прессы)

Отредактировал и опубликовал на сайте : PRESSI (HERSON)

UNIT VII

FOOD AND BEVERAGE SERVICE

TEXT 1

Food and beverage service is a major factor in hotel operation. In some large hotels, the income derived from this source actually exceeds income from room rentals.

The food and beverage income in many hotels is increased by providing service for banquets and conventions.

Virtually every modern hotel offers some form of food and beverage service. In some, facilities are available only for a continental breakfast — that is, a light meal of bread or rolls and coffee, while others have a small coffee shop or restaurant on the premises.

Because of the large proportion of income contributed by a hotel's bars and restaurants, the food and beverage manager is a key member of the management staff. He has the overall responsibility for planning the food and drink operation and purchasing the hundreds of items that are necessary for the restaurants and bars.

Because food can spoil quickly, ordering supplies is a daily routine. In a very large establishment, two people may be assigned to this task: one to order food and the other to order wines and spirits. The purchase and care of some items, such as table linens, or **napery**, or aprons for the kitchen help, must be closely coordinated with the housekeeping department.

The food and beverage manager's staff may also include a **storekeeper**, who stores and issues food, beverages, and restaurant and kitchen supplies.

The kitchen itself is a separate kingdom within the hotel. The **head cook**, who is almost always called by the French word **chef**,

is the boss of this area. The chef is responsible for planning the menus (the food that is being served on a particular day), and for supervising the work of the other chefs and cooks.

In very large or elaborate setups, the head cook is called the **executive chef**, and his responsibilities are largely those of a manager. He plans, purchases and frequently coordinates the operation of several restaurants.

Depending on the size of the establishment, several assistant chefs report to the chef. These include a sauce chef, a salad chef, a vegetable chef, and so on. Under the chefs are the cooks who actually cook the food and then place it on the plate for the waiters to pick up.

Under the cooks' supervision are the **kitchen helpers** who peel potatoes, cut up vegetables, and bring food from the storeroom to the kitchen. The kitchen staff also includes **dishwashers**, even in a kitchen equipped with electrical appliances, since pots and pans usually need special attention, and someone must load and unload the machines.

In the restaurant, as well as in the kitchen, there are also different kinds of jobs. The person who seats the guests is called a **captain** or **maître d'** (short for *maitre d'hôtel*), or a **hostess**, if a woman. In restaurants with a very formal style of service, the captain also takes the guests' orders. The meals are served by **waiters** or **waitresses**. In less formal restaurants, the waiters and waitresses take orders and serve the meals. Most restaurants also employ **busboys**, who pour water, clear and set tables, and perform other similar chores.

In an elaborate restaurant, there is often an employee called the **wine steward**, or **sommelier**, who takes orders for wine and sometimes for other alcoholic drinks.

Finally, there are cashiers who receive payment or signed bills from the guests. When the guest puts his restaurant bill on his hotel account, this information must be passed along to the accounting office as quickly as possible.

In addition to a restaurant, most hotels also have a bar or cocktail lounge where drinks are served. **Bartenders** work behind the bar which is a long counter. Note that the word 'bar' is used both to denote the room in which the drinks are served and the counter itself.

They mix drinks and serve them to the customers at the bar. Additional waiters or waitress are needed to serve customers who are seated at tables. In a very busy bar, one bartender may fill orders only for the waiters and waitresses while others take care of the guests at the bar.

The bar or cocktail lounge may also offer food service, although it is usually simpler than the food served in the hotel dining room. Fast food, such as sandwiches or hamburgers, is customary.

VOCABULARY LIST

1. **beverage, n** напиток
[ˈbeɪvərɪdʒ]
2. **income, n** доход
3. **derive, v** получать; извлекать
to derive an income извлекать доходы
4. **banquet, n** банкет, пир; званый обед
[ˈbæŋkwɪt]
5. **convention, n** 1) собрание, съезд;
2) обычай; условность
6. **virtually, adv** фактически; в сущности; поистине
7. **premises, n, pl** помещение, дом (с прилегающими пристройками и участком); владение
8. **spoil, v** портить; портиться

9. **establishment, n** учреждение, заведение
syn. setup
10. **napery, n** салфетки, скатерти, убранство стола
11. **apron, n** передник, фартук
12. **storekeeper, n** кладовщик; лавочник
13. **chef, n** [ʃef] главный повар
syn. head cook
14. **supervise, v** контролировать; руководить работой
15. **elaborate, adj** изысканный; искусно сделанный; сложный; продуманный
16. **sauce, n** соус; гарнир из овощей
[sɔ:s]
17. **appliance, n** приспособление; прибор
[əˈplaɪəns]
domestic electric appliances бытовые электроприборы
18. **captain, n** метрдотель
syn. hostess женщина-распорядитель
19. **busboy, n** помощник официанта, убирающий грязную посуду со стола в ресторане;
busgirl, n помощница; уборщица
20. **wine steward, n** официант-распорядитель винами; буфетчик
syn. sommelier (фр.)
21. **bartender, n** бармен (ам.)
22. **customary, adj** обычный, привычный

EXERCISES

I. Read and translate the text.

II. Answer the following questions:

Why is food and beverage service considered to be a major factor in hotel operation?

How can the income from the food and beverage services be increased?

What kinds of food service are offered by department hotels?

What are the responsibilities of the food and beverage manager?

What other jobs are vital in this area? Why?

What is a chef responsible for?

When is he called the executive chef?

What are the duties of the kitchen helpers? dishwashers?

What people work in the front of the house?

What are the duties of a captain? the wine stuart?

How else are they called? Why are many job titles in French?

How is payment made?

What is the functions of a bar? What does the word mean?

What else can a cocktail lounge offer?

III. Sum up what you've learned from the text about:

the importance of food and beverage service for the hotel industry;

the job responsibilities of the management staff;

the jobs in the kitchen;

the people who work in the restaurant itself, helping the customers;

bars and cocktail lounges.

IV. Find in the text words or phrases which correspond to the following definitions:

1. A breakfast customarily consisting of bread or rolls and coffee is called breakfast.

2. Linens is the word for table linens such as tablecloths and napkins.

3. Executive chef is the person in charge of storing and issuing food, beverages and kitchen and dining-room supplies in a hotel food and beverage service department.

4. Chef is a French word, designating a head cook in American usage. Many large kitchen organizations distinguish between the head or executive chef, who plans and supervises the cooking, and the cook, who actually does the cooking himself. There are also many specialized chefs, who prepare sauces, salads, desserts and so on.

5. Chore is an employee who does such chores as cutting up vegetables in a kitchen.

6. In a restaurant, _____ or _____ are the employees who go to the customers' tables, take their orders, and then bring the prepared food to the tables.
7. _____ is an employee who seats a guest in a restaurant. In some restaurants, he may also take the guest's order. This employee is also known sometimes as the French maître d' hôtel. In larger restaurants, there may be a maître d' and several _____ under his supervision. A woman who greets and seats the guests in a restaurant is known as a _____. The duties of the _____ and the _____ may vary according to management policies.
8. A restaurant employee who pours water, empties ashtrays, cleans the tables, and so on is called _____.
9. A restaurant employee who serves wines and sometimes other drinks is called _____ . This person is called the sommelier in French, an expression also used in English.
10. _____ is the employee who mixes and serves drinks at a bar or in a cocktail lounge.

V. Read and translate Text 2:

Providing meals and drinks in the guests' rooms is another service extended by most hotels. Room service is ordered by telephone from a menu that is placed in each room. The menu itself is some cases is the same as the one for the dining room, but more often it is simplified to make for easier preparation and service.

Special employees take the orders and special waiters carry them to the rooms. To cut down on orders for ice

and soft drinks, many hotels nowadays have machines on each floor to dispense these items.

Room service in most hotels closes down at the same time the kitchen does, normally ten o'clock and midnight. Some hotels, however, are prepared to provide sandwiches even during the late-night hours. Some luxury hotels have small kitchens or pantries on each floor that are used either for warming food or for preparing breakfasts. More room service orders are for breakfast than for any other meal. In some hotels, the guest can order breakfast before he goes to bed by filling in a slip which he leaves outside his door. The meal is then served at the time the guest has specified.

Even in hotels with more than one restaurant, there is usually just one central kitchen. The special types of food served in the various restaurants are normally prepared by different chefs and cooks rather than in separate kitchens.

Like the housekeeping department, the food and beverage department needs additional space for storage of the many items that must be kept on hand for the restaurants and bars. These items include not only the food and beverage themselves, but items such as table linens, dishes, knives, forks, spoons, plate warmers, trays, ashtrays, aprons and dish towels.

One food and beverage facility that is often not connected with the main hotel kitchen is **the snack bar**.

The snack bar is a small unit that provides fast-order food and drink service to guests who are using the hotel's swimming pool or some other recreational facility.

Snack bars are a prominent feature of resort hotels. Where the recreational facilities are in great demand, the snack bar often has its own staff of cooks, usually of the short-order variety, and waiters and waitresses.

Hotels generally employ a large number of workers in proportion to the number of guests. The restaurant business as a whole is one of the most labour-intensive of all industries, and this is true whether the restaurant is in a hotel or not.

Much of the activity in connection with food and beverage service is invisible to the guests, but many of the employees in the department have frequent contact with them.

These especially include the dining-room and room service personnel. They must adhere to the same standards of hospitality and courtesy as all other employees who meet and talk with the guests in the hotel.

Answer the questions:

How is room service different from providing food in a restaurant?

How is it usually arranged?

What do luxury hotels provide for their guests?

How many kitchens are needed to meet all the requirements of the guests?

Why does the food and beverage department need additional space?

What is a snack bar?

Why are they a prominent feature of resort hotels?

Why is the restaurant business labour-intensive?

Why do employees in the restaurant business have to be friendly and polite?

VI. Sum up the information about room service and snack bars from the previous text.

Think and answer:

Do Russian hotels offer high-quality food and beverage service? What do you know about it?

What happens if guests do not like the food offered by the hotel?

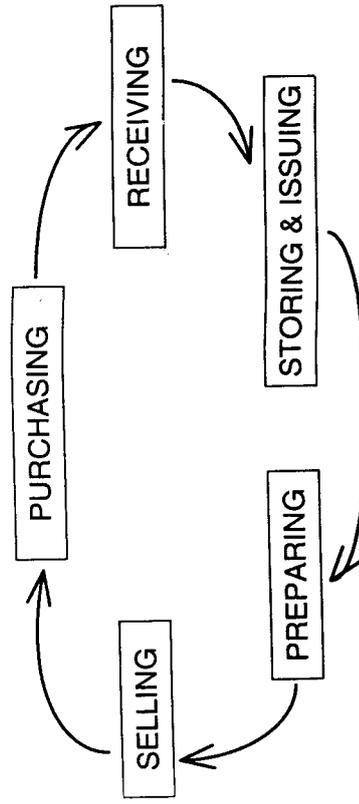
What kind of food is offered to people staying at hotels?

What personnel is employed in the restaurant business?

Is the business profitable? Why?

VII. One of the most important services for hotel guests is the food and drink service. In a large hotel this is organised in what is called 'the food and beverage cycle', and involves a considerable number of staff.

There are five sections in the cycle:



a. Put the jobs into the relevant sections of the chart:

Purchasing	Receiving	Storing & Issuing	Preparing	Selling
------------	-----------	-------------------	-----------	---------

b. Match the job titles with the job descriptions:

- | | |
|----------------------------|--|
| 1. head chef | a) sets and clears the tables |
| 2. storeman | b) buys food and drinks, deals with suppliers: |
| 3. wine waiter | c) welcomes the clients to the restaurant, deals with complaints |
| 4. receiving officer | d) looks after one section of the kitchen |
| 5. commis chef | e) checks deliveries, arranges transfer to stores |
| 6. head waiter | f) cooks food and is training to be a chef |
| 7. maître d' | g) arranges staff's work in the dining-room |
| 8. purchasing officer | h) plans menus, trains and supervises kitchen staff |
| 9. chef de partie | i) serves customers, takes orders, brings food |
| 10. busboy | j) helps supervise kitchen staff |
| 11. sous chef / under chef | k) looks after stock, gives it to various departments |
| 12. waiter / waitress | l) takes drinks orders, advises on wines |

c. give Russian translation for the jobs on the list.

VIII.

Listed below are the duties of a reception waiter, station waiter, and wine waiter in a restaurant.

Decide in which order these activities should take place for the correct service of guests.

- The station waiter brings the guests' first course.
- The reception waiter checks on the time of the booking and the number of guests.
- The wine waiter offers the guests the wine list and takes orders for aperitifs.
- The wine waiter takes the order for wine.
- The station waiter takes the order for food.
- The reception waiter receives and welcomes the guests.
- The wine waiter brings the wine.
- The station waiter seats the guests.
- The reception waiter takes the guests to their table.
- The station waiter offers the guests the menus.
- The wine waiter brings the aperitifs to the guests.

IX.

Translate from Russian into English:

Подразделения общественного питания, включающие в себя рестораны, кафе, бары, подразделение по обслуживанию банкетов и конференций, а также пищеблок (кухню), обеспечивают гостей услугами питания.

Руководитель службы общественного питания составляет меню, обеспечивает поставку необходимых исходных продуктов, распределяет по участкам обслуживающий персонал, контролирует качество готовой

продукции и обслуживания, соблюдая при этом разумный режим экономии.

Каждый отдел в службе имеет своего руководителя, включая менеджера по обслуживанию в номерах.

Ресторан как подразделение общественного питания обслуживает гостей согласно меню, которое является основой любой ресторанной концепции, независимо, к какому типу данное предприятие питания относится. Большую роль при этом играет профессионализм метрдотелей и официантов, находящихся в непосредственном контакте с клиентами.

Буфетное или барное обслуживание заключается в основном в обеспечении клиентов спиртными напитками. В барах могут также готовиться напитки для их употребления в ресторане. Такой бар носит название сервисного.

Кухня является производственным центром. Заказы на производство конкретной продукции поступают из ресторана от официантов (на основе составленного и предлагаемого клиентам меню), а также из банкетного зала, работающего по предварительному заказу.

Повара готовят необходимые блюда, а главной обязанностью руководства в этом секторе является лишь контроль за ценой и качеством конечного продукта. При этом основным лицом, в ведении которого находится производство питания в гостинице, является шеф-повар.

Это человек, который получил специальное образование, квалифицирующее его как профессионального повара.

Хотя управленческому персоналу не нужно всегда присутствовать при открытии и закрытии мест питания, некоторые ведущие сотрудники, такие как кассир или шеф-повар, должны взять на себя ответственность

за открытие и закрытие площадей для хранения продуктов, за включение света и оборудования, за установление кассового регистра и т. д.

X. Read out the dialogues of some people ordering food from the menus. Say what they order for a starter, the main course and dessert.

Dialogue 1 M — a man
W — a woman
Waiter

M. I've already decided what I want.

W. What's that?

M. I'm going to have the fondue. It's delicious here.

Waiter I'm sorry, sir, the fondue's off.

M. Really? In that case, let me think — I'll have the pork medallions.

W. I think I'll have the same.

M. And we'll have a bottle of Chablis.

Waiter Very well, sir. Thank you very much.

Waiter Would you like any desserts?

M. Yes, I'd like some chocolate ice-cream, please.

W. Just a coffee for me, please.

M. Make that two coffees.

Waiter Thank you.

Dialogue 2

W. Could we possibly order, please?

Waiter Certainly.

W. I'd like the mixed salad, please, followed by the fondue.

Waiter Sorry, the fondue's off tonight.

W. Oh. What do you recommend, then?

Waiter The veal is very good.

W. Well, I'll have that then.

Waiter Very well, madam. And for you, sir?

M. I'll have the salmon **mousse**, I think.

W. And to start, sir?

M. Nothing, thanks. Do you think you could bring us the wine list, though?

Waiter Yes, of course.

...

Waiter Are you ready to order dessert?

W. Yes. Could I have the **parfait**, please.

M. And I'll have the **soufflé glacé**.

Waiter Certainly.

NOTES:

mousse мусс (взбитое блюдо с яичными булками и различными наполнителями)

parfait парфе (блюдо из взбитых сливок, яиц, сахара, ванили; может быть как сладким, так и не сладким)

soufflé (light pudding) суфле / воздушный пудинг

Dialogue 3

Waitress Are you ready to order?

M. Yes, I think so. I'd like the Beef Madras

W. Yes. Could I have the fish, please?

Waitress What vegetables would you like?

W. Baked potatoes... and peas, please.

Waitress And would you like a starter?

W. Chicken liver paté for me, please.

M. And melon and prawn cocktail for me, please.

Waitress Fine.

W. And can you bring us a bottle of water, please?

Waitress Certainly.

NOTE:

paté пастрет

Practise the dialogues and perform similar conversations.

XI. Four people, Jeff, Pierre, Susan and Helen, have ordered breakfast, but their orders are jumbled.

- a. **Work out who ordered what.** Each person ordered three food items and at least one drink.
- a) Jeff has ordered orange juice and coffee.
- b) Helen wants croissants.
- c) Everyone wants orange juice except one person, who wants grapefruit juice and tea.

- d) Everybody wants either eggs or croissants, but nobody wants both.
- e) One man and one woman have ordered eggs.
- f) The woman who wants fried eggs wants orange juice and no hot drink.
- g) The man who is having coffee does not want croissants.
- h) The man who wants croissants also wants orange juice and hot chocolate.
- i) Both croissant-eaters want butter, but only the woman wants jam.
- j) The person with no hot drink has ordered sausages and mushrooms.
- k) The person who wants fruit yoghurt does not drink coffee.
- l) The person who wants scrambled eggs has also ordered toast and butter.

b. Act out dialogues using your ideas of who ordered what.

c. Check your answers with the key.

	Drinks		Food Items		
Juice	Hot drink	1	2	3	
Jeff	orange	coffee	scrambled eggs	toast	butter
Pierre	orange	hot chocolate	croissants	butter	fruit yoghurt
Susan	orange	none	fried eggs	sausage	mushrooms
Helen	grapefruit	tea	fried eggs	sausage	mushrooms

XI. Complete the waiter's part in the dialogues, using the prompts in brackets. Then act out the dialogue.

- Waiter — You
Customer — C
- You: (Evening)
C. Good evening.
- You: (Two?)
C. Yes, please.
- You: (Aperitif?)
C. No, thanks.
- You: (Menu)
C. Thanks.
- You: (Order?)
C. Well, I'm not quite sure what to have.
- You: (The veal?)
C. All right. I'll have that.
- You: (Wine?)
C. Yes. A bottle of house white, please.
- You: (All right?)
C. Yes, thanks. Delicious.
- You: (Dessert?)
C. Chocolate soufflé for me, please.
- You: (Coffee?)
C. Yes, thanks. That would be nice.

XII. Imagine that you are a waiter / a waitress in a restaurant.

Your customers want explanations of different items on the menu. Answer their questions using a phrase from each of the three columns.

Example: What is Chicken Kiev?

You: It's a chicken breast filled with garlic butter and coated with breadcrumbs.

	A	B	C
a chicken breast	with a white stem	with garlic and cream	
a variety of shellfish	made with egg whites	and a green top	
a kind of sweet	made with chocolate	eggs and liqueur	
a kind of meat	made with milk	and has pink flesh	
thinly sliced potatoes	that is quite large	but are much smaller	
a kind of sauce	filled with garlic	young calves	
a very light dish		butter	vanilla, eggs and sugar
a kind of fish	that look like lobsters	and coated with	breadcrumbs
a kind of vegetable	that comes from	and baked in the oven	
	that are baked		

What are prawns?

What are chocolate truffles?

What is veal?

What are pommes de terre lyonnaises?

What is custard?

What is a soufflé?

What is salmon?

What is a leek? (лук-порей)

XIII. Now think of three dishes that are popular in Russia but that foreign customers might not know.

Write short explanations of what they are.

XIV. Read out the dialogue and answer the questions below.

Mr. and Mrs. Stanley are staying in the Metropol Hotel in Moscow and are ordering lunch in the restaurant at the hotel.

Waiter Good morning, madam. Good morning, sir.

Mrs. S. Good morning. Have you got a table for two, please?

Waiter Certainly. Where would you like to sit? By the window of further back?

Mrs. S. I think we'd prefer by the window so that we can watch the people in the street.

Waiter Right. Won't you sit down?

Mr. S. Thank you very much. This is pleasant.

Waiter Yes, it's a beautiful day today. What would you like to order?

Mrs. S. Do you think you could explain the menu to us? You see, our French isn't good enough and we don't speak any Russian at all.

Waiter Of course. I'll give you an English-language menu and explain everything that might seem confusing. Here you are.

Mr. & Mrs. S. Thank you. What's for starters?

Waiter There are three types of salads or vegetable soup. Which would you prefer?

Mrs. S. I'd rather have a fish salad with grilled tomatoes, it sounds very good.

Mr. S. Vegetable soup for me, please?

Waiter Certainly. And for the main course there's grilled bacon, chicken or steak.

Mr. S. Well, bacon is a bit **spicy*** for me. I think I'll have the steak.

Mrs. S. Steak for me, too, please.

Waiter How would you like them cooked?

Mrs. S. I don't like my steaks too underdone. Make mine well done.

Mr. S. Rare for me, please.

Waiter Fine. What would you like to go with your steaks?

Mrs. S. Chips and a green salad, please.

Mr. S. I'll have chips. And peas, if you have them.

Waiter Yes, that's fine. And what would you like to drink? Bottled beer? Wine?

Mrs. S. We like wine better.

Waiter We have a very pleasant house wine served by the **carafe**.*

Mr. S. Yes, I think a carafe of red would do nicely.

Mrs. S. It isn't too dry, is it?

Waiter No, no. It's a medium wine.

Mrs. S. Good. We'll have that then. And also a bottle of mineral water.

NOTES:

a bit **spicy** несколько острый; островат
carafe графин

Answer the questions:

Why does Mrs. Stanley prefer to sit by the window?
 Why does she ask the waiter to explain the menu?
 What does Mr. Stanley order for his first two courses?
 How do the Stanleys want their steaks cooked?
 What kind of red wine doesn't Mrs. Stanley like?

XV. You have noticed already that many terms related to restaurant business and meals are of French origin. Why do you think it is so?

Note down some more words and expressions of French origin:

1. a la carte menu ресторанное меню с указанием цены каждого блюда
2. gueridon service обслуживание у столика; приготовление блюд непосредственно на виду у посетителей
3. carafe, *фр.* графин
4. table d'hote, *фр.* общий обеденный стол; табльдот; комплексный обед
5. hors-d'oeuvre, *фр.* закуска; добавочное блюдо
6. aperitif, *фр.* аперитив

Read out the text and find terms of French origin.

Try and think of English equivalents. Is it always possible?

The range of food service found in hotels and restaurants today is extensive. In the first category, there are restaurants offering the highest grade of service with a full à la carte menu.

This includes dishes served by the waiter from a trolley in the dining room, and is known as gueridon service. The gueridon waiter must always be skilled, for he has to carry out procedures such as filleting, carving and cooling speciality dishes at the table.

A second, less complicated, type of service is silver service where the menu can be either à la carte or table d'hôte. In this system, the food is prepared in the kitchen and then put on to silver flats and presented to the guests in the dining-room.

A third form of table service, used mainly with a table d'hôte menu, is plate service. Here, the waiter receives the meal already plated from the service hotplate and only has to place it in front of the guest and make sure that the correct cover is laid and the necessary accompaniments are on the table. Plate service is often offered where there is a rapid turnover and service of the meal and is, therefore, labour-saving in such tasks as washing-up.

In a fourth type of service, called self-service, a customer collects a tray from the service counter, chooses his dishes and selects the appropriate cutlery for the meal.

Today, with ever-increasing needs for economy, many establishments usually prefer a variety of types of service.

Tourist hotels, for example, frequently offer a combination of self-service and plate-service for breakfast and another combination of self-service and silver service for luncheon.

Check your comprehension:

What kinds of skills does a waiter require for gueridon service?

Why is plate service labour-saving?

What kinds of service are used with a table d' hôte menu?

What is the difference between silver service and plate service?

Why is self-service often used by hotels?

XVI. Read, translate and discuss the text below.

Use a dictionary, where necessary.

Make a note of the use of the word "commis" = an apprentice or trainee waiter.

Waiter for a week

I was to be a commis waiter for a week at the restaurant. There are 50 waiters. Commis waiters and waiters work as a team. The waiter is the front man, taking orders, chatting to the customers. The commis, rather less glamorously, runs to the kitchen to bring up the orders and assist in serving them at the table. Although the commis will actually do more physical work, they share the pits equally.

All in all this is fair, as it must be pointed out that the senior waiter is actually responsible for keeping a running account of the bills and if he makes a mistake, or undercharges, the fault is rectified through his wage packet. It's an important working relationship.

I reported for work at 11am. That may sound like a relaxed time to start the day, but the hours, I was soon to learn, are hell. The last client at lunchtime may not leave until half past three, or later, and the evening shift starts at

6pm. The hours, it was generally agreed, are the worst thing about waitering.

The commis takes the orders from the table down to the kitchen. He places the order for hot food under the nose of the sous-chef who is shouting out orders to the cooks, while orders for cold dishes and salad go to a separate counter, and desserts are from yet another area. The kitchen is two flights of stairs away from the restaurant. The commis then comes up to see if any more orders have been taken while the previous one is being prepared. At the same time, dishes have to be cleared or put on the table, glasses refilled, ashtrays emptied, and somehow there always seems to be a new table with six or eight new orders to be filled — two flights away in the kitchen.

Hell, I rather imagine, is like the kitchen of that restaurant. Yelling chefs, endless banging of pots and crockery, steaming casseroles, hissing frying pans, men with red shining faces, trays with loads heavy enough to break your wrists.

And running. Always running. Up and down, down and up. And since everyone is running, and always with loaded trays, you need the co-ordination of a gymnast to stay out of trouble. I spent as much time as possible in the dining room itself.

I noticed that wearing a uniform somehow transformed me into a role. It wasn't play-acting. Customers become sir or madam. Deference, a quality I usually lack, became the order of the day. I became very sensitive about the way I was treated. I hated being summoned by the click of the finger or the bend of the index finger.

It was hurtful if conversation deliberately stopped as I served the meal, and yet unkind if it continued as if

I didn't exist. I began to notice if people said please and thank you, and then whether they looked at me when they said it.

(*adapted from the Sunday Express*).

XVII. Say whether the following statements are true or false.

1. A commis waiter has to be careful to add up bills correctly.
2. The senior waiter earns more in tips than the commis waiter.
3. The commis waiter has to wait in the kitchen while the food is prepared.
4. The kitchen was extremely noisy.
5. There was a danger that waiters would crash into each other.
6. The writer normally finds it easy to be respectful to people.
7. He felt that some customers behaved rudely to him.

XVIII. Choose the most likely meaning for the following words or expressions:

1. **glamorously.** A glamorous job is:
 - a) an active, energetic one;
 - b) an exciting, attractive one;
 - c) a difficult one.

2. **rectified...** "the fault is rectified through his wage packet means:

- a) the money is taken from his earnings;
- b) he has to pay a fine for his mistake;
- c) he must pay back the money to the customers

3. **yelling:**

- a) working;
- b) singing;
- c) shouting.

4. **co-ordination:**

- a) skill;
- b) courage;
- c) strength.

5. **deference:**

- a) being tidy;
- b) showing respect to people;
- c) fighting back.

6. **the order of the day:**

- a) the most popular dish of the day;
- b) the programme of work for the day;
- c) the normal way of behaving.

7. **summoned:**

- a) answered;
- b) touched;
- c) called.

XIX. Think and answer:

1. The writer didn't like customers to click their fingers to call for service. How do you normally call a waiter? Do you know any different methods of attracting a waiter's attention?
2. Why did the writer feel hurt when conversations stopped as he served a meal? Do you stop speaking while a waiter is serving you; or do you carry on? Why?

3. Do you like a waiter to be extremely polite to you or do you prefer more casual service?

4. Do you approve of tipping, or do you think it should be stopped? Why?

5. When is it normal to give tips in Russia? Which people do you always tip?

6. Have you ever refused to tip someone whose service was not very good? If so, what happened?

7. Could you take up a job of a waiter? Why (not)?

XX. Render in English:

На каникулы к Деду Морозу

Зимой тысячи туристов спешат на родину российского Деда Мороза — в Великий Устюг.

Посещают его резиденции, осматривают вологодские монастыри и крепости, после чего задаются вопросом — где поесть.

Старшему поколению старожилы Великого Устюга рекомендуют перекусить в «Ресторане на Успенской».

Он отделан деревом и драпом, из-за этого походит на настоящую русскую закусную (в хорошем смысле этого слова). Для желающих уединиться есть кабинки. В этом ресторане советуют обязательно попробовать мясо «Лесной орех» — отбивную под соусом из майонеза и толченых орехов.

Для тех, кто приехал в Великий Устюг с детьми, подойдет культурно-развлекательный центр «Водолей». Детей здесь можно отправить в бассейн или в зал игровых автоматов. Тем временем взрослые могут поиграть в бильярд или расслабиться в сауне.

Кафе находится на первом этаже центра. напоминает пещеру первобытного человека. Полный обед по соседству с чувелом ящера обойдется для семьи из трех человек примерно в 300 рублей.

Между тем молодым людям можно посоветовать кафе-дискотеку «Джага-джага». Правда, выбор еды здесь довольно скромный — в баре есть напитки и закуски. Зато потанцевать можно вдоволь.

«Хуторок»

Накормим по-домашнему, нальем по-братски!

В уютном домашнем ресторане «Хуторок» гостям предлагают блюда украинской кухни. Цены в меню приятно удивляют, а большая порция гоголевского борща с пампушками способна заменить целый обед.

Сома здесь жарят на углях и подают с белыми грибами, поросенка — со свежими овощами и хреном, а пельмени запекают в горшочке в соусе с шампиньонами и луком. В сопровождении украинской музыки и танцев горилка и наливки льются рекой.

В этом украинском «Хуторке» всегда рады гостям.

Мода на мусс

Стройная девушка, менеджер кафе 'Fame', рассказала, что последние тенденции в кондитерском мире — это муссы. Они легкие и менее калорийные, чем обычные пирожные с жирным кремом. Фирменное пирожное 'Fame' в форме капли сделано из трех слоев мусса: шоколадного, кофейного и сливочного.

Fame — типичное городское кафе. Жизнь в нем течет быстро, люди встречаются, разговаривают и расходятся по своим делам. И сама обстановка предполагает

деловой стиль общения — стеклянные столы, большие окна.

В Fame не удастся расслабиться — все заняты, все спешат. В скором времени по четвергам в Fame начнут проводить коктейльные вечеринки. Ровно в 9 часов вечера будут гасить свет и петь коктейльные гимны. Кухня в кафе работает круглосуточно, и если вдруг посреди ночи захочется полакомиться — ничто не сможет этому помешать.

(по материалам прессы)

UNIT VIII

SPECIAL SERVICES AND FACILITIES

TEXT 1

The list of special services offered by hotels is long. These services differ according to the location and the clientele of the hotel; luxury hotels offer the greatest range of services. This is, in fact, what makes them luxury hotels.

Large urban hotels also provide special services for businessmen. A commercial hotel, for example, can provide a skilled secretary to take dictation and do typing for travelling business people. If there is no specialist in the hotel itself, the front desk will have information about where to get one.

International travel has grown to the point that many hotels find it necessary to employ bilingual or even multilingual staff members. Front-desk employees in particular often are required to speak one or two languages.

Recreational facilities are another feature of many hotels and motels. A swimming pool is the most common of these particularly in warmer climates and in resort areas.

Sometimes a swimming pool in front of the building is a form of advertisement, especially for motels.

Other recreational facilities include tennis courts and golf courses. Many resorts are designed for winter sports such as skiing and ice skating; others provide horseback riding and other outdoor activities.

All of these recreational activities require the employment of additional personnel. Necessary swimming-pool maintenance is

often contracted out. Golf courses must be carefully tended by a special staff of groundskeepers. Horses require stables and grooming.

Many resort hotels hire professional athletes to give lessons to the guests in tennis, golf and skiing. Other employees include riding instructors and guides for hikers and campers. Lifeguards are often necessary at swimming pools and beaches.

A few hotels, most of them in resort areas or large cities, include nightclubs as a part of their operation. A nightclub offers entertainment, such as dancing, a singer, a band, or a floor show in addition to food and drink. The engagement of a well-known entertainer obviously gives the hotel an excellent promotional opportunity. The hotels in the gambling resort of Las Vegas, for example, publicize not only the entertainers in their nightclubs, but also the huge salaries that they receive.

In addition, many kinds of personal services are offered by almost all establishments of any size. One service in great demand is **babysitting**. When a family is staying at a hotel and the parents want to go out for the evening, the housekeeping department can arrange for someone, most frequently one of the chambermaids, to stay with the children.

Or when a guest is ill, many hotels have a house doctor who either is a resident or is on permanent call.

If there is no house doctor, the front desk gives information about nearby doctors and hospitals.

But the most profitable for the hotel industry is the convention business.

A **convention** is a meeting of members of a business or professional group, such as scientists, dentists, booksellers or language teachers. It is held to exchange information in the field and consider other business of the organisation. A typical convention lasts three or four days and includes business sessions, workshops and seminars, professional exhibits, and special events.

The facilities required for a convention are extensive. A large auditorium or hall is usually necessary for group meetings and events such as **banquets**. In addition, smaller rooms preferably of a variety of sizes, are required for workshops and seminars.

An exhibit area with adjacent loading and storage facilities, is almost always provided as well.

Attendance at many conventions runs to a thousand or more people. Attendance figures normally include only the people who actually register for the convention and do not take into account wives or other relatives or friends who may accompany the group members.

A convention guarantees a good occupancy rate for the hotel over a period of at least several days. In addition, the special exhibit and meeting areas are rented by the sponsoring organization for a fee, and the people attending the convention also generate more business in the hotel's restaurants, bars and shops. In many cases, the business and professional people who are members of the sponsoring group are accompanied by their families, and for them, in fact, a convention is a combination of business and pleasure, a chance to get away from the usual daily routine.

A hotel that handles conventions has several specialized people on the staff, the most important of whom are the salespeople who are responsible for bringing in the business. Most of them have special contacts among the groups that sponsor conventions. Negotiations for a convention may take place over a long period, as sponsors have numerous choices and can shop around for the best bargains.

Standard arrangements include reduced room rates, and the lowest possible fee for other facilities and service that are required. The salespeople must coordinate their efforts carefully with other requirements for space in the hotel.

Many hotels also have a special manager to handle all the particular arrangements that must be made once the convention has been booked into the hotel.

Conventions follow a general pattern, but they always create special problems because each one differs in detail from all the others. All arrangements must be coordinated with the other departments in the hotel.

The front desk must prepare for a surge of arriving guests, and the housekeeping department must make sure the rooms are ready when needed. The food and beverage service and the maintenance and engineering staffs must also do their parts. The installation of the exhibits may require mechanical and electrical work, and loading and unloading equipment may call for an additional work force.

If a banquet is to be served, the menu must be planned. Tables, napery and table silver must be provided and set up. Experienced banquet waiters must also be on duty.

A **banquet** is a large formal luncheon or dinner that is customarily followed by speeches and/or a ceremony. A banquet is often the final event of many conventions. Hotels that are equipped to handle conventions generally attract banquet business as well, but any hotel with a sufficiently large dining room, ballroom or meeting room can attract banquets. The arrangements for preparing the banquet are normally the job of the banquet manager, who is sometimes responsible for the sales effort as well.

Banquet waiters require special skills. They must be able to serve large numbers of people in a short period. In many cases, they are not employed full-time, but work on a part-time basis where and when they are needed. The tips that these waiters receive are not paid by individual diners, but are included as part of the fee package negotiated by the sponsoring group.

The hotel industry is a highly competitive business, so all hotel establishments are seeking new forms and types of services to attract guests and to be able to meet all their varying requirements.

VOCABULARY LIST

1. recreational facilities условия для отдыха
2. feature, *n* черта, особенность
3. contract out, *v* нанимать по контракту со стороны
4. tend, *v* ухаживать; заботиться; обслуживать
5. stable, *n* конюшня
6. groom, *v* чистить лошадь; ходить за лошадью; ухаживать; холить
- groom, *n* грум; конюх
7. hire, *v* нанимать; брать на работу
- syn. to employ
8. riding, *n* езда верхом
9. floor show, *n* представление (концерт)
10. engagement, *n* *зд.* приглашение на работу
11. entertainer, *n* массовик; человек, развлекающий публику; артист, выступающий с номером перед публикой
12. obviously, *adv* явно, очевидно
13. promotional, *adj* рекламный
14. publicize, *v* обнародовать; объявить о чем-то; сделать достоянием гласности
15. babysitting, *n* уход за ребенком
16. convention, *n* съезд; конвенция
17. workshop, *n* секция; семинар; симпозиум
18. exhibit, *n* экспонат; показ; экспонирование
19. exhibit area выставочные площади

20. adjacent, *adj* примыкающий; смежный; соседний
21. loading facilities средства погрузки и разгрузки
22. storage facilities складские помещения
23. take into account учитывать; принимать в расчет
24. attendance, *n* посещаемость
25. occupancy rates загруженность номерного фонда; занятость номеров
26. bring in, *v* привлекать; притягивать
- syn. attract
27. negotiations, *n* переговоры
28. bargain, *n* выгодная сделка
29. fee, *n* оплата услуг;
- fee package комплексный договор об условиях оплаты
30. surge, *n* *зд.* наплыв; большая волна
31. installation, *n* установка (оборудования; техники)
32. sufficiently, *adv* достаточный

EXERCISES

- I. Read and translate the text.
- II. Answer the following questions:
 Why is the list of special services offered by hotels long?
 How does the range of services provided differ?
 Why do staff members have to speak foreign languages?
 What types of services can be found in resort hotels?
 commercial hotels? luxury hotels?

What do recreational facilities include?
 Why do they require the employment of additional personnel?
 What entertainment do nightclubs offer?
 In what way do they promote their services?
 Is babysitting in great demand? Why?
 What medical service can guests have at hotels?
 Why is the convention business so important?
 What is a convention?
 What facilities does it require?
 Why does a convention guarantee a good occupancy rate?
 Why do conventions generate more business for hotels?
 What people are responsible for handling the convention business?
 What do standard arrangements include?
 How must all arrangements be coordinated?
 In what way are different departments involved in servicing a convention?
 What is a banquet?
 When is a banquet usually held?
 What skills are required for the personnel who handle banquets?
 Why are hotels seeking new ways and forms of attracting guests?

III. Sum up what you've learned from the text about:

the variety of special services offered by different types of hotels;
 recreational facilities found in different hotels;

professional specialists needed to provide additional services;
 nightclub entertainment;
 a convention and the facilities required for holding conventions;
 the factors that make the convention business so profitable;
 the staff people who handle conventions;
 the tasks of different departments in handling conventions;
 banquets and the way they are prepared and served.

V. Find in the text words or phrases which correspond to the following definitions:

1. _____ is a meeting, usually held annually, of members of a professional or business group. Information is exchanged and other pertinent business is conducted.
2. _____ is a workshop or special discussion group, often a feature of a convention.
3. _____ is a display of products or/and information. _____s of products or services that are directed to a particular business or professional group are common features of conventions.
4. _____ is a formal meal for a large number of people, usually accompanied by speeches or a ceremony of some kind. A _____ manager is usually in charge of such affairs in a hotel. A _____ waiter is one who specializes in service at _____s.
5. _____ is a place of entertainment that customarily offers food, drinks, dancing and so on.
6. _____ is a structure for housing horses.

7. _____ is the care and feeding of horses.
8. _____ is taking care of children on a temporary basis while their parents are away in business.
9. _____ is the person at a beach or swimming pool who prevents drowning and other accidents.

V. Translate into English using vocabulary from the text:

предлагать широкий спектр услуг;
 предоставлять услуги квалифицированного персонала;
 нанимать на работу людей, владеющих несколькими иностранными языками;
 еще одна особенность (черта);
 условия для отдыха и развлечений;
 предоставлять условия для верховой езды и отдыха на открытом воздухе;
 как часть бизнеса;
 приглашение на работу известного артиста;
 способствовать хорошей рекламе;
 пользоваться большим спросом;
 обмениваться информацией в данной области;
 требуются многочисленные средства и условия;
 посещаемость достигает тысячи или более человек;
 не принимать во внимание;
 специальные выставочные площади и помещений для проведения собраний;
 за плату;
 порождать больше бизнеса;
 в сопровождении;

возможность уйти от каждодневной обыденности;
 организовывать съезды;
 отвечать за привлечение бизнеса;
 многочисленный выбор;
 заниматься изучением предложений в поисках более выгодной сделки;
 вести переговоры в течение длительного времени;
 стандартные договорные условия;
 создавать проблемы;
 наплыв прибывающих гостей;
 вносить свой вклад;
 нуждаться в дополнительных трудовых ресурсах;
 опытные официанты;
 работать на временной основе;
 пакетный договор об оплате услуг;
 весьма конкурентный бизнес;
 удовлетворять самым разнообразным требованиям.

VI. Here are some extracts from a hotel room guide, about facilities a guest can obtain inside a room.

Complete the extracts using the words in the box:

a) selection	f) instructions	k) switchboard	p) facility
b) 24-hour	g) drinks	l) alcoholic	q) overseas
c) refrigerator	h) movies	m) viewed	
d) local	i) dial	n) stock	
e) handset	j) switchboard	o) account	

Early Morning Call.

Lift the (1) _____ of your telephone. (2) _____ the required time in hours and minutes using the (3) _____ clock, e.g. 08.15 (8.15am). Your phone will ring at the set time.

Mini Bar.

Soft (4) _____ and a selection of (5) _____ beverages can be obtained in the (6) _____ in your room. Items will be charged to your (7) _____, and the (8) _____ replaced daily.

Tea and Coffee.

You will find a (9) _____ for making tea and coffee in your room.

Telephone.

For (10) _____ calls, dial 0 and then the number. For long-distance or (11) _____ calls, dial 9 to contact the (12) _____.

TV and Video

programmes may be (13) _____ on the TX set in your room. A (14) _____ of In-house (15) _____ is available for your enjoyment. For (16) _____ on viewing and charges please see our separate video guide.

VII. Read out the dialogues between hotel guests and an enquiries clerk. Make a note of the service that is being talked about in each dialogue.

Dialogue 1 G — guest
C — clerk

- G. Where can I park my car?
- C. You can park your car in the car park behind the hotel. It's free. Or we have a lock-up underground car park. The entrance to that is behind the hotel, too.

Dialogue 2

- G. I don't have a car and I'm not sure how I can get to the airport tomorrow morning.
- C. There's no problem about transport to the airport. We have a courtesy coach to the airport that leaves every half-hour. It only takes ten minutes to get there.

Dialogue 3

- G. Is there a laundry service in the hotel?
- C. Yes, indeed, sir. Just leave your laundry bag behind the door with a laundry slip in it before nine o'clock. Your laundry will be collected and returned to you by six o'clock in the evening.

Dialogue 4

- G. I've got some valuable jewellery with me. I'd better not leave it in my room, had I?
- C. That's right, madam. The hotel will not take responsibility for valuables left in a room. But jewellery can be deposited in one of our safe-deposit boxes here at reception, and the hotel will then be responsible for its security.

Dialogue 5

- G. I won't be back in the hotel till after midnight tonight. Will it be possible to get something to eat in my room?
- C. Certainly, madam. Just dial 4 from your room and tell Room Service what you'd like. Hot and cold snacks are available at any time of the day or night.

Answer the questions:

If you are a guest, how can you make sure that nobody steals your car?

How often is there transport to the airport and how long does the journey take?

Where should guests leave clothes which are to be washed?

If you have something valuable with you, where should you leave it what number should you dial if you want to get something to eat in your room?

VIII. There are different ways of expressing the same idea.

Examples:

A. formal speech, used mainly in writing | B. informal speech used in spoken language

A. Drinks can be obtained from the bar. | B. You can get drinks from the bar.
Car parking is available... | You can park your car...

Now write the sentences to match the sentences given:

A	B
1. Soft drinks can be obtained from the mini-bar.	1.
2.	2. You can get snacks from room service at any time.
3. Traveller's cheques can be cashed at the cashier's desk.	3.
4. A photocopying service is available at the Business Centre.	4.

A	B
5. Postage stamps...	5. You can buy postage stamps at the sales desk.
6. Foreign newspapers are available at the news-stand.	6.

IX. Act out similar dialogues. How could a guest obtain these services?

- a) room service
- b) a mini bar
- c) tea and coffee (without going to the coffee shop)
- d) telephone (outside calls)
- e) transport (e.g. a taxi, or transport to the airport)
- f) car parking
- g) an early morning call
- h) a doctor
- i) security for valuables

X. Martin and Alfred have recently become Manager and Assistant Manager of a hotel in the south of England. The hotel is a little old-fashioned and they are thinking of improvements they could make, additional facilities, etc.

Alfred — A; Martin — M

M. One thing we ought to have is a baby-listening service with a microphone in each room. I know the hotel provides a baby-sitting service with someone staying in the room, if guests specially want it. But we should offer a listening service from the central switchboard as well.

- A. Well, we'll have to find out the possibilities. The thing that strikes me as most important is that we should modernize our telephone system. At present we only have direct-dialling for local calls — long distance calls have to go through the switchboard operator. There ought to be modern equipment that would meter all outgoing calls automatically, too.
- M. That's right. Most hotels have that nowadays, and business people certainly want to be able to dial long distance calls directly.
- A. Talking about business facilities, we should provide better photocopying facilities. We've been asking guests to hand in any documents for photocopying at reception. But you know we ought to provide a photocopier with public access so that guests could do their own photocopying if they wished.
- M. I agree. And we should have a photography service for passport photographs and so on. We could organise that through the Hall Porter.
- A. There's another facility we don't offer at present and that's a shoe-cleaning facility — you know, shoe-cleaning machines. They're quite useful if you want a quick shoeshine. We could install one on each corridor. Things like that can make all the difference...
- In your own words, say why Martin and Alfred want to add the facilities they mention.
Think of the purposes and needs that guests have.

Example: They want to provide a photocopying service

- a) so that guests can...
- b) for guests who need...

XI.

British and American English.

There are seven requests made in American English to a receptionist. Match them with the British English explanations.

1. "Where are the rest-rooms?"
 2. "Where can I find a drug-store to get some band-aid?"
 3. "Can you get gas on the freeways?"
 4. "Can I make a reservation for the fall?"
 5. "My wife left her purse in the elevator at the subway station."
 6. "Can we have some cookies and candy for the kids sent up to the room?"
 7. "We can't turn the faucet on."
- a. He needs to buy some plasters at a chemist.
 - b. He wants to make a reservation for the autumn.
 - c. His wife left her handbag in the lift at the underground station.
 - d. There's something wrong with the tap.
 - e. He wants to know where the toilets are.
 - f. He wants to know if he can buy petrol on the motorway.
 - g. They want some biscuits and sweets in their room for the children.

XII. Study the list of the most common Br E and Am E differences.

Br E	Am E	Russian translation
flat	apartment	квартира
car	automobile	автомобиль
taxi	cab	такси
tin	can	консервная банка
sweets	candy	конфеты
cupboard	closet	шкаф (на кухне)
biscuit	cookie	печенье
chemist's	drug-store	аптека
lift	elevator	лифт
autumn	fall	осень
tap	faucet	кран (водопроводный)
motorway	freeway	шоссе; автотрасса
rubbish	garbage / trash	мусор
dustbin	garbage can / trash can	корзина / ведро для мусора
petrol	gas	бензин
post	mail	почта
the cinema	movies	кинотеатр
nappy	diaper	подгузник; пеленка; памперсы
trousers	pants	брюки
wallet	pocketbook	бумажник
public toilet	rest room	общественный туалет

Br E	Am E	Russian translation
crisps	potato chips	чипсы; жареный картофель
sunglasses	shades	солнцезащитные очки
pavement	sidewalk	тротуар
shop	store	магазин
cooker	stove	плита
tube, underground	subway	метро
van, lorry	truck	грузовик
holiday	vacation	отпуск; каникулы
ill	sick	больной
return ticket	round trip	билет туда и обратно
the city centre	downtown	центральная часть города
bill	check	счет для оплаты
queue	line	очередь
number plate	license plate	номерная табличка на автомобиле
off-licence	liquor store	ликероводочный магазин
dressing gown	bathrobe	домашний халат
plaster	band-aid	лейкопластырь

Now match the questions in Am E with the replies in Br E.

Am E

- 1) Is there a drugstore downtown where I can get some diapers?
- 2) Where's the rest room?
- 3) Reception, the trash cans are all full.

- 4) I'm in a bit of a hurry. Can you get my check?
- 5) Did you have a vacation last year?
- 6) There's something wrong with the faucet in my room. Can you fix it?
- 7) Do you have a candy store in the hotel?
- 8) Do you have any potato chips?
- 9) Is there a gas station round here?
- 10) Are the prices any cheaper in the fall?

Br E

- a) Not exactly, but the souvenir shop has a range of sweets.
- b) Yes, we have a range of special autumn breaks.
- c) I am sorry. I'll send a plumber to mend the tap at once.
- d) Yes, there's a chemist called Boots in the city centre that has nappies.
- e) Yes, the nearest garage is just round the corner.
- f) Yes, I'll prepare your bill at once.
- g) No, I'm afraid we don't have any crisps, but we do have peanuts.
- h) The ladies' toilets are down the corridor on the left.
- i) Yes, I had a short holiday in Spain.
- j) I do apologize. I'll send someone to empty the bins at once.

CONFERENCE FACILITIES

XIII. You can see words for different types of meeting below, but the definitions for them are in the wrong order. Match the words on the left with the definitions on the right.

<ol style="list-style-type: none"> a. Conference. b. Lecture. c. Congress. d. Convention. e. Workshop. f. Seminar. 	<ol style="list-style-type: none"> 1. A formal presentation by an expert. It is sometimes followed by questions from the audience. 2. The general word for a formal meeting or series of meetings between people who share the same interests. It often involves both general lectures and discussion in smaller groups. 3. Sometimes organized as part of a conference, this is a meeting of a smaller group in which people work on practical problems and help each other to gain new knowledge. Often there are no more than 30-40 participants. 4. A large meeting or series of meetings of experts in a particular field — often experts from different countries. More formal than a conference. 5. A large conference of people who do a particular job or who belong to a particular political party. The word is used especially in America. 6. A meeting of a small group (usually under 30 people) to learn from an expert less concerned with practical or group tasks than a workshop.
--	--

XIV. Match the definitions below with the names of items which may be needed in a conference:

- | | | |
|-----------------------|----------------------|----------------------|
| a) overhead projector | e) slide projector | j) closed circuit TV |
| b) tape recorder | f) whiteboard | k) flip-chart |
| c) video recorder | g) film projector | l) lectern |
| d) photocopier | h) projection screen | m) gavel |
| | i) word processor | |

- 1) a sloping table used for holding a book, or lecture notes, when speaking to an audience or reading aloud;
- 2) a machine which makes photographic copies of any drawn or printed page;
- 3) a machine which records sounds, speech or music, and allows these sounds to be played back to a listener;
- 4) a machine like a typewriter which lets you see what you write on a kind of TV screen;
- 5) a machine for passing light through a piece of film in order to show a still (unmoving) picture on a screen;
- 6) a machine for passing light through moving film in order to show moving pictures on a screen;
- 7) a machine which records moving scenes or pictures and allows them to be played back on a TV screen;
- 8) a television system which sends pictures by wire to a particular audience in a particular place;
- 9) a piece of white cloth, plastic, etc. on which pictures can be shown;
- 10) a machine which shows on a screen words or diagrams written on a piece of clear film;

- 11) a kind of book with large pages (suitable for drawing diagrams), which can be turned over when a new, blank page is required;
- 12) a smooth white surface on which words can be written with a special pen;
- 13) a small hammer which a person in charge of a meeting uses, knocking it against the table in order to get attention.

XV. Dr Jackson is a conference organiser for the Association of Psychological Researchers (APR).

Read out his conversation with the Manager of the Galaxy Hotel.

Dr Jackson — Dr J.; the Manager — M.

Dr J. ...so the conference would be from the second to the sixth of April, with around 320 participants. Have you got the facilities for that number of people on those dates?

M. Yes, these dates would be suitable. We have a Farmers' Union Conference finishing on the twenty-eighth of March, and a Lawyers' Conference starting on the tenth of April, so we can fit you in very well. As regards the facilities, perhaps I can give you a brief idea of what we can offer.

Dr J. Yes, please, if you can give me some idea...

M. Basically, we have a multi-purpose conference center with seating for over 450 delegates — that's including the seating in the auditorium. Our main auditorium seats 350 people.

Dr J. So, it could hold all our delegates if we had a full session of the conference?

M. Certainly. But we also have two smaller conference rooms, each with an area of thirty-five square metres, which can be used for lectures if necessary. The smaller conference rooms have a seating capacity of about 55 each.

Dr J. I see...

M. We have sound-proof folding doors between the conference rooms. These can be opened up to form a single large room. So you could have an extra seating capacity of about 110.

Dr J. Good. That could be a useful feature. What about the technical side? How about audiovisual facilities? At our last conference we had problems with the equipment.

M. The auditorium has built-in audiovisual equipment. We've found it performs extremely well.

Dr J. That sounds good. Now, we may have a large group of students from University coming to hear a famous visiting speaker. Can you link the auditorium with the other rooms?

M. Yes, indeed. We can provide a closed circuit television link-up from the auditorium to the smaller conference halls.

Dr J. Good. Now, we may have several participants from Japan and China this year. Is there equipment for translation?

M. Yes, there is. Our main auditorium has full simultaneous translation equipment. And you'll find that both the auditorium and the conference rooms have excellent acoustics. That's important when you have a lot of participants listening to a foreign language, isn't it? Indeed it is.

M. There's also an exhibition hall, for display purposes. You may be planning to exhibit books and equipment and it provides you with an area of 30 square metres.

Dr J. Yes, we would like some exhibition space. By the way, have you got any leaflets or brochures on these facilities? I'd like to study all the details.

M. Certainly. I'll give you a leaflet with a complete description of the facilities, and a plan of the actual conference centre. But why don't you come with me and have a look at the complete centre? I think you'll find it quite an impressive building...

Answer the questions:

How many participants is Dr Jackson expecting at the conference?

What event will be held in the hotel before the APR conference?

What event will be held after the APR conference?

What does the Manager say about a) the seating capacity of the auditorium? b) the area of the two smaller conference rooms?

What translation facilities will Dr Jackson require, and for what languages?

What does the Manager give Dr Jackson to take away and study?

What does the Manager suggest at the end of the conversation?

XVI. Fill in the gaps using the words in the box:

a) seats	e) sound	i) built-in
b) equipment	f) acoustics	j) single
c) seating ($\times 2$)	g) partitions	k) centre
d) circuit	h) exhibition	

Basically, we have a multi-purpose conference (1) _____ with (2) _____ for over 450 delegates.

Our main auditorium (3) _____ 350 people.

The smaller conference rooms have a (4) _____ capacity of about 55 each.

We have (5) _____-proof folding (6) _____ between the conference rooms. These can be opened up to form a (7) _____ large room.

The auditorium has (8) _____ audiovisual (9) _____.

We can provide a closed (10) _____ television link-up from the auditorium to the smaller conference halls.

You'll find that both the auditorium and the conference rooms have excellent (11) _____.

There's also an (12) _____ hall, for display purposes.

XVII. Dr Jackson has arranged for the APR conference to be held at the Galaxy Hotel. He is talking to the Hotel Manager to make sure that everything is ready.

Dr J. OK, so if I just run through the equipment with you... I see you have the overhead projector and the screen already in position. Now how about pens?

M. We have some black pens in this box. But perhaps you'll need some extra colours.

Dr J. Yes. Perhaps you could get some extra felt-tip pens in different colours. I'm sure our speakers will need them.

M. Certainly. I'll order a complete range.

Dr J. This slide projector doesn't seem to be working. It probably needs a new bulb.

M. I'll attend to that right away. No... it won't be necessary. It wasn't plugged in properly.

Dr J. Fine. Now, let's see. The tape recorder has an empty spool, but the film projector doesn't seem to have an empty reel.

M. No, that's in my office. The Personnel Manager borrowed it. I'll make a note of it.

Dr J. And do you have an extra cartridge for the slide projector?

M. Yes, there are two in this drawer here. There's still some stationery to come. My secretary will be up soon with pencils, notepads, folders and name tags. And the gavel...

Dr J. Yes, we'll need that. Our discussions can get rather heated sometimes.

M. You'll also need a notice board. I'll make sure there's one ready for you. By the way, you'll find a box of drawing pins on this shelf where we keep the pens for the whiteboard, and the pointer.

Dr J. Ah yes, we have, the whiteboard here... Now, is there anything we've forgotten, do you think?

M. We could perhaps test out the PA system (power amplifier). There's nothing more annoying than finding the amplifier isn't adjusted properly or the microphone isn't connected.

Dr J. ...or if you get a horrible whine coming through the loudspeakers. Yes, you're right — we'd better test it. What about the lighting? Can you show me how it works?

M. Yes. Here's you dimmer switch for the main hall lighting and here's a switch for the spotlights. There's a lectern light on the lectern itself ... you see?

Dr J. Fine. I think, that's everything. Let's go and test this PA system.

M. Didn't you say you would need the translation equipment?

Dr J. No, we won't need it after all. We were expecting some participants from China and Japan, but they won't be coming this year.

Read out their conversation and answer the questions:

Why did the slide projector not work immediately?

Why will interpreting equipment not be necessary?

Where is the empty reel for the film projector?

Why does Dr Jackson think the gavel will be needed?

XVIII. Fill in the gaps using the words in the box:

a) VCR	e) transparencies	i) microphone
b) photocopies	f) translation	j) loudspeakers
c) PA system	g) congress	k) air-conditioning
d) technician	h) screen	l) acoustics

- 1) We'll need some additional _____ for the overhead projector.
- 2) We've got a film projector, but unfortunately we haven't got a _____ to show the film on.
- 3) The lecture theatre gets very hot if the _____ isn't working.
- 4) One of our staff-trainers is giving a demonstration to a group of hotel receptionists this afternoon. We'll need a _____ to record the demonstration.
- 5) This equipment is so complicated that I've asked for a _____ to come and operate it.

6) This room has very good _____-even without a microphone you can hear every word perfectly.

7) One of our speakers gave his lecture in Chinese. Fortunately, a simultaneous _____ was available.

8) Could you, please, make twenty _____ of this page? I'd like everyone at the meeting to have the information in front of them.

9) Can you test the _____ before the lecture starts? OK, I'll do it now. Testing: one, two, three...

10) Our conference room is well-equipped, with a good _____. So it will be easy to make announcements to all the participants.

11) The reason the system works so well is that we have high-quality _____ placed at the front, middle and back of the room.

12) Next week there will be a _____ of brain sur-geons, with participants from many different countries.

XIX. Read the newspaper article and discuss it.

**On the convention bandwagon.
Birmingham's quest for international status.**

The drive to attract business visitors to Birmingham has reached the point where Britain's second biggest city is being physically and dramatically transformed.

The reason is to be found in a strategy adopted by the city fathers to regain some of Birmingham's last international standing as a centre of manufacturing industry by building up its service sector — and in particular, business tourism.

It is not so very long ago that the city flourished from the early days of the industrial revolution. It was renowned as the capital of the west Midlands industrial heartland with customers from around the world beating a path to its factories' doors, up until the late 1960s.

Boom turned to slump in the 1970s as British industry lost its competitiveness and recession began to bite.

With manufacturing employment plummeting, Birmingham decided to fight back by building a new economic base that would transform it into an international business centre.

Its first bold step came in the 1970s when it established the National Exhibition Center, Britain's first purpose-built exhibition centre. The notion that an exhibition centre could succeed outside London was widely ridiculed at the time, but the National Exhibition Center worked. Opened in 1976, it now hosts nearly all the most important British exhibitions and has helped put Birmingham back on the international map.

Encouraged by this success, Birmingham has embarked on a still more ambitious scheme aimed at attracting new investment and jobs. This is the construction of the International Convention Centre.

It has 11 halls with seating capacities varying from 120 to 3,000 and includes 2,200-seat symphony hall.

It is designed to cater for two main categories of convention business: association conferences, such as the annual meetings of professional bodies, and corporate conferences, along the lines of those held periodically by companies to motivate sales staff or launch products.

The city has thrown itself into redevelopment in an attempt to transform itself into a city to rank with the likes of Frankfurt, Barcelona or Milan.

One example of the redevelopment is the hotel building going on in Birmingham. About 40 hotels are under construction, providing 4,000 bedrooms — the biggest of the new hotels being the 24-storey mirror-glass Hyatt Regency.

Also built by the convention center is the Brindley Place which includes canalised shopping, an aquarium, cinemas, a two-star family hotel, offices, car parking.

Today finds the city in a period of transition. For the moment, it lacks any restaurants of distinction, but the amenities are improving, not just in terms of the reconstruction, but also in Birmingham's determination to accomplish their ambitious plans.

(adapted from the *Financial Times*)

a) Explain the meaning of the following:

- the drive to attract business visitors;
- to regain international standing;
- it was renowned as the capital of the industrial heartland;
- boom turned to slump;
- with manufacturing employment plummeting;
- purpose-built exhibition centre;
- the notion was widely ridiculed at the time;
- has embarked on a still more ambitious scheme;
- to cater for two main categories of convention;

to rank with the likes of Frankfurt, Barcelona or Milan;
any restaurants of distinction.

b) Answer the questions:

Why did the city authorities decide to transform it?

What was the status of Birmingham in the early days of the industrial revolution?

How did the situation change and why?

How did the city fight back?

What was the first step in the transformation process?

What did the first success encourage Birmingham to do further?

What kind of the International Convention Centre was constructed?

What is the most vivid example of the city redevelopment?

What period is the city living through now?

c) Give a summary of the text.

XX. Translate into English:

Гостиничный комплекс «Космос» находится в одном из самых красивых и экологически чистых районов Москвы, в удобном комфортабельном 26-этажном здании, построенном в 1979 году по французскому проекту. Отель расположен рядом с ВВЦ (Всероссийский Выставочный Центр) — центром деловой активности и местом проведения выставок и фестивалей.

Из окон отеля открывается прекрасный вид на национальный парк «Лосиный остров» и Ботанический сад.

Здание гостиницы расположено в 20 минут езды от Красной площади и в 100 метрах от ближайшей станции метро, что позволяет за 10 минут добраться до центра города, а поездка в аэропорт займет у Вас не более 45 мин.

1700 светлых и просторных однокомнатных двухместных номеров, 53 комфортабельных номера-люкс и 6 роскошных апартаментов составляют номерной фонд гостиницы.

Все номера имеют ванную комнату, кондиционер, спутниковое и кабельное телевидение, прямой международный телефон, радиоприемник, холодильник, мини-бар.

В ресторане «Галактика» Вам предложат Европейскую и Русскую кухни, любители национальной кухни смогут отведать лучшие грузинские блюда в ресторане «Дариали».

Казино «Космос» даст Вам возможность испытать свою судьбу, а любителей ночной жизни всегда рады видеть в ночном клубе «Солярис».

Круглосуточно работающий бизнес-центр предлагает все виды секретарских услуг, включая компьютер, перевод, копирование документации, услуги международной телефонной и факсимильной связи в современной конфиденциальной обстановке.

Концертный зал на 1000 мест предлагает оборудованное для синхронного перевода и аудио-видео оборудование международными стандартов.

К Вашим услугам также разнообразные залы для проведения конференций и переговоров на 20—400 человек, банкетные залы, позволяющие разместить до 1000 человек, помещения для проведения выставок и презентаций.

Вы также можете воспользоваться услугами салонов красоты, подземной автостоянкой, химчисткой, прачечной, пунктами обмена валюты.

Кроме того, к Вашим услугам сувенирные и аптечные киоски, боулинг, фитнес-центр с бассейном и сауной, заказ билетов на все виды транспорта, в театр, экскурсионное и транспортное обслуживание.

(по материалам рекламы)

Отредактировал и опубликовал на сайте : PRESSI (HERSON)

UNIT IX

MONEY MATTERS

TEXT 1

Perhaps more than any other industry, hospitality industry is not one which just relies on individual components. Its products are made up of several **inter-related ingredients**, which together deliver a total experience.

Superficially, many hotels seem alike, especially in coastal resorts. They offer similar facilities and are often within a short distance of one another. A guesthouse may have the same number of bedrooms and basic services as its neighbour but is somehow made different by less **tangible** elements, i. e. the view from bedroom windows, pleasant garden, cosy lounge or warm welcome from the owners. The basic elements of a hotel service may appear very similar but they can be brought together in different ways to develop an experience which is vastly different from **competitors**. This could mean a quicker service, one which is easier to book, an all inclusive price or warmer welcome.

Competing on price can be dangerous. **Reduce** your prices and at some point customers will either begin to suspect that you offer an **inferior service** or ask for further discounts. During **the recession** many hotels and attractions offered special discounts, accepted plenty of two-for-the-price-of-one **vouchers** and similar promotions. Some of these are losing their effect because they have become so commonplace and customers **cease to value** the product at **its real value**.

Hotels are expected to **offer group discounts** or commission to the travel trade and most attractions also offer 10—20 per cent discount. It is general practice to offer one free place for the driver or guide or group leader if there are more than 15 people in a group. The hospitality industry needs **flexible** payment systems

because as a major economic activity, it creates direct and indirect employment and provides an important source of foreign currency.

The growth of the hotel trade has come about as a result of traditional industry adapting to current conditions and modernising.

The hotel trade displays features associated with both heavy and labour-intensive industries:

- Investments in hotel construction tie up large amounts of capital for medium — to long-term periods, a typical feature of heavy industry;
- The activities connected with running a hotel are those of a service industry which is labour-intensive. The ratio of employees to the number of rooms is very high, particularly in superior-category establishments.

Industrialised countries have a competitive advantage, since sources of finance for investments are generally more easily available to them. Although developing countries have plenty of manpower, they often lack the necessary resources to develop tourism adequately and to manage their services in a competitive manner.

A hotel is a commercial establishment offering rooms or furnished apartments to a market which is either passing through the area or staying for several nights. It may offer a catering service, bar and complementary services. It can operate all year round or seasonally. The hotel trade constitutes the principal accommodation capacity in industrialised countries. However, the whole structure of the hotel trade is undergoing profound change. The number of small independent and family-run hotels is falling, while the number of hotel chains is growing rapidly. A study of the UK hotel sector reveals that in terms of profitability per room, hotel chains are seven times more profitable than non-affiliated hotels. Independent hotels are grouped together by hotel consortia, in order to compete with integrated and franchised chains. Hotel consortia benefit from economies of scale when it comes to purchasing and marketing. The main benefits of joining a consortium are:

- joint production of guides and brochures, which advertise all the hotels in the chain and are distributed at each hotel through tour operators and travel agencies;
- joint national and international publicity campaigns;
- links into computer reservation system (CRS) which allow agents to book directly from a screen;
- centralised purchasing of hotel equipment to achieve economy of scale;
- technical assistance and management consultancy.

This enables the small hotel to be represented on the international market while still keeping its managerial independence.

One of the most important divisions of the hotel's administrative staff is the accounting department. Hotel accounting has many distinctive features because guests' bills must be kept up-to-date.

All charges' that a guest incurs must be entered, or posted, on his or her account as soon as possible. In addition to the charge for the guest's room, there may also be charges resulting from the use of the telephone, the laundry service, the restaurant and room service. In addition to posting the guest accounts, all the charges must also be entered on other ledgers or financial records. In many hotels, these postings are done by computerised accounting machines, but in smaller operations they are still done by hand.

All the financial transactions not only must be posted, but also must be checked for accuracy. This is usually the job of a night auditor, who goes through this mass of figures on the night shift, when there is little activity in the hotel. The size of the accounting staff varies with the size of the hotel. A large operation employs a chief accountant, who is on charge of all the hotel's financial records. The statements that he prepares for the management are important in locating trouble spots in the hotel's operation and thus in determining overall policies. A good accountant can analyze an unprofitable operation quickly. Management then can either try to correct the problem or eliminate the operation. A small hotel

usually employs an outside accountant to check its books periodically.

In addition to the head accountant, bookkeepers on the staff post the transactions in the various ledgers and guest accounts. In a small establishment, the manager may take care of the bookkeeping himself.

Cashiers provide financial services to the customers at the front desk, including receiving payment for bills, making change, and exchanging foreign currency. Cashiers in the various restaurants, bars, and shops in the hotel may also be responsible to the accounting office.

In addition to the night auditor, mentioned above, who checks the accuracy of the records, another kind of auditor is brought in from outside the hotel to check the reliability of financial statements and records.

Some hotels also have a **credit manager** on the staff who checks the financial ability of the hotel's customers or others with whom the hotel deals. This individual also is often responsible for trying to collect **overdue accounts**.

VOCABULARY LIST

1. **inter-related**, *adj* взаимосвязанные
2. **ingredients**, *n* составные части; ингредиенты
3. **tangible**, *adj* осязаемый; осязаемый; материальный
ant. intangible неосязаемый; нематериальный
4. **bring together**, *v* свести воедино; соединить
5. **vastly**, *adv* значительно; в значительной степени; крайне; очень
6. **compete**, *v* соревноваться; конкурировать

7. **competitor**, *n* конкурент; соперник
syn. rival
8. **competition**, *n* конкуренция; соревнование
9. **competitive**, *adj* конкурентоспособный; конкурентный
10. **competing**, *adj* конкурирующий
11. **reduce**, *v* снижать; уменьшать
12. **inferior**, *adj* низкого качества; неполноценный
13. **recession**, *n* экономический спад; снижение деловой активности
14. **voucher**, *n* расписка; ручательство; поручительство
[ˈvaʊtʃə]
hotel voucher путевка; книжечка с открытками
талонами для проживания в гостинице (оплаченная в турбюро)
meal voucher курсовка на питание (оплаченная в турбюро)
15. **cease**, *v* переставать; прекращать
16. **value**, *v* 1) оценивать;
2) дорожить; ценить
17. **value**, *n* 1) ценность;
2) стоимость; цена
to get good value for one's money получить сполна за свои деньги;
to go down in value выгодно купить
понизиться в цене; подешеветь;
обесцениться
18. **discount**, *n* 3) эк. стоимость
скидка
to offer group discounts предлагать скидки для группы туристов / гостей
19. **flexible**, *adj* гибкий

20. **create**, *v*
to create **employment**
создавать; творить
создавать рабочие места
21. **labour-intensive industry**
вид промышленности с высокой
степенью занятости; трудоемкое
производство
22. **tie up**, *v*
связывать; ограничивать исполь-
зование
23. **ratio**, *n*
[ˈreɪʃiəʊ]
соотношение; коэффициент
24. **superior**, *adj*
высокого класса; превосходный
25. **competitive advantage**
преимущество в конкуренции
26. **manpower**, *n*
рабочая сила
27. **lack**, *v*
испытывать нехватку; испыты-
вать недостаток; нуждаться; не
иметь; не хватать; недоставать
недостаток; нужда; отсутствие
28. **lack**, *n*
29. **complementary**, *adj*
дополнительный
30. **principal**, *adj*
главный; основной
31. **accommodation on
capacity**
номерной фонд;
помещения для размещения гос-
тей
32. **reveal**, *v*
показывать; обнаруживать
33. **profit**, *n*
profitability, *n*
прибыль
прибыльность
34. **non-affiliated hotels**
одиночные гостиницы, не всту-
пившие в каковую-либо организа-
цию или сеть
35. **consortium**, *n*
consortia, *pl*
консорциум; объединение
множ. число

36. **franchise**, *n*
франшиза, лицензия — право за-
ниматься определенной пред-
принимательской деятельностью

В индустрии гостеприимства наиболее распространена фран-
шиза, при которой **франчайзер** (franchisor) создает пол-
ную концепцию предприятия или методов работы, а **фран-
чайполучатель** (franchisee) покупает право использовать
имеющиеся наработки (стандарты и режим работы, унифор-
му, часы работы, цены на услуги, меню и т. д.).

franchising, *n*
франчайзинг; метод
предпринимательства на основе
франшизы

37. **economies of scale**
эк. экономия на масштабах:

снижение накладных и
организационных расходов при
значительных размерах
предприятия

38. **charges**, *pl*
расходы, издержки; занесение на
счет

at his own charge
free of charge
на его собственный счет
бесплатно

39. **incur**, *v*
to incur charges
to incur debts
to incur losses
навлечь на себя; нести (расходы)
нести расходы
влезть в долги
потерпеть убытки

40. **post**, *v*
бухг. переносить запись в
гроссбух

post up, *syn.*

41. **accuracy**, *n*
точность; правильность

42. **auditor**, *n*
[ˈɔːdɪtə]
аудитор; ревизор; финансовый
контролер

43. **audit**, *n*
[ˈɔːdɪt]
проверка; ревизия бухгалтерских
книг; документов и отчетности

44. **chief accountant, n** главный бухгалтер
 45. **cashier, n** кассир
 46. **trouble spots, n** нарушения; проблемные зоны
 47. **eliminate, v** устранить; ликвидировать
 48. **overdue accounts, n** просроченные счета
 49. **financial ability, n** финансовая состоятельность

EXERCISES

I. Read and translate the text.

II. Answer the following questions:

- What is the main distinctive feature of hospitality industry?
 Why do many hotels seem alike?
 What intangible elements can make all the difference?
 Why is competing on price dangerous?
 How do hotels and attractions promote their services in terms of payment? Is this method effective? Why not?
 What system of payment does hospitality industry need? Why?
 What features make the hotel trade labour-intensive?
 Why is it compared to a heavy industry?
 Why do industrialised countries have a competitive advantage in hotel industry?

- What kind of establishment is a hotel?
 What range of services does it offer?
 Why are hotel affiliations becoming more popular?
 How are independent hotels grouped? Why?
 What are the main benefits of joining a consortium?
 Why are small hotels interested in this kind of arrangement?
 What is the importance of the accounting department for a hotel?
 What are the functions of the accounting department?
 What is a night auditor responsible for?
 What is a chief accountant in charge of?
 Why is a good accountant valuable for hotel operation?
 What other positions in the accounting department are mentioned in the text? What are their functions?
 Why is an auditor brought in from outside the hotel?
 What is the responsibility of a credit manager?

III. Sum up what you've learned from the text about:

- tangible and intangible elements of hospitality industry that might influence the price;
- price reductions and discounts in hotel industry;
- the features that make the hotel trade similar to heavy and labour-intensive industries;

- competitive advantages for industrialised countries;
- the profound changes in the whole structure of the hotel trade;
- economies of scales and their benefits for small hotels;
- the functions of the accounting department;
- the personnel of the accounting department and their responsibilities.

IV. Give your explanation of the following:

- inter-related ingredients;
- superficially;
- an all inclusive price;
- an inferior service;
- flexible payment systems;
- direct and indirect employment;
- labour-intensive industries;
- a competitive advantage;
- complementary services;
- the principal accommodation capacity;
- franchised chains;
- economies of scale;
- publicity campaigns;
- to post the guest accounts;
- to locate trouble spots;

- to employ an outside accountant;
- to eliminate the operation;
- overdue accounts.

V. Translate into English using the vocabulary list:

1. Деятельность любой гостиницы состоит из взаимосвязанных аспектов, которые по-разному сочетаются и создают общее впечатление от качества работы гостиницы.
2. На первый взгляд, многие гостиницы предлагают очень похожий спектр услуг, но разница состоит в трудно определяемых элементах, которые привлекают большее количество постояльцев.
3. Ценовая конкуренция не всегда себя оправдывает. Многие люди готовы заплатить больше, но при этом получить сполна за свои деньги. Бесконечные скидки перестают привлекать потребителей, потому что они начинают подозревать, что за этим кроется более низкое качество.
4. При гибкой системе оплаты в индустрии гостеприимства становится возможным создавать новые рабочие места и приспособливаться к современным условиям экономической деятельности.
5. Инвестиции в строительство новых гостиниц требуют огромных капиталовложений, который окупаются лишь в течение длительных сроков.
6. Соотношение количества обслуживающего персонала к количеству номеров обычно очень высокое, особенно в гостиницах высшей категории. Это по-

зволяет считать гостиничный бизнес индустрией с высокой степенью занятости.

7. При избытке рабочей силы в развивающихся странах существует дефицит необходимых материальных ресурсов, что не позволяет развивать туристический бизнес надлежащим образом и выигрывать в жесткой конкуренции.

8. В развитых странах основная доля гостиничных номеров приходится на гостиничный бизнес. Эти страны имеют очевидное преимущество в конкуренции, потому что источники финансирования и инвестиции намного доступнее в этих странах.

9. Исследования гостиничного бизнеса показывают, что относительно прибыльности, сетевые гостиницы в семь раз прибыльней одиночных.

10. Вступление в консорциум дает малым гостиницам массу преимуществ, главное из которых — экономия на масштабах. Это означает, что оставаясь независимой, гостиница представлена на международном рынке.

11. В любом типе гостиницы бухгалтерия является одним из главных подразделений, от четкой работы которого зависит успех всего предприятия.

12. В штате бухгалтерии работают высококвалифицированные специалисты, которые умеют в кратчайший срок определить проблемные участки и быстро ликвидировать свои в работе.

13. Ночной аудитор приступает к работе в 22.45 и заканчивает свой рабочий день в 7.15. Когда все оформления закончены, аудитор составляет счета, которые не были учтены предыдущими сменами,

после чего он подводит итог (баланс) за сутки, учитывая все расходы и платежи.

14. Всех гостей просят указать кредит при регистрации. Гостей, которые платят наличными или которые внушают подозрение (если у них мало или нет багажа), отель просит заранее оплатить свое пребывание.

VI. Read the memo explaining the Grand Hotel's policy on room rates. Think of Russian equivalents for the arrangements mentioned.

MEMO
From: The General Manager Date: September 3, 200...
To: All Front Office Staff Subject: Pricing Policy

It's clear that some clarification of our policy on pricing and room rates is needed.

Basic Rates

We have a basic rate for all room types. However, it is common for different rates to be charged. This is because the Sales and Marketing Department negotiates special rates for different agents, corporate clients and other clients.

The basic rates are:

Standard room: £80.00 (double)
Luxury / Executive Plus: £115.00 (double)
Suite Individually priced

Standard discounts:

Weekend rate (Fri / Sat or Sat / Sun): 15% discount

Weekly rate: seven nights for the price of five

Specially negotiated rates:

Most guests come as part of a tour, through a tour operation, or as a corporate guest. In this case a special rate will have been negotiated and will be on the computer for Reservations and the Front Office to access.

Free Sale Agents.

Free Sale Agents are sent availability charts every two weeks. They sell rooms at an agreed rate (usually the corporate rate). They don't have to check with us, so administration costs are kept low.

Allocation Holders.

Allocation Holders have a certain number of rooms which they agree to sell (usually at FIT rates). The customer pays them directly and they take commission and pass on what is left to the hotel.

For weekends they have the rooms on a 48-hour release (in other words the hotel can take them back by Thursday and resell).

If you have any more questions, please speak to the Reservations Manager or the Sales and Marketing Department

Answer the questions:

- a) Who decides the rate for different agents?

- b) When must a guest stay to get a 15% reduction?
- c) Where does the hotel get most of its guests from?
- d) Why does selling rooms through Free Sale Agents keep administration costs down?
- e) What is the difference between a Free Sale Agent and an Allocation Holder?

VI. Using the information in the memo, calculate the income for the hotel in each of these cases:

- a) Three couples staying for two nights (Friday and Saturday) in Standard rooms.
- b) One businessman staying in an Executive Plus room for three nights (not a corporate client).
- c) A group of ten corporate clients each staying in a separate room (luxury) for one night.

The Sales and Marketing Department has agreed a 20% discount with this company.

VIII. Read out the interview with the Reservations Manager of the Grand Hotel, recorded a year after the memo was sent.

Note the changes that have been made in the policy of the Grand Hotel regarding room rates.

I — Interviewer; RM — Reservations Manager

I. Do you have a fixed room rate?

RM. In common with most large hotels, our room rate policy is quite complicated. We have a basic room rate for all our room types, but the way that we sell our rooms means that we often charge a different rate from this.

This is because our Sales and Marketing Department has negotiated different rates with different agents, corporate clients, and other clients.

I. What are your basic room rates?

RM. Well, we have a Standard room which contains all the basic facilities, such as private bath, TV, tea-and-coffee-making facilities, and the basic rate for the double is £85 a night. Our Luxury rooms, or Executive Plus as some of them are called, contain a little bit extra: they're a bit more spacious, have better views and so on — they are £115 a night. Then we also have suites, which vary a lot in price.

I. What discounts do you offer on these basic room rates?

RM. You mean discounts for the individual non-corporate booking? (Yes). Well, we have special weekend rates: two nights, either Friday / Saturday or Saturday / Sunday will get a 10% discount. That's to encourage a two-night booking even though weekends can be our busiest time. And our weekly rate is calculated on the basis of seven nights for the price of six. That's on all room types.

I. Can you tell us how the specially-negotiated room rates work?

RM. Like most hotels of our size, individual bookings paying the full room rate are a minority. Most of our guests come through some other source, either as part of a tour, through a tour operator, or a corporate guest. We get lots of repeat guests from particular companies and they obviously have a contract with us. There's a corporate rate, but there are also special rates negotiated and arranged with the Sales and Marketing Department, who enter them onto the computer for the Reservation and Front Office to access whenever an enquiry or reservation comes in. In addition, a lot of our rooms are sold through agents and representatives: these are either Free Sale Agents or Allocation Holders.

I. What exactly are Free Sale Agents?

RM. Well, every week, or even daily at busy periods, we send out availability charts to Free Sale Agents, who are usually in the States or Europe, and are usually either part of our own company or reputable agents. They sell rooms at an agreed rate — normally the corporate rate — which is arranged by the Sales and Marketing Department. They are told every week what rooms they can sell and if they can sell at a discounted rate or not. The Free Sale Agent doesn't need to check with us first, so it lowers administration costs; they just send in a confirmation sheet.

I. What about Allocation Holders?

RM. Allocation Holders are agents who have a certain number of rooms that they agree to sell in our hotel. They normally sell on FIT rates — Fully Inclusive Tariff rates — which are from the leisure side of the business and are cheaper than corporate rates. The customer pays them directly, they get commission and pass on what is left to the hotel. The rate is agreed with the Sales and Marketing Department

An Allocation Holder usually has up to twenty rooms over a weekend, on a seventy-two hour release — in other words, by Wednesday, the hotel can take the rooms back and re-sell them.

Answer the questions:

- Why is the room rate policy complicated?
- What facilities does a Standard Room contain?
- Why do they have special weekend rates?
- What is the difference between a corporate rate and specially-negotiated room rates?
- How do they work through Free Sale Agents?
- In what way are Allocation Holders different from Free Sale Agents?

IX. Match the calculations on the left with the answers on the right. They all relate to prices at a New York hotel.

- | | |
|---|---|
| <p>A</p> <ol style="list-style-type: none"> 1. \$45 + 10% 2. \$200 — 15% 3. £100 at \$1.624 to the £ 4. \$12:4 5. \$121.25 × 4 6. \$0.90 × 3 | <p>B</p> <ol style="list-style-type: none"> a) is \$ 2.70 b) comes to \$ 49.50 c) comes to \$3 each d) is \$170 e) comes to \$162.40 f) is \$485 |
|---|---|

Now decide which calculation above refers to each situation below.

Example: Lunch for two in the hotel restaurant including the service charge.

1 / b → Forty-five dollars plus ten per cent comes to forty-nine dollars and fifty cents.

- a) The price of a standard room from Monday to Friday lunchtime.
- b) The cost of three Coca-Colas from the mini-bar
- c) The amount in dollars you would receive when changing £100 at the bureau de change.
- d) The price of an executive room with a corporate discount.
- e) The cost per person of a ten-minute taxi ride shared by four people.

X. Do the puzzle by finding the clues:

1	r	a	t	e	s						
2											
3											
4											
5											
6											
7											
8											
9											
10											

1. Room (5) for our regular corporate guests are lower than those for individual bookings.
2. In a Visa transaction, give the guest the top copy of the (7).
3. I'd like to pay by (6) card. Do you accept American Express?
4. No, there's no need to pay a (7). You can just leave us your passport as security.
5. If you go on a package tour, you may have to pay in (7).
6. I haven't got any (4) on me—could you lend me 50p for the bus?
7. If you have still got the (7), the shop will give you a refund.
8. I've got my guarantee card, but I can't seem to find my (6) book.
9. Could you prepare my bill, please? I'd like to check (3) now.
10. I've got £50 — could you give me ten £5 (5)?

XI. Arrange the sentences below into two passages.

They both describe the procedures to follow when accepting credit cards. Passage A is a **formal description** issued by the credit card company. Passage B is what a hotel employee telling a new trainee **informally**.

A	B
Formal description	Informal instructions
In order to prevent credit card fraud, the following procedures must be followed.	Basically, what you have to do is this.

- a) If the date is still valid, an authorization code should be obtained from the credit card company.
- b) Then you fill in the voucher and ask them to sign it while you are looking.
- c) When they've signed it, check that the signatures are the same.
- d) First of all, make sure that the card isn't out of date.
- e) If they are, you give them back their card and the top sheet of the voucher, and that's it.
- f) In order to prevent credit card fraud, the following procedures must be followed.
- g) Firstly, the expiry date of the card must be checked.
- h) Finally, if the signatures match, the card and the top copy of the voucher should be returned to the customer.
- i) If it's still valid, you phone the credit card company for an authorization number.
- j) Basically, what you have to do is this.
- k) The voucher should be filled in and signed in the presence of the employee.
- l) The signatures on the card and voucher should be compared.

XII. Choose the appropriate variant from the words in brackets and complete the dialogue:

- Guest: I'd like to (check out) (depart) now, please.
- Hotel: Certainly, madam. May I (have) (know) you room number?
- Guest: Yes, it's 429 and the name's Ann Smith.
- Hotel: (I'll) (I'm going to) get your bill straight (up) (away).
- Guest: Thank you.
- Hotel: (Here) (Here you are), madam. Would you like to (verify) (check) it?
- Guest: Thank you. (There's) (I have) just one thing — do you know what these extras are (from) (for)?
- Hotel: Phone calls, I think, but (I'll) (I'm going to) check, if you like.
- Guest: No, don't (mind) (worry), that (can) (must) be right. Everything (appears) (seems) fine.
- Hotel: How (would) (will) you like (to pay) (to buy)?
- Guest: You (accept) (receive) Visa, (isn't it) (don't you)?
- Hotel: Yes, (we do) (it is).
- Guest: Here you are.

Read out the dialogue again and try to reproduce it.

XIII. Transform these sentences into the Passive:

Example: They gave corporate clients a 15% discount last year. Last year corporate clients were given a 15% discount.

- I'm afraid they are emptying the pool for maintenance.
- We ask guests to check out by 12.00.
- We will return guests' laundry by 9 a.m. the following morning.
- I didn't know if the bill had included service.
- Why hasn't anyone paid this bill yet?
- He called a taxi while they were bringing down his luggage.

XIV. Read out the information about hotels in Midford from the brochure and answer the questions below.

Hotels in Midford / (June — September; tariffs include service and VAT)

The Phoenix Hotel

Single room £16, with bath £20;
Double room £28, with bath £35;
Breakfast £5 per person;
Children under 12, 50% reduction.

The Dalton Hotel

Single room with bath £30;
Double room with bath £60;
Children under 12 in same rooms as parents free;
Breakfast £6 per person.

The Park Hotel

Bed and breakfast per person £16;
Double room with bath £25;
Dinner bed and breakfast £29 full board.

The Castle Inn

Single room £12; Double room £15;
Includes continental breakfast (English breakfast £3 extra).

Questions:

- Which hotel is the cheapest? Which is the most expensive?
- In which hotels do all rooms have a bathroom?
- In which months do the rates apply?
- In which hotel can children stay free in the same room as their parents?
- Which hotels include breakfast in the room rate?
- Which hotel quotes an inclusive rate for dinner, bed and breakfast?
- Which hotel quotes only rates per person?
- In which hotel is there the smallest difference between the price of a single room and the price of a double room?

What other word means "room rates"?

XV. Read out a conversation between a clerk in a Hotel Reservations Bureau and a tourist.

C — Clerk; T — Tourist

- C. ...so here's a brochure with the hotels in Midford. It gives you all the rates...
- T. I'm sorry, my English isn't so good. Can you explain this to me?
- C. Yes, of course. First of all we have the Castle Inn, it's the cheapest. It will cost you only £12 for a single room and £15 for a double. The price includes continental breakfast. If you want a full English breakfast you'll have to pay extra...
- T. What is this "English breakfast"?
- C. Oh, you know, hot food, fried egg, fried bacon, porridge, whereas the continental breakfast is coffee, tea, rolls, jam and honey — nothing cooked, you see.
- T. I think I would prefer the continental breakfast.
- C. Well, yes, that's included. And then we have the Dalton Hotel, more expensive, but very nice, a bathroom attached to every room. The Dalton charges £30 for a single room and £60 for a double. But there is no charge for children under 12 who stay in the same room as their parents.
- T. I won't have my children with me. But maybe my husband will come a little later...
- C. Well, the Park Hotel is very reasonably priced. £16 per person. Every room has a bath. There's a special rate of £25 which includes dinner, bed and breakfast — what we call half-board. Or you can have full-board, that's the room plus all meals for £29 per person per night.
- T. We would only want breakfast.

- C. I see. You could try the fourth hotel here, the Phoenix. It will cost you £28 for a double room with bath. Breakfast is £5 per person.
- T. Yes. But what about the extra money, what do you call it in English, the service...
- C. All these rates include a service charge of ten per cent. They also include VAT — that's Value Added Tax.
- T. If we come later in the year will it be cheaper?
- C. Yes. These are the rates for June to September. You would pay less at other times of the year.
- T. I'll talk about it with my husband. Thank you for explaining everything to me.
- C. You're very welcome.

Answer the questions:

- What is full board?
- What is half board?
- What is a continental breakfast?
- What is an English breakfast?
- How much service charge is included in the prices?
- What do the letter VAT stand for?
- What is the Russian abbreviation for the same term?

XVI. Complete these sentences using the words from the dialogue:

- a) (The Castle Inn). The price includes continental breakfast. If you want a full _____ breakfast you'll have to pay extra.

- b) (The Dalton Hotel). There is no _____ for children under 12 who _____ in the same room as their parents.
- c) (The Park Hotel). There is a rate of £25 which _____ dinner, bed and breakfast.
- d) (The Phoenix Hotel). It will _____ you £28 for a _____ room with _____.
- e) These are the rates for June _____ September. You would pay _____ at other times of the year.

XVII. Now you choose four similar hotels in your district/city and make up similar dialogues, explaining to a visitor tariffs and services provided by the hotels.

XVIII. Language Reference.

There are several names for different payment arrangements that show how the room rates and prices are formed.

Study the list below and give Russian equivalents for similar arrangements:

Meals:

English breakfast: a breakfast including cooked food; offering, for example, porridge, fried bacon, fried egg, sausages, etc.

Continental breakfast:

a breakfast consisting of tea or coffee and baked produce (bread, buns, rolls, croissants, toast) with butter and jam, honey or marmalade.

Lunch.

Dinner.

Food plans:

European plan: the rate for a room alone, with no meals included at all.

Bed and breakfast / continental plan: the rate includes the room and breakfast.

The breakfast itself may be "English" or "continental".

Half board / demi-pension / modified American plan:

this includes the room, plus breakfast and one other meal (lunch or dinner).

Full board / en pension room and all meals included.
[a:ŋ'pa:nʃɪən] / **American plan:**

Expressions used in quoting rates: for a single / double room; per person / room... the price includes...

Nouns of cost: the room rate(s); the tariff(s); a supplement; service charge; VAT; a reduction of (20% per cent); a discount.

Verbs of cost:

the room costs £...; the hotel charges £... for a room; it will cost you £... for a room.

XIX. Read out a dialogue between a secretary of a company and the Manager of the Valley Hotel.

Make a note of the way different "plans" are discussed.

Secretary — S., Manager — M.

S. ...so we have trainees from abroad with us for several weeks at a time, and we are considering putting them with local hotels as long-stay guests.

M. Well, in that case we would charge you on a weekly basis. But of course we might be able to offer you a discount. Our most basic plan is for the room only, with no meals at all included — what we call European Plan. Our normal weekly rate for room only is £150.

S. I see. But I think we would prefer to have the accommodation on the basis of meals provided — perhaps even all meals during Christmas holidays and so on...

M. Right. Well, we can offer a choice of plans for this. Obviously there's the ordinary bed and breakfast system, what we call Continental Plan, and for that we normally charge £165 a week.

S. Just a moment. £165... bed and breakfast. Now, what about people who want to stay en pension, with all meals included?

M. Well, we call that our American Plan. Our normal rate is very reasonable — £220 a week.

- S. I see. And that just leaves the trainees who have lunch in our canteen but get all their other meals in the hotel. Do you have a plan to cover this — demi-pension, including an evening meal?
- M. Yes, we can certainly offer that. It's what we call our Modified American Plan. It includes room, breakfast and dinner, and normal rate is £195 a week.
- S. Fine. Now let me tell you more about our numbers and you can tell me what kind of discounts you can offer...

Think and answer:

- What payment scheme is most suitable for long-staying guests? Why?
- What other services can be included in the tariffs?
- Are the above mentioned "plans" practised in Russia?
- What are the most popular international payment arrangements?

XX. Read and translate a newspaper article.

**A question of better quality.
Profile: Marriott.**

The MARIOTT hotel chain has one of the most comprehensive range of hotel grades and locations. Marriott was formed more than 60 years ago when Willard and Alice Marriott opened a nine-seat root beer stand called the Hot Shoppe in Washington DC. There are Marriott hotels in all 50 US states and some 24 countries worldwide — including Warsaw, which recently saw the opening of Marriott's 500th hotel.

Marriott has hotels in all market segments — it has pioneered the way in the budget hotel sector, and is involved in airport and other restaurant catering operations.

Marriott hotels are located in downtown, suburban, airport and resort sites in both the US and overseas. While most of the hotels are managed directly by the company, some are franchised in the US.

Marriott is addressing its quality problems with a new programme to ensure consistency of services, especially to business customers. It believes it has a marketing edge with its frequent traveller programme, introduced five years ago and subsequently upgraded. This enables frequent travellers to gain extra room nights free, and offers a wide range of other benefits.

The international hotels tend to be of a higher standard and Marriott has earmarked Europe as a large area for expansion. Marriott recently concluded a joint venture with a Japanese development company to acquire and develop up to nine Marriott hotels in Europe at a cost of \$400 m.

Marriott's policy of segmenting the hotel market has led it into several acquisitions. Among these was the purchase of Residence Inn.

Fairfield Inn was Marriott's entry into the economy sector in 1987.

Each hotel typically has 130 rooms. Marriott's Courtyard hotels were the first of the new mid-price hotels in the US without all the extra facilities associated with up-market hotels.

Marriott has more than 180 Courtyard hotels either open or under construction in the US.

(adapted from the "Financial Times")

Answer the questions:

What range of hotel grades and locations does the Marriott chain have? Why?

Where are Marriott hotels located?

How does the frequent traveller programme enable the Marriott chain to compete successfully?

Why did the chain earmark Europe for further expansion?

What is their policy aimed at?

What are the advantages of the new mid-price hotels?

Give a summary of the information you've learned from the article.

XXI.

Read and translate a newspaper article.

NOTE:

C\$ Canadian Dollars

Business Cities: Toronto offers a room with a sporting view

Sports-loving business travellers visiting Canada's commercial and financial hub have an attractive new option to consider when deciding where to spend the night.

The 348-room Sky Dome hotel, part of the Sky Dome stadium, the city's new £305 m sports complex which boasts a Hard Rock cafe and a retractable roof among other amenities, has 71 rooms overlooking the playing surface.

Nightly rates range from C\$175 (about average for a Toronto luxury hotel) to C\$850 for a bi-level suite.

Rooms with a view will start at C\$275 a night for dates when events are scheduled.

The stadium is centrally located, so the hotel should be relatively convenient for business meetings.

However, for those seeking to avoid the soulless anonymity which can pervade even the best chain hotels, the hostelry of choice in Toronto remains the Windsor Arms.

This small hotel, recently purchased by EdoKen Canada, is situated near the expensive Yorkville shopping area, a ten-minute taxi ride from the financial district. Individually furnished rooms lend it something of the air of a country mansion. The hotel's high teas are strongly recommended, as is the Three Small Rooms restaurants.

The general standard of restaurants in Toronto has risen by leaps and bounds, the legacy partly of the accelerating influx of immigrants into the city from all corners of the globe.

Most of the ethnic tastes are catered for. The city's sprawling Chinatown is a particularly happy hunting ground. Probably the best restaurant in town for the certified "foodie" is Jamie Kennedy's adventurous Palmerstons. The menu specialises in unusual combinations of flavours, sweetbreads are a speciality. Expect to pay C\$60—C\$70 per head, including wine.

In the medium price range the restaurant Southern Accents is hard to beat, not least for its generously proportioned cocktails. Blackened and bronzed dishes are uniformly flavourful. For spice lovers, piquant shrimp pasta is the

order of the day. Service is outstanding. Advance bookings are advised for both establishments.

Among the pick of the bunch in the cheap and cheerful category is The Real Jerk, a raucous West Indian restaurant. A range of roti and curry dishes is on offer, as well as a surprisingly delicately spiced Jerk chicken. It is not unusual to escape for less than C\$15 per person. It helps if you enjoy a reggae music accompaniment.

Recommended at lunchtime are Sangam, an Indian restaurant which serves a first class luncheon buffet catering particularly well for vegetarians, and Simcoes, an up-market pasta eatery. The latter also boasts a fine selection of fruit sorbets.

On a less cheerful note, it is worth bearing in mind that Toronto's traffic problem is getting worse. Two upshots of this are: first, allow at least an hour for the trip to the airport. Second, become familiar with the subway. This is safe, efficient and very, very tidy. Finally, although everybody knows that Canada is cold in winter, Toronto's oppressive summer heat and humidity is often overlooked. If visiting between June and early September, lightweight clothing is accordingly indispensable.

(adapted from the FT)

a) Explain the meaning of the following:

- visiting a hub
- a retractable roof
- a bi-level suite
- the soulless anonymity
- high teas

has risen by leaps and bounds

to cater for the ethnic tastes

a happy hunting ground

the certified "foodies"

generously proportioned cocktails

is the order of the day

the pick of the bunch in the cheap and cheerful category

It is not unusual to escape for less than ... per person.

luncheon buffet catering

an up-market pasta eatery

it is worth bearing in mind

summer heat and humidity is often overlooked

lightweight clothing is indispensable

b) Answer the questions:

Why is the Sky Dome hotel recommended to sports-loving business travellers?

What other amenities attract visitors?

What are the room rates at the Sky Dome?

How different is the Windsor Arms?

Where is it located?

What features are especially recommended?

Why did the standard of Toronto restaurants rise by leaps and bounds?

Why are different ethnic tastes catered for?

What part of the city is a happy hunting ground? Why?

What types of restaurants are there?

How are restaurants classified according to the prices charged?

What other recommendations are given to visitors to Toronto? Why?

c) Give a summary of the text.

XXII. Translate into English:

Финансовая служба решает вопросы финансового обеспечения предприятия, получает отчеты от кассиров каждой торговой точки предприятия, включая службу питания, службу портье, сувенирные киоски и спортивные комплексы, если таковые имеются.

Фактически гостиница состоит из нескольких предприятий, каждое из которых ведет учет своих доходов и калькулирует свои цены.

Очень немногие гости используют сейчас наличные для любых оплат, особенно гостиничных счетов. Оплата наличными представляет собой очень малый процент от всей суммы оплаты номеров. Большинство гостей расплачиваются кредитными картами или прямо на счет оплаты, некоторые используют наличные, дорожные чеки или личные чеки.

Занесение произведенных наличных выплат в лист имеет противоположный эффект занесению наличных оплат. В то время как оплаты (charges) увеличивают сумму, которую должен гость (дебет полученных счетов), произведенные оплаты (payments) ее уменьшают

(кредит полученных счетов). Во всех случаях сумма, полученная с гостя, является точным количеством, требуемым, чтобы свести его баланс к нулю. Это быстрая процедура. Компьютеризованная система управления собственностью оснащена совокупным балансом, который отображает точную сумму задолженности. Некоторые отели выводят лист гостя на экран компьютера, чтобы он мог его просмотреть; другие заранее распечатывают копии для всех отбывающих гостей.

Каков бы ни был метод, все кассиры осведомляются о последних расходах, которые могли быть до сих пор не записаны. Не пропустить незаписанный телефонный звонок или завтрак — значит снизить количество поздних расходов с высоким уровнем их неуплаты и неудовольствие гостей.

Оплату могут попросить произвести в любое время, обязательно при отбытии. Иногда гости сами решают платить по счетам постепенно.

Уезжающие гости обычно получают копию своего счета. Касса часто сталкивается с гостями, которые не часто путешествуют, или с теми, кто старается оплатить за день до отъезда. Из-за возможных расходов касса старается отговорить гостя от слишком ранней оплаты. В сущности, оплата на день раньше требует особого внимания кассира, который должен быть уверен, что получит достаточно, чтобы покрыть стоимость номера за ночь и налог на комнату, которые не будут внесены до прибытия аудитора. Таким образом, служащий убеждает гостя подождать до следующего дня, а не платить полностью в предыдущий день, считывая на ранний отъезд.

Автоматический контроль оплачивающих вперед гостей требует координации и общения. Касса администрации должна быть внимательной, чтобы преждевременно не указать как свободную комнату, которая была оплачена вперед. Только когда они убедятся, что комната на самом деле пуста, тогда надо зафиксировать, что гость выехал.

Благодаря тому факту, что администрация имеет центральное расположение и доступна всем отделам отеля, кассир берет на себя часть ответственности за надежность отеля. Специфической функцией кассира администрации является ответственность за приход и расход по услуге «размещение».

UNIT X

DEALING WITH COMPLAINTS

Wherever people travel, they look forward to smooth and trouble-free journey, including a comfortable stay at a hotel. When your booking is accepted by the hotel, a legally binding contract is made between you and the company providing the accommodation. They are under a legal obligation to do their job with reasonable skill and care, and you will have a claim if they do not.

Things very often go wrong, though. The descriptions in the advertising brochure may not be accurate, the accommodation may not be of the standard you expected or you may not get the room with the view that you requested.

This text explains your rights in dealing with hotels and answers the questions most frequently asked by guests.

Question 1 We picked what the tour operators described in their brochure as a "3-star" hotel. But it was shabby and dilapidated and had no restaurant. We complained to the tour operators but they said they had rated it as 3-star, and that was the end of the matter. Can they get away with this?

Answer The problem with star ratings is that they vary between countries, even within the European Community. Therefore many tour operators choose to use their own rating system to assess the accommodation they offer. This means that a claim against the tour operator based on the star rating system alone is difficult to argue, unless you can prove that it failed to meet even its own criteria in assessing the accommodation.

Отредактировал и опубликовал на сайте PRESSI (HERSON)

However, you may still have a viable claim for compensation, based on the fact that the accommodation was not of a reasonable standard in view of the price paid and/or the description given in the brochure.

Question 2

When I arrived at the hotel where I'd booked a weekend break, I was told that they had made a mistake and the hotel was full. The only other hotel in the area that had room for me was a more expensive one in the next town, so I'm out of pocket. What are my rights?

Answer

The hotel accepted your booking and was obliged to keep a room available for you. It is in breach of contract and liable to compensate you for the additional expenses arising out of that breach — the difference in cost between what you were expecting to pay and what you ended up having to pay in the more expensive hotel, plus any extra travelling costs. You should write first to the hotel manager explaining what happened, and enclosing copies of receipts for your additional expenditure.

Question 3

While I was staying at a hotel my video camera was stolen from my room. Is the hotel liable?

Answer

Hotel owners owe you a duty of care and must look after your property while it is on their premises. They are liable for any loss and damage as long as it was not your fault (your claim would be unlikely to succeed if you left the camera clearly visible in a ground-floor room with the door and window unlocked).

However, providing the hotel owners display a notice at reception they can limit their liability to

£50 per item or £100 in total. They cannot rely on this limit if the loss was caused by the negligence of their staff, although you will have to prove such negligence to make a higher claim.

Question 4

After booking a room in a Brighton hotel I had to cancel. I told the hotelier immediately, but he kept my deposit and wrote asking for extra compensation. Is he entitled to this?

Answer

If a hotel accepts your booking (whether it is made by phone, letter or in person), you have made a binding contract whereby the hotel agrees to provide the accommodation for the specified dates at the agreed price, and you agree to pay for it. If you later back out, or fail to turn up, the hotel can keep your deposit to cover its administrative costs. The hotel must try to re-let your room, but if it cannot it may claim the profit it has lost from you, and this is likely to be a high proportion of the total price.

Question 5

Our hotel in Tunisia was very pleasant, with good food and facilities, but our holiday was marred by the building work going on across the road — a massive new apartment complex was under construction. The work started at 5 a.m. every day and we could not sit on our balcony due to the noise and dust. The tour operator is refusing to compensate us for this, claiming that it is not responsible for circumstances outside its direct control. What can we do?

Answer

The tour operator may be right. But you would certainly be entitled to compensation for the loss of enjoyment (and sleep) if:

- a) the building work was going on within the hotel itself, in which case you could reasonably have expected to have been warned in advance and to have been offered an alternative hotel if the disruption to your holiday would be great;
- b) this new complex had been under construction for some considerable time before your holiday, in which case you could argue that the tour operator, via its rep, ought to have known about the proximity of the work and should at least have warned you.

Question 6 While I was in bed in my hotel room a section of the ceiling caved in. I was shaken and slightly injured, but it could have been worse. Can I claim for the shock and injuries?

Answer Hotel owners are responsible for the physical safety of their guests. You have a claim for compensation and would be wise to seek legal advice to have it properly assessed.

Question 7 When I called to book a room the hotel told me it would cost more if I wanted to pay by credit card. Is this legal?

Answer Yes. **Dual pricing** has been legal in the UK since 1991, and some hoteliers have increased their charges to guests who pay by credit card in order to recover the commission they pay to the card company. But to be entitled to the increased charge hoteliers must draw it to your attention when you book and indicate it on the tariff displayed in the reception.

If you were not informed — contact the Trading Standards Department at the council offices local to the hotel.

Question 8 My hotel room was shabby and dirty with soiled towels and grubby sheets. I refused to pay the whole bill, but then the hotel refused to let me remove my luggage until I settled up in full. Was the hotel within its rights to hold my luggage hostage like this?

Answer Any hotel room, whatever its price, should be clean and safe and offer a reasonable standard of accommodation for the price paid. As yours failed to do so it is reasonable to seek a reduction in the bill. However, the hotel does have a right to hold on to your luggage until the bill is paid.

It is probably easier to pay up in full but give written notice that you are paying **under protest** and are reserving your right to seek compensation in the courts.

VOCABULARY LIST

1. a **legally binding contract** ['baɪndɪŋ] юридически обязывающий контракт
2. to be **under a legal obligation** быть связанным юридическим обязательством
3. **with reasonable skill and care** зд. с надлежащим умением и вниманием
4. **shabby, adj** запущенный, захламленный

5. dilapidated, *adj* ветхий; неопрятный; разоренный; полуразрушенный
6. get away with smth. остаться безнаказанным; сойти с рук
7. have a claim *syn. to raise a claim* предъявлять иск; заявлять претензии
8. to meet criteria предъявлять претензию
9. assess the accommodation отвечать нормам; соответствовать стандартам
10. viable, *adj* оценивать номера гостиницы с целью определения категории (класса)
11. to be out of pocket жизнеспособный
12. to be obliged to do smth. а) быть в убытке, потерять; прогадать; б) не иметь денег
13. in breach of contract быть связанным юридическим обязательством
14. to be liable to be liable for liable to duty нарушение контрактных обязательств
15. fault, *n* [fɔ:lt] подлежащий; обязанный
16. liability, *n* ответственный за
17. negligence, *n* criminal negligence промах, ошибка; проступок, вина
18. be entitled to smth. ответственность; обязательство
19. back out, *v* 1) небрежность, халатность преступная небрежность 2) неряшливость
20. mar, *v* иметь право на что-либо
21. via its rep отказаться от участия; уклониться
- повредить; поргить
- через своего представителя

22. proximity, *n* близость
23. save in, *v* оседать, опускаться
24. be injured injury, *n* получить травму
1) травма; рана; ушиб;
2) несправедливость; оскорбление; обида;
- to do smb. an injury причинить кому-л. вред
25. seek legal advice обратиться за советом к юристу
26. soiled, *adj* запачканные, грязные; в пятнах
27. grubby, *adj* неряшливый; неопрятный, грязный
28. settle up in full settle, *v* полностью расплатиться
29. hold hostage, *v* оплачивать (счет); расплачиваться
30. court, *n* брать залоги; брать в заложники
- суд
- to go to court обращаться в суд; подать иск
- to seek compensation in the courts взыскивать ущерб через суд

EXERCISES

I. Read and translate the text.

II. Answer the following questions:

Why do claims arise?

What is booking accommodation in terms of legal obligation?

What can you do if the hotel you stayed at did not meet the standards you had expected?

What is the problem with star ratings?

Why is it difficult to argue such claims?
What is a hotel obliged to do if they accept your booking?
What compensation are you entitled to if they fail to keep a room available to you?
Is the hotel liable for any loss and damage to your property?
In what case can their liability be limited?
What are the regulations for settling financial matters if you cancel your booking in the UK?
Why was the holiday in Tunisia marred? Whose fault was that? Was the hotel liable for the loss of enjoyment? Why not?
What was the clear case for raising a claim?
Why is the traveller recommended to seek legal advice?
When was dual pricing accepted in the UK?
What should hoteliers do if they want the increased charge?
What is the best way of settling such matters?
Why did the guest complain?

III. Sum up what you've learned from the text about:

the legal aspect of booking accommodation;
the reasons for claims;
the problem with star ratings;
the rights of the guest in case when a hotel fails to keep a booked room for him;

the liability of hotel owners for any loss and damage to the property of the guests;
the financial arrangements in case of cancellation;
the circumstances outside direct control of the hotel and the way to claim compensation in such case;
the responsibility of a hotel for physical safety of the guests;
dual pricing in the UK hotels;
the right of a hotel to hold their guests' luggage until the bill is paid.

IV. Give your explanation of the following:

smooth and trouble-free journey;
to make a legally binding contract;
to be under a legal obligation;
and that was the end of the matter;
the tour operator failed to meet even its own criteria;
to have a viable claim for compensation;
the additional expenses arising out of the breach of the contract;
hotel owners owe you a duty of care;
your claim would be unlikely to succeed;
of the loss was caused by the negligence of the staff;
if you later back out or fail to turn up;
our holiday was marred by the building work;
I was shaken and slightly injured;
to have compensation properly assessed;

dual pricing;

to recover the commission they pay to the card company;
indicate it on the tariff displayed in the reception;
the hotel refused to let me remove my luggage;
to give written notice that you are paying under protest.

V. Translate into English using the vocabulary list:

1. Любая гостиница — это прежде всего коммерческое предприятие, которое обеспечивает своих гостей жильем, и несет полную юридическую ответственность за их физическую безопасность и за сохранность их имущества.
2. Персонал гостиницы заинтересован в благополучии своих гостей, но очень часто происходят события, которые выходят за рамки контроля службы гостиницы, и за которые гостиница не несет ответственности.
3. Чтобы предъявить претензию, клиент должен доказать, что контракт между ним и гостиницей был нарушен по вине гостиницы.
4. Трудно предъявить жизнеспособный иск относительно разряда гостиницы, поскольку в разных странах они оцениваются по различным стандартам.
5. Если гостиница забронировала для вас номер, а потом отдала этот номер другому гостю, не предупредив вас заранее, это нарушение контракта. Вы имеете право на компенсацию, которая полагается вам из-за этого нарушения.

6. Гостиница несет ответственность за сохранность вашего имущества только в том случае, если оно не пропало по вашей вине. Очень трудно бывает доказать, что вы не виноваты в пропаже ваших вещей, и очень часто владельцы гостиниц помещают соответствующее объявление у стойки администратора.

7. Халатность обслуживающего персонала чаще всего является причиной неудовольствия гостей и их претензий. Руководство гостиницы всегда расследует подобные жалобы и старается исправить ситуацию. Но если претензии необоснованны, гостиница не несет ответственности, и жалобы не принимаются.

8. Условия оплаты проживания в гостинице могут быть довольно сложными, но в любом случае, если вы бронируете номер, вы должны быть готовы оплатить его в обусловленные сроки и по оговоренном цене.

Гостиница имеет право удерживать ваш залог, если вы отказываетесь (аннулируете) от номера.

9. Если ваше пребывание в гостинице омрачено по вине гостиницы, вы имеете право на компенсацию за моральный ущерб (loss of enjoyment) и за убытки, если вы их имели.

10. Вам необходимо обратиться за советом к юристу, если вы хотите предъявить претензии к гостинице в другой стране. Правила проживания в гостинице бывают самыми разными в разных странах, поэтому нужно хорошо представлять себе, на какую компенсацию вы имеете право, прежде чем предъявлять официальную претензию. Особенно это касается системы оплаты проживания и услуг, предоставляемых гостиницей.

VI. Read out a conversation between a woman who is talking about her stay in a hotel and her friend. The woman had a disastrous time when she stayed in a hotel because a lot of things went wrong.

Make a note of the things that went wrong.

Woman — W., Friend — F.

W. I must tell you about this one hotel we stayed in, about three years ago.

F. Where?

W. Well, it was just a little place in the country. We went for our anniversary — thought it would be relaxing and romantic. We'd seen it advertised in a magazine and it looked really quiet and peaceful.

F. And wasn't it?

W. Well, not exactly, no! For a start, when we arrived on the Friday evening, there was no one at the desk, so we rang the bell and waited, but nobody came. Then we heard voices in the back room, shouting and getting louder and louder, so we rang the bell again and eventually this little red-faced man popped out and shouted, "Yes? What do you want?"

F. Oh.

W. Well, we were a bit taken aback, but we explained we had a reservation and he calmed down and we checked in. He told us the room number — 106.

F. You've got a good memory!

W. Well, there's a reason. Anyway, he gave us the key and off we went, only to find that the key didn't fit the door. It turned out that he'd given us the right key but the wrong room — we should have been in room 107.

F. And was the room OK?

W. Yes, it was fine — the bathroom was a bit small, but OK. There were no towels, though. I went down to ask for some and he just said, "You want towels? You didn't bring one?" I was furious. Anyway, he apologized and brought us some.

F. Sounds awful.

W. Well, it doesn't end there! It went from bad to worse. Dinner was a disaster. The service was appalling. The waiter was drunk and could barely stand upright, let alone carry the food. He dropped my soup all over the floor. And the food was vile — tasteless and overcooked.

F. Did you complain?

W. We were sick of complaining! It was more trouble than it was worth. We just left and walked along the river to the local pub, which was lovely. But then we went back to the hotel to spend the night.

F. Oh no! What happened then?

W. We got back and went to bed. So far so good. But then after about ten minutes a horrible screaming noise started. We didn't know what it was. It sounded like someone being murdered, but we came to the conclusion it must be to do with the water pipes. Well, whatever it was, it went on all night and we hardly slept at all. By the morning we'd had enough. There was no way we were going to spend another minute there. We got our things together, had breakfast, which was surprisingly good, and asked for the bill. He got all upset and asked why we were leaving, at which point we complained about everything. He got really annoyed and said we'd have to pay for the second night because we'd made a reservation. Well, he eventually backed down after we threatened to write to the local tourist board and the local newspapers, but he still tried to charge us for some newspapers we never had.

F. Did you go to another hotel?

W. Oh no, we just gave up and went home. Our weekend was already ruined. But anyway, the final chapter in the horrible saga happened about a month later. I was reading the paper and I came across a story about a murder in a country hotel. Guess which hotel?

F. No!

W. Yes! There were photos of it plastered all over the paper. The hotel owner had killed his wife after a row and hidden the body in one of the bedrooms. But a guest was given the wrong key by mistake and found the body by chance.

F. Oh, no, that's horrible!

W. And worst of all: guess which room the body was hidden in.

F. Oh, not yours. I don't believe it.

W. Yes, number 107!

NOTES:

1. **popped out** внезапно выглянул
 2. **and off we went** и мы отправились восвояси; удалились
 3. **Dinner was a disaster** Обед был кошмарным.
 4. **appalling disaster** бедствие; несчастье
 5. **vile food** ужасный, отталкивающий
 6. **so far so good** отвратительная еда
 7. **it must be to do with the water pipes** пока все хорошо
 8. **he eventually backed down** должно быть, это было как-то связано с водопроводными трубами
- в конечном счете, он отступил

VII. Read out the dialogue again and say if these statements are true (T) or false (F):

- a) The woman had seen an advertisement for the hotel in a shop window.
- b) The couple went to the hotel to celebrate a birthday.
- c) The man at the front desk had probably been arguing.
- d) They were given the key to room 106.
- e) The woman complained about the size of the bathroom.
- f) They didn't complain in the restaurant.
- g) They didn't sleep very well because they heard a screaming noise.
- h) They quite enjoyed the breakfast.
- i) They went to another hotel after checking out.
- j) The murder took place in room 107.

Retell the story about the disastrous stay at a country hotel.

VIII. Think and answer:

Have you ever had a disastrous stay in a hotel?

What went wrong?

What could go wrong in these areas?

- a) front desk / checking in
- b) the guest's room
- c) in the restaurant
- d) checking out / the bill

How would you handle the following people complaining in your hotel:

- a) A drunk customer in the hotel restaurant complaining loudly about the slow service.
- b) A guest who can't speak Russian very well, complaining about the size of his / her room (you think).
- c) An extremely rude and angry guest complaining about his / her bill when checking out.
- d) A dinner guest who is complaining about the quality of the food.
- e) An elderly gentleman complaining about how many stairs he has to walk up to get to his room.
- f) A foreign visitor complaining about the weather in Russia.

IX. Look at some of the main "rules" for handling complaints and match them with the additional sentences below.

- a) Listen carefully to the complaint.
- b) Do not interrupt.
- c) Wait until the person has completely finished.
- d) Apologize.
- e) Speak normally.
- f) Summarize the complaint.
- g) Explain what action will be taken, and how quickly.
- h) If the guest is angry, aim to remove the scene to somewhere private.

- 1) If you repeat the main points of a complaint, you make sure that there is no misunderstanding about the reason for the complaint, and saying the main points calmly helps to cool down the situation.
- 2) Before saying anything at all, be certain that the guest has completely finished talking and is not just pausing for breath.
- 3) A short clear apology should be the first thing you offer the guest. This must come *before* any explanations or reasons.
- 4) Do not let your voice rise to match the voice of the guest. This will only lead to more argument.
- 5) Make clear **what you will do**. Give the guest a definite time so that he understands that his complaint will be attended to.
- 6) An interruption will cause the guest to carry on louder and longer.
- 7) It is important to show that you are giving the guest full attention.
- 8) This could be an office, or an empty lounge. Try to find a place where there is no barrier (table or desk) between you and the guest.

Think and answer:

Which of these rules are most important? Decide on the three most important rules.

Which rule is most difficult to follow? Why?

Do you think the staff in Russian hotels are trained according to these rules? Give your examples.

X. Read out two dialogues and compare the ways the receptionist handles the same complaints.

Make a list of the things the guest is complaining about.

Dialogue 1

G. — Guest

R. — Receptionist

- R. Good evening. Can I help you?
- G. Well, I hope you can. I'm in room 607 and frankly, it's disgusting. I'm extremely annoyed.
- R. Oh, dear. What exactly is the problem?
- G. Everything. For a start, the room is ridiculously small. I specifically requested a large room.
- R. I see. Is there anything else?
- G. Yes, there is, it's absolutely filthy. Yesterday, when I arrived, it was dirty, and it's quite obvious that it hasn't been cleaned for days — the bath's got dirty marks all over it and there'd dust everywhere.
- R. Well, that's strange: they should have cleaned it this morning and yesterday. Are you sure?
- G. Of course, I'm sure. I know dirt when I see it! And another thing: the sheets haven't been changed.
- R. Oh, dear. I'll send room service up with some clean sheets, and I'll make sure the room is cleaned first thing tomorrow morning.
- G. Tomorrow! I'm afraid that's not good enough. I want it cleaned now, immediately, do you hear?
- R. Well, I'm terribly sorry, but that's not possible. The cleaning staff have all finished now. You should have complained earlier.
- G. What? This is totally unacceptable! If you can't clean my room then I want to move.

- R. I'm awfully sorry, but we're fully booked.
G. I don't believe this. I demand to see the manager!

Dialogue 2

- R. Good evening. Can I help you?
G. Well, I hope you can. I'm in room 607 and frankly, it's disgusting. I'm extremely annoyed.
R. OK. Mrs. Jenkins, isn't it?
G. Yes.
R. Now, what exactly is wrong?
G. Well, for a start, the room is very small — I requested a large room.
R. Actually, room 607 is one of our larger rooms.
G. Is it? Well, I'm bitterly disappointed, I'm afraid. Also, it's very dirty: the bath hasn't been cleaned and the sheets haven't been changed.
R. Oh, I'm terribly sorry, Mrs. Jenkins. It must be most upsetting for you. I'm quite sure there's been some mistake. I'll send someone up immediately to look at it.
G. Well, really I'd like to move room now.
R. I understand. We are very busy, but I'll see what I can do. Why don't you wait in the lounge bar while I sort this out. I'll arrange for a complimentary drink for you.
G. Well, OK, then.
R. I really am most sorry, Mrs. Jenkins, for the inconvenience you've suffered.
- Think and answer:**
- In what way does the receptionist behave differently in the second conversation? What does she offer to do?
Why is the outcome different in each situation?

XI.

When people complain, they want to emphasize an adjective or make it stronger, especially during an emotional exchange. It is common to use intensifying adverbs, such as:

extremely, absolutely, very, terribly, quite.

However, not all combinations of adverb and adjective are possible.

Make a note of the combinations in the box and use them in the sentences below:

a) extremely / very / terribly annoyed	d) absolutely / quite unacceptable
b) absolutely / quite filthy	e) extremely / very / terribly disappointed
c) absolutely / quite sure	f) extremely / very / terribly sorry

- 1) I'm _____ that I didn't make any international phone calls from my room.
- 2) We were _____ with the hotel, considering that so many people had recommended it to us.
- 3) The standard of the food was terrible. It was _____.
- 4) The swimming-pool obviously hadn't been cleaned for ages. It was _____.
- 5) I'm _____ that it's so noisy. Unfortunately, it's unavoidable because we're having essential repairs done.

- 6) The chef is obviously _____ a perfectionist. He gets _____ if the slightest thing goes wrong.

XII. Choose the best word to complete the sentences.

- 1) Send someone up to my room at once — the bathroom hasn't been cleaned and it's _____ disgusting.
a) very b) extremely c) terribly d) absolutely
- 2) The food isn't bad but the service is _____ slow.
a) absolutely b) utterly c) totally d) very
- 3) The training that they give their staff is extremely _____.
a) brilliant b) magnificent c) good d) wonderful
- 4) The problem with holidays in England is that the weather is often very _____.
a) awful b) terrible c) dreadful d) bad
- 5) This is the worst bottle of wine I have ever had. It is absolutely _____. — it tastes like vinegar.
a) bad b) sour c) disgusting d) unpleasant
- 6) I'm _____ sorry Room Service haven't brought you your coffee yet. I'll ask them to bring it up straight away.
a) bitterly b) quite c) absolutely d) terribly
- 7) Please tell the chef that was the best steak I have ever had. It was _____ marvellous.
a) terribly b) absolutely c) very d) extremely

- 8) The room I'm in is _____ small. I must insist on having another one.
 a) quite b) absolutely c) totally d) extremely
- 9) I'm certainly not going in the pool — it looks very _____.
 a) dirty b) filthy c) disgusting d) revolting
- 10) The last hotel where I worked was absolutely _____ — there were over 900 bedrooms.
 a) enormous b) big c) large d) high

XIII. Check you vocabulary.

Match the words on the left with definitions on the right:

- | | |
|---------------------|--|
| 1) complain | a) warned that |
| 2) ignored | b) given free of charge |
| 3) cope with | c) causing a strong feeling of dislike |
| 4) filthy | d) become or make smb. become quiet when they are angry or upset |
| 5) appalling | e) very bad or harmful |
| 6) complimentary | f) paid no attention to |
| 7) disastrous | g) say that you are not satisfied or happy with something |
| 8) disgusting | h) shocking or terrible |
| 9) calm / calm down | i) deal successfully with |
| 10) threatened to | j) very dirty |

XIV. Read out another example of a complaint and answer the questions below:

- G — Guest DM — Duty Manager
- G. Can't you do something about the service in this hotel?
 DM. I'm sorry, madam. What's the problem, exactly?
 G. My breakfast, That's the problem!
 DM. Yes?
 G. I ordered breakfast from Room Service at least half an hour ago...
 DM. Yes?
 G. I've telephoned Room Service three times, but my breakfast still hasn't come...
 DM. I see...
 G. I've got an important meeting at nine o'clock and now it seems I'll have to go there without breakfast! Really, I don't think this is good enough!
 DM. I'm very sorry about this madam. You ordered breakfast half an hour ago, and you've phoned three times since then?
 G. That's right.
 DM. I really must apologize. You should have received the breakfast no later than five or ten minutes after you ordered it.
 G. That's what I thought.
 DM. The problem may be that they've been rather short-staffed in the kitchens recently. But I'll look into this, and I'll make sure that the breakfast is sent to you immediately. Full English breakfast, was it?
 G. Full English breakfast, with corn flakes.
 DM. Very well, madam. I'll deal with this myself, and I'll have it sent up to your room right away.

What is the guest's complaint?

While listening to the complaint, does the Manager speak at all? What does he say?

What is the first thing he says **after** hearing the complaint?

How does he check that he understood the complaint?

He apologizes several times during the conversation. What does he say?

What explanation does he give?

What action does he promise?

XV. Give replies to the complaints below. Use any suitable phrase of apology, and any suitable phrase promising action.

Example: We've been waiting half an hour for our suitcases.

You: — I'm sorry about that, sir. I'll have them sent up right away.

- a) This tablecloth is filthy! Can't you give us another one? (replace)
- b) Why is it taking so long to make our bill up? (make up)
- c) I paid the parking attendant to wash my car, but no-body has washed it. (wash)
- d) I'm sure the sheets on the bed haven't been changed after the last guest. (change)
- e) There's a mistake in the bill. We didn't have dinner here last night. (check)

- f) We arranged for an extra bed to be put in the room for our young son. But there's only one double bed here. (attend to)

I'm sorry, I'll have (it sent up right away)

Useful prompts:

I'm very / extremely sorry (about this / that)

I'll get it (attended to immediately)

I really must I'll make sure (it's brought to you immediately)
apologize,

I do apologize, I'll deal with this myself;

I'll look into this ...;

I'll sort out (this mistake, etc.)

What I'm going to do now is ...

The first thing I'm going to do is ...

XVI. Read another dialogue between a Duty Manager (DM) and a guest (G).

Make a note of how the Duty Manager does the following things:

- a) moves the scene of the complaint to a less public place;
- b) shows that he is listening carefully;
- c) apologizes;
- d) summarizes the complaint;
- e) gives a possible explanation of the event;
- f) tells the guest what action will be taken.

- G. Are you the Manager?
- DM. I'm the Duty Manager. And you're Mr. Clarke from the Seaways group, aren't you? Can I help you?
- G. You'd better. My suitcases have been stolen and I want them back, quick!
- DM. Let's go into my office, and you can tell me exactly what's happened. (*they go into the office*)
- G. Two suitcases. They've been stolen from outside my room...
- DM. Yes.
- G. I put them out this morning for the Porter to collect. He was supposed to take them down to the Seaways Tour bus. But I've just been down to the bus, and there's a pile of suitcases there, but mine aren't among them. They must have been stolen.
- DM. I see. What time did you put them out?
- G. About seven-thirty.
- DM. And can you tell me what they look like?
- G. They are large, soft grey leather suitcases with Seaways stickers on them. Look, I want some action on this!
- DM. Yes, of course Mr. Clarke. I'm very sorry about this. Just let me get clear what happened. You left two suitcases outside your door at half-past seven, for the Porter to take down to the tour bus. You've been to the bus, and there's no sign of the suitcases.
- G. Right.
- DM. Right then, Mr. Clarke. It's possible that the suitcases have been put down in the wrong place. So the first thing I'm going to do is contact the Porter, the Head Porter and the Tour Courier. Together we'll check the hotel and the bus thoroughly. I'll also contact the Hotel Security Officer, and we'll see then if we have to contact the police.

Learn the dialogue by heart and act it out with your partners.

XVII. Role-Play.

Make up and act out with a partner a dialogue based on the following situation.

A guest comes up to Mrs. Dale, The Duty Manager, complaining angrily about the Hall Porter's Department. Since there are other guests present, the Duty Manager invites the guest to come to her office to talk things over.

The guest tells the Duty Manager that the Hall Porter yesterday promised to obtain theater tickets for a show in the city. He says that today, when he went to collect the tickets there was another porter on duty. The porter could not find any tickets for the guest, and could not find any record of the request for tickets.

It seems that the porter on duty today did not believe that the guest had made any request for tickets. The guest says that the tickets were promised, that he has made arrangements to go to the theater that night, and that it is the hotel's job to provide the tickets.

The Duty Manager apologizes, summarizes the complaint, and says that the Hall Porter is off duty today. However, she knows where he is. She promises to telephone him immediately and find out about the tickets. She says that if the hotel has made a mistake, she will personally contact the theatre and do her best to reserve tickets for this evening's performance.

XVIII. Most business take complaints very seriously; but some complaints are more serious than others and some customers complain more than others. It is often the responsibility of an individual member of staff to deal with the problem.

Sometimes, of course, it is necessary for the staff member to refer an unhappy customer to someone else, such as a manager.

Decide which member of the hotel staff is best suited to deal with the complaints below; perhaps, the duty manager, the assistant manager, the head receptionist, a receptionist, a station waiter, the head waiter, or someone else.

Give reasons for your choices.

The complaints that guests are making to staff at the Metropal Hotel.

- Mrs. Lyle says that she did not get her early morning call.
- Mr. Stanley in room 402 is very annoyed about the loud music and voices from room 403.
- Miss Marple says there is no coffee in her room.
- Mr. Shaw is complaining loudly in the restaurant about badly cooked meat.
- Mr. Brown says his wallet is missing from his room.
- Mr. Anderson is complaining about the air-conditioning for the fifth time in four days.
- Mrs. Edwards says that she finds the floor waiter very rude.
- Mr. Green says that his bathroom shower doesn't work.
- Mr. Fairfax is complaining in the lobby that the hotel has let his reserved room to someone else.
- Mrs. White says she can never get an outside line.
- Mr. Shepherd is not sure if the wine is corked.
- Mrs. Pearl is most upset that her usual suite of rooms is not available.

Act out dialogues based on some of the above situations.

XIX. Very often dissatisfied customers write letters of complaint, describing the difficulties they had during their stay or the unpleasant experience of being a guest at the hotel which did not live up to their expectations.

Read out the two letters below and underline expressions used to complain. Answer the questions below.

Letter 1

Dear Sir,

I'm writing to you concerning my recent stay at your hotel. My wife and I arrived on Saturday and stayed for a week. Although we were treated well and found the service and your staff excellent, there are one or two matters which we felt we should bring to your attention.

Firstly, we had hoped for a complete break from our busy work lives, and indeed your advertisement promised 'peace and quiet' and the chance to relax.

However, we were surprised to find that there was a lot of noisy building work. I understand that repairs are sometimes needed, but is it really necessary to start at seven o'clock in the morning?

Secondly, we had hoped to make use of the 'luxurious pool'. To our astonishment, we found that this was closed for the entire period of our stay.

I hope you do not mind me writing to you about these things, but I would be grateful if you could give me some

explanation. As I said at the start, it is a pity when your service is so excellent in other areas.

I look forward to hearing from you.

Yours faithfully,

Simon Bradley

Letter 2

Dear Sir,

I recently had the bad luck to stay in your hotel, and I am now forced to write to you to express my disgust with the service you provided.

From the moment I arrived I was treated in an unfriendly manner. I also found that the promises you made in your advertisement were not true. The hotel was not relaxing — it was noisy and uncomfortable. The restaurant was not romantic, and indeed it was hardly a restaurant, as it offered very little variety of food.

Furthermore, there was no transport into town. When I complained about this I was simply told there was a bus strike. Surely you could have provided a taxi service for your guests.

I am a fairly reasonable man, and I am quite prepared to put up with a little inconvenience, but this was too much for me.

If I do not receive a satisfactory explanation and appropriate compensation, I shall be forced to take the matter further. I am sending a copy of this letter to my solicitor and to the local tourist board.

Yours faithfully

Sean Penn

Answer the questions:

Who is the letter from?

What is the writer complaining about?

Was there anything positive?

What action does the writer want the hotel to take?

What is the tone of the letter?

What is the outcome going to be?

XX.
Imagine that you are the manager of the hotel and you must reply to the unhappy guests. You don't want to make excuses but you know there were reasons why the things promised in the advertisement did not happen.

Use the notes below:

Problem

- | | | |
|----|-------------------------------|--|
| a) | swimming-pool closed | essential maintenance due to damage to pump system |
| b) | incomplete restaurant service | head chef had to go to hospital suddenly |
| c) | noisy building work | building new recreation centre (and this is least busy time of year) |

In your reply follow this structure:

Paragraph 1: Thank writer for letter. Make general apology.

Paragraph 2: Make specific apology and give explanation/reason for each complaint.

Paragraph 3: Offer some compensation (if you want).

Paragraph 4: Repeat general apology and make closing remarks.

Write a letter to one of the guests apologizing for the difficulties they had and explaining the reasons.

If you want to, you can offer some compensation.

XXI. Follow-up practice.

Student A. Write a letter to a hotel manager complaining about the service provided by the hotel during your recent stay.

Your are angry because: the service was slow; the room was not properly cleaned either before or during your stay; the receptionist seemed unwilling to answer your enquiries; and no porters were available to help with your luggage.

You say that although you have stayed at the hotel several times in the past, you are unwilling to come again unless there is some guarantee of improvement.

Student B. As **Hotel Manager**, write back to the guest.

Apologize for the problems that the guest had during her stay.

Explain that unfortunately you had to take on temporary staff during the period of the guests' stay owing to illness of some long-serving staff.

Say that the situation is now back to normal, and that you are now fully confident that you can provide your normal standard of service. Apologize once again.

Say that you hope that the guest will return for a further stay, and that she will let the management know immediately if the service is unsatisfactory in any way.

XXII. Read and translate the article, and answer the questions which follow.

A computer program trains waiters by simulating restaurant complaints

Does your computer make rude remarks to you?

While manufacturers struggle to make their machines more user-friendly, Richard Margetts, a catering lecturer at Granville College, in Yorkshire, has developed a program that positively encourages the computer to be nasty towards its operator.

The software, called Custom, has been funded by the employment department's learning technologies unit, and is designed to help hotel and catering trainees to cope with customers' complaints. Such complaints can make or break a business. The idea for the program grew out of an unpleasant evening Mr. Margetts and his wife had at a hotel. In a scene that could have come from "Fawlty Towers", the BBC television comedy series, the couple were left standing in the hotel lobby while the receptionist continued making a personal telephone call. During the meal they were ignored by the waiter and had to order their drinks at the bar and carry them back to the table. The couple complained to the manager who sympathized but said it was difficult to train staff in customer care.

"Britons are very complacent about complaints," says Mr. Margetts, who used to run his own restaurant. "Good service is not seen as being very important."

Hence the computer-based training package. The first part analyses how complaints arise. The complaints included

those from the few customers who go to a restaurant determined to make a fuss, perhaps in the hope of a free meal.

Mr. Margetts says: 'Within the program we have included ways of spotting those complaints, and those that can arise because of a bad experience somebody has had even before entering the restaurant.'

"The program will also identify the complaints that can occasionally arise merely from customer boredom. Somebody may have decided he cannot stand his dining companion, for example, and takes his unhappiness out on the food or the unfortunate waiter."

The waiters assemble a customer profile. "How am I dressed — shabby, average or immaculate?" the computer asks.

"Is my accent local or non-local?
Do I speak perfect English or might I be a tourist?
Am I alone or with a group? Is it a mixed-sex group?
What is my age bracket?
How much alcohol do I seem to have drunk?"

The computer then suggests successful ways of tackling the customer.

Mr. Margetts says: 'The idea is that the trainee sees that personal attributes such as accent or dress are a weak indicator of how a customer will respond during a complaint, whereas attitude and alcohol are much stronger.'

In the second part of the program, the computer becomes less than friendly. The trainee takes part in role-play simulations in which the computer acts like a complaining customer.

The computer can be programmed to be angry, rude, reasonable, or rambling. The trainee's task is to recognize the warning signs and calm the situation.

At the end of a session, trainees are told how many attempts it has taken to reach the correct response. The results are saved for the course tutor to read.

But although the program uses graphics and text to good effect, it cannot yet convey complex factors such as the customer's tone of voice, body posture, or facial expression. Future versions may use video pictures and sound for greater realism.

However, Mr. Margetts says there are no plans to incorporate a robot arm that grabs the user by the lapels.

(adapted from 'The Times')

VOCABULARY NOTES:

- nasty unkind
- make or break cause either success or complete failure
- make a fuss cause a lot of problems with no real reason
- shabby dressed in old, untidy clothes
- immaculate perfect, very neat
- rambling talking in a long, unorganised way
- lapels the two parts of the front of a jacket that are folded back

Give Russian equivalents for the vocabulary notes above.

Answer the questions:

What is Mr. Margett's job?

Who is the software program going to help?

What two things did Mr. and Mrs. Margetts complain about?

What was the manager's response?

The article mentions three causes of complaints which are nothing to do with the quality of service of food. What are they?

What questions does the computer ask in order to construct a customer profile?

Which factors decide how a customer will react during a complaint?

During the role play, what must the trainee try to do?

What does the program not do yet?

Sum up the information you've learned from the text.

XXIII. Think and answer:

Do you think this form of training is effective? Give reasons.

Is this form of training expensive? Why do you think so?

Why is it important to train staff in customer care?

The text says that Britons are very complacent about complaints. Can you say the same about the Russians?

Can you think of the difference in attitude to complaining customers in European and Russian hotels?

What typical complaints can be heard in Russian hotels? What is the response of the management?

Do you think you could handle complaints in a proper way? Give examples.

XIV. Render in English.

Как хорошо отдохнуть

«Правильные» советы о том, как выбрать турфирму, грамотно составить договор, можно найти во всех популярных изданиях. Почему же, следуя советам специалистов, туристы все-таки не застрахованы от несчастного отдыха? Дело в том, что все «верные» советы ориентированы на судебное разбирательство после испорченного отдыха, но не гарантируют непосредственно качественный отдых.

До поездки внимательно читайте договор сторон о взаимных обязательствах, которые вы заключаете при оформлении тура. Если вам обещают номер с видом на море, что пропущенные из-за экскурсий обеды будут компенсированы и т. п., требуйте занести все это в договор письменно! Кроме того, нужно учитывать, что путевки делятся на несколько категорий, и в каждой есть свои особенности.

Индивидуальный заказ тура. Это, как правило, заказ нестандартных номеров в отеле, где покупателю очень важно получить номер с четко перечисленным набором услуг. Такие номера (сююты, семейные, двухкомнатные — нестандартные) в дорогих отелях выкупаются за несколько месяцев вперед. И, чтобы получить нужный номер в отеле, надо принимать сложившиеся на мировом туристическом рынке условия и не оставлять на последние дни заказ путевки. Важно в определенное время прибыть в отель или аэропорт (стыковка самолета при пересадке — not to miss your connection), вовремя быть на посадке на круизный корабль. Принято, что любое отклонение от заранее запланиро-

ванного маршрута может обернуться большими финансовыми потерями.

Раннее бронирование также предусматривает покупку путевки в дорогом отеле за несколько месяцев до начала заезда. Но здесь предусмотрены скидки: чем раньше бронь, тем больше скидки. И при этом варианте клиент также должен обговорить все необходимые условия отдыха. Бронируются как стандартные номера, так и номера повышенной комфортности. В этом есть определенная логика — за несколько месяцев до начала поездки легче получить подтверждение на необходимый клиенту вариант. Есть свободные номера в отелях, свободные кресла в самолетах на нужных рейсах.

И в первом и втором вариантах все пожелания клиента должны четко фиксироваться в договоре, не единожды обговариваются и документально подтверждаются каждым из партнеров.

«Спецпредложение». Меньше чем за месяц до даты заезда отель сверяет остатки номеров и все непроданные комнаты выставляет в свободную продажу по сниженной цене.

Сниженная цена — «специальное предложение отеля» на определенные даты заезда. Покупка по «спецпредложению» может быть намного дешевле первоначальной цены номера.

Часто номера с видом на море или парковую зону выставляются с доплатой. Покупая такой тур, бессмысленно заносить в договор желаемую этажность, вид из окна, расстояние до моря, отсутствие автомобильной парковки под вашим окном. И даже если эти требования по настоянию клиента будут внесены в договор, нет никакой гарантии, что отель выполнит обговоренные условия. Учтите, что договор между клиентом и

турфирмой в Москве ни к чему не обязывает зарубежный отель. У него есть четко оговоренные обязательства перед российским туристическим партнером, но не перед клиентом партнера. Опытный менеджер предупредит об условиях действия «спецпредложения» клиента сразу, перед началом бронирования. Также он обязан ознакомить клиента с условиями размещения, набором услуг и полной инфраструктурой в отеле и вокруг него. Для этого в каждой турфирме имеются каталоги отелей с полным перечнем всех услуг и подробным описанием самого отеля.

Во время поездки. Если вы уже на месте обнаружили, что вас поселили не в тот отель или номер в гостинице крошечный, звоните в Россию и доведите это до сведения турагентства. Одновременно вместе со служанцами гостиницы зафиксируйте факт нарушения условий договора на бланке отеля и скрепляйте это печатями: размеры номера, отсутствие душа или кондиционера и пр. Данный перечень станет официальным документом, по которому вы сможете требовать с турфирмы неустойку.

(по материалам прессы)

ДЛЯ ЗАМЕТОК

Учебное издание

Серия «ENGLISH»

Воробьева Светлана Александровна
Киселева Анна Владимировна

**ДЕЛОВОЙ АНГЛИЙСКИЙ
ДЛЯ ГОСТИНИЧНОГО БИЗНЕСА**

2-е издание

Формат 84×108/32. Печать офсетная. Бумага газетная.
Гарнитура «Таймс». Физ. печ. л. 10,5. Усл. печ. л. 18,48.
Тираж 3 000 экз. Заказ № 3947

ООО «Филоматис»

Москва, ул. Сельскохозяйственная, д. 11, корп. 3
Интернет/Home page – www.filolog.ru

Оптовая торговля:

ООО «Листвуд»

Тел./факс (095) 258-85-33

E-mail: filomatis@zebra.ru

filomatis@mail.ru



Отпечатано в полном соответствии с качеством
предоставленных диапозитивов в ОАО «Издательско-
полиграфическое предприятие «Правда Севера»,
163002, г. Архангельск, пр. Новгородский, 32.
Тел./факс (8182) 64-14-54, тел.: (8182) 65-37-65, 65-38-78, 29-20-81
www.ippps.ru, e-mail: ippps@atnet.ru