

前言

从20世纪90年代初开始,我国的高职高专教育英语课程教学改革与研究已经历时20年,硕果累累,成绩斐然。在此期间,教育部先后颁布了《普通高等专科学校教育英语课程教学基本要求》(1993年)和《高职高专教育英语课程教学基本要求(试行)》(2000年)。这两部教学指导性文件确立了英语课程“以实用为主、应用为目的”的教学指导方针,把培养应用能力,特别是实用能力作为教学目标,大力推进了我国高职高专英语课程的基本建设和改革,使高职高专英语教学改革不断向纵深发展,教学质量明显提高,学生实际应用英语从事涉外活动和业务交际的能力,尤其是听说能力,得到大幅度提高,十多年来,教育部批准实施的“高等学校英语应用能力考试”合格率的逐年攀升,“高教杯”全国高职高专实用英语口语大赛上选手们精彩表现,都从不同侧面反映出我国高职高专教育英语课程教学改革与研究取得的显著成效。

进入21世纪,在教育部提出的高等职业教育“以服务为宗旨,以就业为导向”的办学指导方针和“工学结合”培养模式的指导下,根据新世纪我国高等职业教育的特点和改革发展的需要,在传承和创新20世纪90年代研究成果的基础上,教育部高等学校高职高专英语类专业教学指导委员会《高等职业教育英语课程教学要求》项目组积极汲取国内外先进的外语教学理念,经过大量的社会调查和教学状态调查与分析,对我国高等职业教育英语课程的改革与建设提出了更深一层的思考,并在全国教学一线教师中达成共识:高等职业教育英语课程要以培养学生实际应用英语的能力为目标,侧重职场环境下交际能力的培养;应以岗位需求为主线,开发和构建教学内容体系;要按照行业涉及的典型职业岗位和主要工作内容进行教学情景设计,做到职业岗位群、典型工作任务与英语交际技能的有效结合,通过开设行业英语教学提高学生的就业竞争力。

“职业教育行业英语”系列教材的开发就是以上述研究成果为基础,针对行业英语教学阶段设计的。其宗旨是培养学生在职场环境下使用英语从事职场交际的能力,提升学生的工作适应性,并为未来的职业发展创造有利的条件。

教学理念与特色

1. 根据“工学结合,能力为本”的职业教育理念,以“行业人”的涉外交际需求为主线,针对具体行业岗位群对“行业人”所需要的英语实用能力设计教材的框架、教学内容和语言交

际技能。

2. 选材注重语言交际技能的实用性、通用性、时效性、典型性和可模拟性,体现从事行业涉外交际必须掌握的基本知识和技能。题材反映该行业在技术应用方面的最新成果或重大发展趋势,体现行业涉外交际的需要;内容涉及行业人物访谈、行业发展趋势与动向、企业简介、产品介绍、招聘和求职、行业信息交流等;体裁表现应用性语言的多样性,如交谈、讨论、信函、报告、广告、通知、纪要等。

3. 练习突出大行业或行业中大岗位群所需要的涉外职场交际的语言知识与技能的训练,体现“以完成职场任务为导向”和“引导学生主体参与”的教学理念,体现出职业性、开放性、实践性、交际性、活用性、协作性和多样性等特点。

4. 充分利用先进的现代网络技术,以及每个行业英语的资源库,为教师和学生提供丰富便捷的教与学的资源和全新的学习途径。

教材结构

本书共有16个单元,可供一学期使用。每单元均包括实用听力模块、情景会话模块、理论研读模块和综合练习模块。这四大模块紧紧围绕宾馆各主要运营部门和核心岗位群,前后贯通、合力联动、循序渐进,全方位多层次地引导学员掌握宾馆服务与管理的运营流程、服务规范、操作技巧、基本理论和交际英语。每单元均从有什么、做什么和说什么入手,依次进入怎么做、怎么说和为什么这样做、为什么这样说的过程,从而形成了本书特有的WWW(WHAT-HOW-WHY)的教材结构系统。

编写队伍

《宾馆英语》由上海旅游高等专科学校郭兆康担任主编,参编有上海长宁区业余大学的迟均和东华大学的肖政。全书由郭兆康定稿,肖政校对;同时,感谢雅诗阁物业管理公司的黄崑提供了有用的素材。

本书在编写过程中得到了旅游业同仁、旅游院校师生及高等教育出版社的大力支持,在此我们特申谢忱。书中若有误讹之处,敬请读者指正。

编者

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LEARNING GOALS

1. Hotels and their classification.
2. Major divisions in a hotel.
3. Service and management.
4. How to enter hotel industry.
5. Orientation.

GALAXY OF TERMS

motel 汽车旅馆

guesthouse 宾馆

bed-and-breakfast inn 住宿和早餐旅馆

chambermaid 客房女服务员

orientation 迎新培训

new employee 新员工

training manager 培训部经理

employee handbook 员工手册

fellow worker 同事

team player 善于团队合作的人

receptionist (总台)接待员

room service 客房送餐服务

cashier 收银员, 出纳员

résumé 个人简历

captain 服务员领班

salary package 工资福利

VIP 贵宾



I What Is a Hotel

A. Listen to the dialogs, decide what each short conversation is about and mark (✓) where appropriate.

	Commercial Hotel	Resort	Convention Hotel	Motel	Airport Hotel
Dialog 1					
Dialog 2					
Dialog 3					
Dialog 4					
Dialog 5					

B. Listen to the passage and fill in the blanks with the words or phrases you hear.

A hotel is a _____ for all the traveling guests who need _____. A hotel will enjoy greater financial success only with the _____ the guests receive from the _____.

C. Listen to the dialog and match the jobs in Column A with the departments in Column B.

Column A

1. chambermaid
2. receptionist
3. Room Service waitress
4. chief cashier

Column B

- a. Front Office Department
- b. Finance Department
- c. Housekeeping Department
- d. Food and Beverage Department

D. Listen to the dialog again and complete the following conversation with the information you hear.

M: What do you do in the hotel?

W: I am a chambermaid in the Housekeeping Department.

M: What are your duties?

W: Well, my duties include making sure that the rooms are _____.
But next week I will be working in the Food and Beverage Department.

M: What are you going to do there?

W: I will be a Room Service waitress. I will _____ from guests and _____ up to their rooms. And what's your job?

M: I used to be a receptionist in the Front Office, and now I am working in the Finance Department as a chief cashier.

- W:** What are your responsibilities?
M: I am responsible for _____ money.
W: Oh, that's a challenging job.

E. Now try to discuss as many types of hotels as possible in your city and discuss their differences in function.

II How to Enter the Hotel World

Dialog 1 We Have a Dream

[Two college students of Tourism Management Dept. are going to have their internship in a hotel. Now they are talking about their career and ambition.]

- A:** It's lucky that we are going to work at Witz Hotel together from tomorrow on. We are to create a home away from home for all the traveling guests with our own hands.
B: You bet. That's the aim of the hotel business and the mission of the hotel staff.
A: Besides, a hotel is called a mini-United Nations. We can meet and serve people from all walks of life.
B: And from all over the world. That makes us feel proud, doesn't it?
A: Right you are. But I am worrying how to satisfy every guest.
B: No worry, boy. Just remember what our teachers said — be neat and smart in appearance, courteous to everyone, and cooperative with co-workers.
A: The most important quality is a real liking for people and a warm desire to help them.
B: To tell you the truth, I hope some day I will become a manager, even the general manager.
A: So do I. But can you tell me what management is?
B: Management means to get things done by the right people. Hotel management is hotel service management. Golden management hatches golden service.
A: OK. On the other hand, the success of management depends on the service of all employees. Service is the essence of our career.
B: Rome was not built in a day. So let's work still harder.
A: And realize our dream.

Dialog 2 A Job-Hunting Interview

[The Human Resources Manager(M), with the interviewee's résumé in his hand, is now giving her an interview(I).]

- M:** Miss Pen, sit down, please.
I: Thank you.

- M:** Now, please tell me why you want to work in a hotel.
- I:** I enjoy working with people. In a hotel, I can serve different people and fulfill their requirements. In return, my guests are friendly to me and this makes me happy.
- M:** But why do you choose to work in our hotel?
- I:** Well, yours is a famous five-star joint-venture hotel. Its managerial system fits me well. That's the reason I choose to come here.
- M:** Your *résumé* shows that you worked as a junior supervisor some time. What's your understanding of a supervisor?
- I:** In one word, a supervisor is the linking pin between the people who do the job and the people who set the hotel's goals.
- M:** Then, what is a good supervisor in your opinion?
- I:** To my knowledge and experience, a good supervisor should be firm and play fair, rely on the teamwork and fulfill the guests' reasonable requirements with respect and efficiency.
- M:** Mm. Now I have asked you many questions. Do you have anything to ask me?
- I:** Well, may I know something about the salary package?
- M:** The starting salary for the first three months is 4,000 *yuan* RMB, plus bonus and meals. There'll be periodical increase based on your job performance and hotel policies.
- I:** That's quite reasonable.
- M:** One more thing, when will you be available?
- I:** Anytime next week will do.
- M:** OK. We'll let you know our decision within five days. Thank you for coming.
- I:** Thank you for your time, sir.

Dialog 3 The First Course of Orientation

[A new employee (E) reports on his first day of work. The training manager (M) talks to him.]

- M:** Good morning. Welcome to our Witz Hotel family.
- E:** Thank you. I'm eager to start my career here.
- M:** Great. But first of all, we'll spend three days on orientation. Here is the orientation schedule and the employee handbook.
- E:** Thanks.
- (The manager briefly introduces the hotel's history of development and its operational and managerial systems.)
- M:** Now maybe you have known something about our hotel. Let's go a step further. What do you think of the hotel business?
- E:** A hotel is to create a home away from home for all the traveling guests. I think hotel service is a very decent and honorable occupation.
- M:** Right you are. So the most important quality of our staff is a real liking for people and a warm desire to help them. Do you think so?

- E:** Yes, of course.
- M:** From now on, you are a representative of our hotel. I hope you'll remember that, with your courtesy and efficiency, you can let the guests enjoy Western comfort with Chinese flavor.
- E:** Well, I'll regard every guest as a VIP.
- M:** Good. Never forget our hotel's motto — reputation first, customer foremost. Pay particular attention to your behavior and language and be aware of the cultural differences.
- E:** I'll try my best.
- M:** Besides, I hope you'll be cooperative with fellow workers and loyal to the management.
- E:** I'll go all out to become a good team player.
- M:** That's it. There's another way we speak without words. That's by our facial expression, gesture, posture and even appearance and personal hygiene. That is the second course we are going to have this afternoon.

A. Read the above dialogs carefully, and tell:

1. the aim of a hotel.

2. the reason why a hotel is called a mini-United Nations.

3. the most important quality the hotel staff must have.

4. the definition of management.

5. the relation between service and management.

B. Answer the interviewer's questions in a more appropriate way.

1. **Interviewer:** Could you tell me something about your education background?
Interviewee: Here's a copy of my *résumé*. Just refer to it, please.

2. **Interviewer:** Why do you want to work in a hotel?
Interviewee: Because I am out of job. I come here to try my luck.

3. **Interviewer:** Why do you choose to work in our hotel?
Interviewee: Just because I saw your ad. in the newspaper.

4. **Interviewer:** Thank you for coming.
Interviewee: You are welcome.

C. Read the following conversation. The sentences are not in the right order.

1. Decide which sentences are spoken by the APPLICANT (A) and which are spoken by the INTERVIEWER (I). Mark the sentences with “A” or “I” on the lines provided.
2. Write numbers in the brackets to show the correct order of the sentences.
3. Act out the conversation with your partner.

_____ I'd be happy to start immediately. ()

_____ You've worked in the Food and Beverage Dept. for three years. But what if you're put in the Front Office as a receptionist? ()

_____ Fine. I've asked you many questions. Is there anything you'd like to ask me? ()

_____ Well, Witz is a famous five-star joint-venture hotel. It is the biggest hotel in our city. I'm informed that the managerial system is suitable for me. That's the reason I want to work in your hotel. ()

_____ Mm. May I know something about the salary package? ()

_____ Now, your *résumé* shows that you worked as a captain waiter in Carlton Hotel since your graduation. Why do you want to come to our hotel? ()

_____ Well, now, one more thing, when can you start? ()

_____ I'd consider it a new challenge, sir, and I'll do my best. ()

_____ For the first three months, you'll get a starting salary of 1,000 *yuan* — plus meals. ()

_____ That sounds reasonable. ()

D. Complete the following dialog.

(M=Human Resources Manager I=Interviewee)

M: Why do you choose to work in our hotel?

I: It's because _____.

M: So which department would you like to work in?

I: If possible, I prefer to work in the Recreation Dept. or the Sales & Marketing Dept.

M: I see. But I'm afraid we only have other two departments for you to choose from, either receptionist at the Front Office or Room Service waiter at the Food & Beverage Dept.

I: In such a case, I'd take a receptionist's job.

M: _____?

I: I hope the monthly pay is not lower than 3,000 *yuan* RMB.

M: I see. We'll let you know our decision within five days. Thank you for coming.

I: _____.

E. Read the following list carefully and make a dialog with your partner based on these procedures.

Service Procedures

Orientation

1. Greet the new employee;
2. Deliver the orientation schedule and employee handbook;
3. Conduct the course: physical background, hotel and group history, mission statement and vision, facilities and service items, hotel organization chart and management team, corporate culture, rule and regulation, staff welfare, personal hygiene and grooming standards, etiquette, fire prevention and evacuation procedure and security;
4. Show the new employee the hotel facilities;
5. Guide the new employee to the relevant department;
6. Organize a quiz for orientation;
7. Fill in the orientation checklist.

III Summary of Our Work

The Hotel Industry

What is a hotel? *The Hotel Proprietors Act 1956* provides a clear definition of a hotel: An establishment held out by the proprietor as offering food, drink and, of so required, sleeping accommodation, without special contract, to any traveler presenting himself who appears able and willing to pay a reasonable sum for the service and facilities provided and who is in a fit state to be received.

The hotel of today is a highly organized commercial entity, which consists of many operational departments and supporting departments. Of all the departmental areas, there are five most essential divisions, namely, the Room Division, the Food & Beverage Division, the Sales & Marketing Division, the Accounting Division, and the Maintenance/Engineering Division.

The hotel today not only primarily provides accommodations, foods and beverages, but also features such other services as providing modern telecommunication facilities, convention halls and trade negotiation rooms. Comprehensive service sectors are now not luxuries but necessities for the clients, among which are recreation centers, swimming pools, bodybuilding rooms, beauty parlors, shopping centers, banks, bookstores, flower shops and business centers.

The first and foremost task of a hotel is to create a temporary home for and to offer quality service to all the business travelers as well as those traveling for pleasure. Serving guests is indeed an art. Service is understanding, anticipating and fulfilling needs of others, and doing it graciously and willingly. Whoever the guest is, he or she must be treated as a VIP. Whatever the reasonable need is, it must be well understood and fulfilled. In this sense we say service first and guests foremost. Good service is a blending of courtesy and efficiency without either familiarity or servility.

A. Answer the following questions.

1. What is a hotel?
2. What are the main divisions in a hotel?
3. For whom does a hotel provide services and facilities?
4. Why do we say that serving guests is indeed an art?
5. In your opinion, what is the difference between service and servility?

B. Write a short passage to explain if you have any job in a hotel that you wanted, what would it be?

Word List

internship /'ɪntɜ:nʃɪp/ *n.* 实习期

ambition /æm'biʃən/ *n.* 雄心

mission /'mɪʃən/ *n.* 任务

courteous /'kɜ:tiəs/ *a.* 有礼貌的

cooperative /kəʊ'ɒpərətɪv/ *a.* 相互配合的,合作的

hatch /hætʃ/ *v.* 孵(蛋)

essence /'esəns/ *n.* 精髓

managerial /mænə'dʒɪəriəl/ *a.* 管理的

schedule /'skedʒu:əl/ *n.* 时间表; 计划表; 一览表

briefly /'brɪflɪ/ *ad.* 简略地

operational /'ɒpə'reɪʃənəl/ *a.* 操作的; 运作的

decent /'di:sənt/ *a.* 得体的

honorable /'ɒnərəbl/ *a.* 光荣的; 可敬的

representative /reprɪ'zentətɪv/ *n.* 代表

courtesy /'kɜ:tsɪ/ *n.* 礼貌

efficiency /ɪ'fɪʃənsɪ/ *n.* 效率

flavor /'fleɪvə/ *n.* 风味

motto /'mɒtəʊ/ *n.* 座右铭,格言; 箴言

VIP *abbr.* 贵宾 (Very Important Person)

reputation /ˌrepju:'teɪʃən/ *n.* 声望; 名声,名誉

foremost /'fɔ:məʊst/ *a.* 最先的; 最重要的

particular /pə'tɪkjələ/ *a.* 特别的

loyal /'lɔɪəl/ *a.* 忠诚的,忠心的; 忠贞的

facial /'feɪʃəl/ *a.* 面部的

expression /ɪks'preʃən/ *n.* 表情

gesture /'dʒestʃə/ *n.* 手势

appearance /ə'prɪərəns/ *n.* 外貌

hygiene /'haɪdʒi:n/ *n.* 卫生

entity /'entɪti/ *n.* 实体

negotiation /nɪˌɡəʊʃɪ'eɪʃən/ *n.* 谈判

comprehensive /kəmprɪ'hensɪv/ *a.* 综合性的

temporary /'tempərəri/ *a.* 临时的,暂时的

servility /sɜ:'vɪlɪti/ *n.* 奴颜婢膝

Notes

1. Hotels can be classified into different types according to the function (commercial hotels, tourist hotels, resort hotels, convention hotels), size (small hotels, medium-sized hotels, large hotels), location (city center hotels, suburban hotels), etc.

Hotels can also be divided into resident hotels and transient hotels on the basis of the length of stay of their guests.

2. joint-venture hotel 合资宾馆

3. M: OK. We'll let you know our decision within five days. Thank you for coming.

I: Thank you for your time, sir.

在通常情况下,对于Thank you的回答为You are welcome./My pleasure./Not at all.等等,表示不用谢。而此处人力资源部经理说Thank you.应聘者则应回答Thank you for your time.或Thank you for giving me this opportunity.,而不应以提供帮助者的身份回答You are welcome.

4. A hotel is to create a home away from home for all the traveling guests.

宾馆是为旅行的宾客创造一个家外之家。

a home away from home 家外之家

5. So the most important quality of our staff is a real liking for people and a warm desire to help them.

所以其首要的品质则是真诚爱人、热心助人。

a like for 对...的喜爱

6. Never forget our hotel's motto — reputation first, customer foremost. Pay particular attention to your behavior and language and be aware of the cultural differences.

永远不要忘记我们宾馆的座右铭——信誉第一、顾客至上。特别要注意你的行为和语言以及意识到文化的差异。

7. I hope you'll be cooperative with fellow workers and loyal to the management.

我希望你与同事合作并且忠于管理部门。

be cooperative with 与...合作

be loyal to 忠诚于

8. There's another way we speak without words. That's by our facial expression, gesture, posture and even appearance and personal hygiene.

有一种我们不用词汇来表达的方式,即我们的面部表情、手势、姿势,甚至外貌和个人卫生。

9. Front Office Dept. 前厅部

Finance Dept. 财务部

Housekeeping Dept. 客房部

Food and Beverage Dept. 餐饮部

Human Resources Dept. 人力资源部

Recreation Dept. 康乐部

10. Of all the departmental areas, there are five most essential divisions, namely, the Room Division, the Food & Beverage Division, the Sales & Marketing Division, the Accounting Division, and the Maintenance/Engineering Division.

The Room Division of a hotel is responsible for essential services such as guest reservations and registration, telephone messages, and care of the guestrooms. This important division provides more revenue than the other divisions.

The Food & Beverage Division handles the restaurants, coffee shops, and other meal services in a hotel. The other meal services include the selling of food in hotel bars and lounges. This division is usually responsible for room service as well.

The Sales & Marketing Division manages the sale of products and services in the hotel. Its main purpose is to attract individual guests and large groups to stay at the hotel.

The Accounting Division controls the financial activities of the hotel. Its functions include collecting the revenue and managing hotel expenses.

The Maintenance/Engineering Division keeps the hotel in good condition. It maintains the appearance of the hotel and takes care of facilities such as the swimming pool.

11. Good service is a blending of courtesy and efficiency without either familiarity or servility.

优质服务应集礼貌和效率于一体,绝不带任何的放肆轻佻或奴颜婢膝。

IV Consolidation

A. Role-play

Study the lists given below.

List I

1. What are your long-term and short-term goals?
2. What do you see yourself doing in five years?
3. What do you feel are your greatest strength and weakness?
4. Why should we hire you?
5. What qualities does a good manager have?
6. Describe your most rewarding job experience.
7. Do you have a minimum salary requirement?
8. Do you plan to continue studying?
9. In what type of work environment are you most comfortable?
10. What do you know about our hotel?
11. In what position are you interested?
12. Describe your ideal supervisor.
13. What problems have you had with supervisors in the past?
14. What do you do in your spare time?
15. In what school or community activities have you participated?

List II

1. Be on time.
2. Dress professionally.
3. Review your answers to commonly asked questions.
4. Be courteous and smile.
5. Use the interviewer's name when possible.
6. Listen carefully.
7. Be positive about yourself and your abilities.

8. Bring along an extra copy of your *résumé*.
9. Shake hands firmly.
10. Maintain eye contact during the interview.
11. Maintain good posture.
12. Refrain from smoking, even if the interviewer smokes.
13. Don't accept coffee. You might spill it.
14. Thank the interviewer for his or her time.

1. Discuss in groups how to answer the questions in List I and how to apply the advice in List II into practice.
2. Work in pair, A plays the role of interviewer while B, interviewee.
3. Come back in group and exchange what you have learned from this role-play and what you are going to do in the future job hunting.

B. Match the definitions on the left with the terms on the right.

- | | |
|--------------------------------------------------------------------------------------------------------------------|---------------------|
| 1. a place that provides lodging and food for travelers | a. resort hotel |
| 2. a location used for entertainment and recreation | b. guesthouse |
| 3. a hotel especially built for traveling motorists | c. motel |
| 4. a hotel which aims at convention service | d. resident hotel |
| 5. a hotel for people who don't want to own their homes and hire accommodations on a seasonal basis or permanently | e. convention hotel |

C. Decide what type of hotel would you recommend to the following persons.

commercial hotel	resident hotel	convention hotel	resort
motel	boatel	bed & breakfast inn	airport hotel

Guest A: I'd like to do business in your city and try to sell this new washing machine.

Guest B: I'm flying from your city to New York early tomorrow morning.

Guest C: I've been hitch-hiking from Beijing to your city. Are there any cheap places where I could stay overnight?

Guest D: I'm arranging the Annual Conference of American Hoteliers.

Guest E: My wife and I and our two children are going by car to your town and would like to stop somewhere for one night.

Guest F: My wife and I would like to spend a week's holiday at the seaside.

D. Reading Comprehension

It is very important for us to realize the necessity for cooperation and coordination among the various hotel departments. Practically every service offered requires the efforts of two or more

departments. To get an incoming guest from the lobby to his freshly cleaned room involves the Front Office, the uniformed services, and the Housekeeping Dept. whether it be the serving of a single meal in the coffee shop or the handling of a large convention, the joint efforts of several departments must be coordinated to assure successful and satisfactory service to the customer. Failure on the part of any one department or any one person in that department means unsatisfactory service and an unsatisfied guest.

For example, the hotel sales manager sells a local businessman a meeting room for a sales meeting and arranges for a luncheon in the convention hall. The sales manager makes the arrangements, but the actual setup of the rooms, the preparation and service of the meals, and the general decorative arrangements are handled by departments over which the sales manager has no control. Should anything prove unsatisfactory, however, the customer would hold the sales manager directly responsible.

1. Every service offered in a hotel requires the efforts of _____.
 - a. two departments
 - b. more than two departments
 - c. two or more departments
 - d. more departments
2. To get an incoming guest from the lobby to his room involves _____.
 - a. the Front Office and the uniformed services
 - b. the Front Office, the uniformed services and the Housekeeping Department
 - c. several departments
 - d. the Housekeeping Department only
3. When the hotel sales manager sells a meeting room to a customer, _____.
 - a. he makes all the arrangements
 - b. the specific details are handled by other departments concerned
 - c. he arranges for the setup of the rooms
 - d. he also controls over the different departments concerned
4. Should anything prove unsatisfactory the customer would _____.
 - a. complain to the general manager
 - b. hold the sales manager directly responsible
 - c. hold the general manager responsible
 - d. refuse to pay his bill
5. The best title of this passage is _____.
 - a. The Importance of Cooperation in the Hotel Service
 - b. How to Coordinate with Each Other
 - c. How to Receive an Incoming Guest
 - d. A Successful Sale

E. Writing

A well-prepared *résumé* is a necessary document of the qualifications and credentials for a job-hunter. Please write your own *résumé* on the basis of the following information.

- Your name, address, and phone number at the top of the page.
- The title or description of the job in the hotel you are applying for.
- Your previous work experience, related to the job position, including the important duties. This list should start with your most recent job and work backwards in time.
- Your previous educational background, including the schools you have attended and the degrees that you have received. This list should also be in chronological order from present to past.

F. Translation

The first lodging operations can be traced to ancient Greece and Rome, but the word *hotel* was not applied to them until late in the eighteenth century. *Hotel*, French for a wealthy or prominent person's house, became the generally accepted term when referring to a place of lodging.

Reservation Service

LEARNING GOALS

1. Receiving a reservation inquiry.
2. Creating a reservation record.
3. Sending out a confirmation.
4. Maintaining the reservation.

GALAXY OF TERMS

reservation 预订

reservationist 预订员

long distance call 长途电话

single room 单人房

double room 双人房

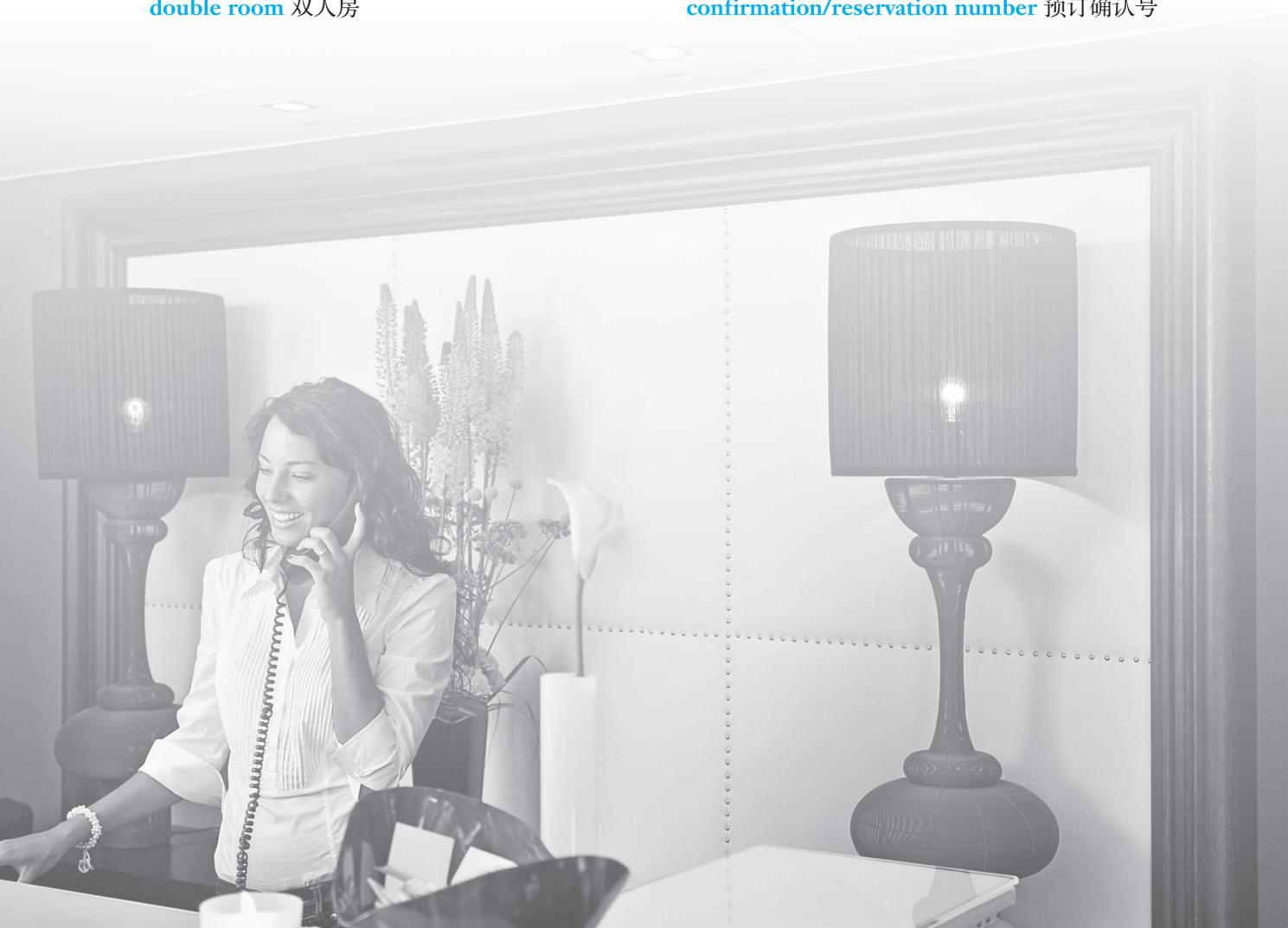
suite 套房

TWB 带浴室的双人对床房间,即标准客房

arrival date 到达饭店日期

departure date 结账离店日期

confirmation/reservation number 预订确认号



I What to Do in Handling Room Reservations

A. Listen to the dialogs, decide what each short conversation is about and mark (✓) where appropriate.

	Room Type	No. of Nights	Date	Room Rate
Dialog 1				
Dialog 2				
Dialog 3				
Dialog 4				
Dialog 5				

B. Listen to the dialog and fill in the reservation form with the information you hear.

Name _____ Mr. Arrival Date _____
 Mrs. No. of Nights _____
 Miss

Address No. 32, Hill Street, Los Angeles, USA
 Telephone _____
 No. of Persons _____
 Single Double Twin Suite
 Rate _____
 Remarks A little particular about food

C. Listen to the dialog again and complete the following conversation with the information you hear.

(R=Reservationist G=Guest)

R: Witz Hotel. _____?

G: I _____ reserve a single room for _____.

R: _____, sir. Your _____, please?

G: Apr. 19th.

R: Well, _____. ... Ah, yes, we do have a single available. May I have _____?

G: Alexander Moore. That is, A-L-E-X-A-N-D-E-R for Alexander, and M-O-O-R-E for Moore.

R: Thank you, Mr. Moore. Could I have your _____, please?

G: I live in No. 32, Hill Street, Los Angeles, USA. And my telephone number is 62191934. By the way, how much is it?

R: Ninety dollars per night, including _____.

G: I see. One more thing, I am a vegetarian. Maybe I am _____ about food.

R: _____, sir. We'll _____ of it.

D. Now try to discuss what essentials are included in handling a room reservation.

II How to Handle Room Reservations

Dialog 1 A Room Reservation Call

[Mr. Bill Douglas (D) is making a room reservation through a long distance call. The reservationist (R) of Shanghai Witz Hotel answers the call.]

R: Shanghai Witz Hotel. Reservations. How may I help you?

D: This is Douglas calling from New York. My wife and I will be visiting Shanghai this May. I'd like to book a twin-bed room with bath.

R: Would you like one on the street or on the court, sir?

D: On the court, please.

R: Smoking or non-smoking?

D: Non-smoking, please.

R: For which dates?

D: For the nights from May 2nd to 5th.

R: Hold on, please. I'll check our room availability. ... Sorry to have kept you waiting, sir. We have a non-smoking TWB for you.

D: Fine. Could you tell me the room rate, please?

R: 800 *yuan* RMB per night per room with breakfast, equal to 125 USD.

D: I'll take it.

R: May I have your full name, please?

D: Bill Douglas. D-O-U-G-L-A-S.

R: Mr. Douglas. Could I have your credit card number to guarantee your reservation?

D: OK. Visa Card, No. 4245-6645-6454-5158. The expiry date: May 2015.

R: Thank you, Mr. Douglas. You've made a guaranteed reservation for a non-smoking TWB from May 2nd to 5th. Your Visa Card number is 4245-6645-6454-5158. Am I correct?

D: Yes.

R: Could I send you a confirmation mail?

D: Just E-mail it to me, please. My E-mail address is *billdouglas168@gmail.com*.

R: (*Repeats the address*) Thank you, Mr. Douglas. Your confirmation number is C6578. We look forward to your coming.

Dialog 2 Revision of a Group Reservation

[Mr. Cane (C) comes to Witz Hotel to revise a group reservation he made a few weeks ago. The reservationist (R) receives him.]

- R:** Good morning, sir. How may I assist you?
- C:** I made a reservation a couple of weeks ago for our annual convention. Now I'd like to modify it.
- R:** Could you tell me your confirmation number?
- C:** C3402.
- R:** One moment, please. Let me have a check. ... Ah, you are Mr. Roger Cane from XCG Company. You booked 12 standard doubles and a deluxe single for three nights. How would you like to change it?
- C:** Well, our chairman of the board will bring his wife and two children here. So we need one more TWB for the kids and upgrade the deluxe single to a junior suite.
- R:** No problem, Mr. Cane.
- C:** One more thing. We want to stay two more nights. Could you arrange it?
- R:** So that's from Sept. 12th to 17th. Am I correct?
- C:** Exactly.
- R:** Please pay 10,000 *yuan* more at the cashier's to guarantee the revised reservation and you may keep the same confirmation number.
- C:** OK.

Dialog 3 A Local Call Booking

[A lady (L) phones the hotel reservationist (R) to book a room for her company's customer.]

- R:** Good afternoon. Reservations. Can I help you?
- L:** This is Helen calling from GCCZ Company. I'd like to reserve a room for our company's customer.
- R:** Which room type, please?
- L:** A deluxe suite.
- R:** The arrival and departure dates, please?
- L:** Oct. 5th to 8th.
- R:** Could you tell me your customer's full name?
- L:** His name is George Black.
- R:** Hold on, please. ... Sorry to have kept you waiting, Ms. Helen. There is a large industry fair from 1st to 10th of October, and they have reserved all the rooms of our hotel.
- L:** What shall I do, then?
- R:** Don't worry, we can either put his name on the waiting list or recommend you a nearby hotel.
- L:** Which hotel?
- R:** Carlton Hotel. It is of the same star rate as ours.
- L:** Are you sure there will be a room available there?
- R:** Yes, Ms. Helen. The Carlton hotel also belongs to our group. We have the reservation

information sharing system, and the system shows the room you need is available there. So I can book the room for you now.

L: Very well, thank you. Is there any change in the room rate?

R: No, Ms. Helen. Since our hotel has a corporate agreement with your company, there won't be any change in any other hotel of our group.

A. Read the above dialogs carefully, and tell:

1. what types of rooms the hotel provides.

2. how to find out the guest's name.

3. how to find out when the guest wants a room.

4. how to confirm a reservation.

5. how to conclude a reservation.

B. Fill in the group reservation form with the information you learned from Dialog 2 & 3.

GROUP RESERVATION REQUEST	
Date of Arrival _____	Number of Nights _____
Time of Arrival _____	Persons _____
Guestrooms: Single _____	Double _____
Suites: Junior _____	Deluxe _____
Name of Applicant _____	
Name of Group _____	
Rate	
Single: 800 <i>yuan</i> RMB	Double: 1,280 <i>yuan</i> RMB
Junior Suite: 1,440 <i>yuan</i> RMB	Deluxe Suite: 2,200 <i>yuan</i> RMB
<ul style="list-style-type: none"> • Check-out time: 12:00 noon • Reservations held until 6:00 PM unless an advanced deposit of one day's rate has been received. 	
Received by: _____	

C. Give each of the following sentences a more courteous expression.

1. What is your name?

2. We can't arrange any room for you since the hotel is full.

3. Just a minute. I'm busy now.

4. That's our cheapest room.

D. Read the following conversation. The sentences are not in the right order.

- Decide which sentences are spoken by the GUEST (G) and which are spoken by the RESERVATIONIST(R). Mark the sentences with "G" or "R" on the lines provided.
- Write numbers in the brackets to show the correct order of the sentences.
- Act out the conversation with your partner.

_____ That's 200 *yuan* per night. ()

_____ Just a single with shower. What's the price? ()

_____ That'll be fine. ()

_____ Hello. I'd like to reserve a room for two nights. ()

_____ John Adams. ()

_____ On May 6th. ()

_____ Could I have your name, sir? ()

_____ What kind of room would you like, sir? ()

_____ Could you give me your arrival date? ()

E. Complete the following dialog.

(R=Reservationist G=Guest)

R: Witz Hotel. May I help you?

G: Yes, please. This is Thomas Benjamin calling. I'd like to book a single room with bath in your hotel.

R: You're welcome, Mr. Benjamin. _____?

G: From May 14th to 18th.

R: Well, just a moment, Mr. Benjamin. Let me have a check. ... Oh, sorry to say that all the rooms are booked up during that period.

G: Oh, what's to be done, then?

R: Don't worry. We can either put you on a waiting list or recommend a nearby hotel.

G: I'd like to stay in your hotel. So please put my name on the waiting list.

R: _____

We'll inform you as soon as we have a room.

G: OK. Thank you.

F. Read the following list carefully and make a dialog with your partner based on these procedures.

Service Procedures

Receiving Room Reservations

1. Greet the guest;
2. Ask for the reservation information: room type, the number of people, name, arrival and departure dates;
3. Check the room availability;
4. Get more information from the guest: ways of communication, ways of paying, etc.;
5. Confirm the reservation: repeating the reservation, confirmation number, confirmation mail;
6. Express your best wishes;
7. Form the reservation record in the computer system.

III Summary of Our Work

Room Reservation

Reservations are an important Front Office function because most guests make arrangements in advance of their hotel stay. An effective reservations process can enhance the ability of the Front Office to plan, to coordinate, and to staff Front Office activities.

There are six main steps involved in the reservation process. First, the reservationist receives an inquiry in person, over the phone, in the mail, by fax, or through a central reservation system. Second, the reservationist compares the inquiry with previous reservations to determine the availability of rooms. Third, the reservationist creates a reservation record, which should include the guest's name, home address, telephone number, the number of people in a guest's party, the expected time of arrival, and any special requirements. Fourth, the reservationist sends out a confirmation of the reservation. Fifth, the reservationist maintains the reservation record by making any changes or cancellations as needed. Finally, the reservationist produces management reports that summarize daily reservations activities.

There are several types of room reservations in our business. For guests who want to be certain that rooms are available upon their arrival, the hotel can arrange a guaranteed reservation. In doing so, guests agree to pay for their rooms even if the rooms are not used. The hotel will hold rooms for guests till the check-out time on the day following the expected day of arrival. Otherwise the reservations are non-guaranteed. While there are several types of guaranteed reservations, the most common way is the credit card guaranteed reservations, where the hotel keeps records of the guest's credit card account number.

The third type is confirmed reservations. It details the intent of both parties and includes the material points of the agreement. If the reservation is made earlier enough, the hotel may mail the guest

a written confirmation, which the guest is expected to produce at registration.

Hotel may also establish other ways of reservations for their own use, based on criteria such as type of guest or source of reservation. Examples include VIP reservations, convention delegate reservations, travel agent reservations, and paid-in-advance reservations. All these belong to the fourth type — hotel-specific reservations.

A. Answer the following questions.

1. Why is reservation an important Front Office function?
2. Please explain the main steps in a hotel reservation.
3. What should be included in a reservation record?
4. What is the difference between a guaranteed reservation and a non-guaranteed reservation?
5. How can a guest obtain a guaranteed reservation?

B. Write a short report to explain what you have learned in handling different types of room reservations.

Word List

vacancy /'veɪkənsɪ/ *n.* 空余, 空缺

confirm /kən'fɜ:m/ *v.* 确认

revise /rɪ'vaɪz/ *v.* 修正, 更改

annual /'ænjʊəl/ *a.* 每年的

modify /'mɒdɪfaɪ/ *v.* 修正

enhance /ɪn'hɑ:ns/ *v.* 扩大, 加深

involve /ɪn'vɒlv/ *v.* 牵涉到

previous /'pri:vɪəs/ *a.* 先前的

cancellation /kænsə'leɪʃən/ *n.* 取消

summarize /'sʌməraɪz/ *v.* 概括

criteria /kraɪ'tɪəriə/ *n.* (判断, 批评的) 标准, 尺度

Notes

1. 本单元情景对话介绍了总台预订员接待散客预订、团队预订时的操作规范。
2. Hotel rooms mainly include:
single rooms 单人房, double rooms 双人房, deluxe single rooms 豪华单人房, deluxe double rooms 豪华双人房, standard double rooms 标准房 (即 twin-bed room with bath 带浴室的二人对床房, 简称 TWB), junior suites 小套间, deluxe suites 豪华套房, etc.
3. May I have your full name? 请问您全名?
在宾馆英语中不应使用 What's your name? 这种非礼貌用语, 同样:
Could I have your credit card number? 不应说成 What's your credit card number?
4. 客房预订的常见类型有:
(1) 临时性预订 (Advanced Reservation): 指客人在即将抵达, 或在抵店的当天所做的预订。宾馆有

权在下午6点后取消。

- (2) 确认性预订 (Confirmed Reservation): 指宾馆答应为预订者保留客房至某一时间, 但如果客人到了截止时间 (Cut-off Time) 仍未抵店, 又未通知宾馆将延迟抵店, 宾馆可将其预订的客房另行出租。以上两种方式都属于非保证性预订 (Non-guaranteed Reservation)。
- (3) 保证性预订 (Guaranteed Reservation): 如果客人要宾馆确保其预订的房间, 须通过使用信用卡, 预付订金或订立协议等方法, 来确保其预订的房间; 而宾馆则必须保证为其提供所需的客房, 除非接到了预订者订房的变更通知, 否则即使客人届时未抵店, 也应保留客房至次日退房结账时限为止 (此时限一般为中午 12:00)。
5. Visa Card 维萨卡
世界上信用卡有成千上万种, 但在中国内地的星级宾馆只接受其中信誉良好的六种国际信用卡, 它们是: International Diners Club Card (DC) 大莱卡, American Express Card (AE) 美国运通卡, Visa Card (VS) 维萨卡, Master Card (MC) 万事达卡, JCB 日财卡和 International Great Wall Card 国际长城卡。
6. chairman of the board 董事长
7. The hotel will hold rooms for guests till check-out time on the day following the expected day of arrival.
宾馆将为客人保留房间直至应到日的第二天结账离店时间。
check-out time 结账离店时间 (一般在中午十二点)

IV Consolidation

A. Role-play

1. Make up a conversation to match the details in the following reservation screen.

NEW RESERVATION					
Profile		Guest Name Briggs		Phone 52206886	Agent
First Name Thomas		Country USA	Company GCX		Profile
Language English		VIP normal guest	Group		
Title Mr.		Pref/Last		Source	
Reservation					
Arrival 20/09/12	Thursday	Resrv Type 6 p.m.	Discount %		
Nights 1	1 Night	Market	Reason		
Departure 21/09/12	Friday	Source	<input type="checkbox"/> No Post <input type="checkbox"/> Print Rate		
Adults 2	Child	Booked By	<input type="checkbox"/> House Use <input type="checkbox"/> Comp		
# Rooms 1		By	Appr Code		
Rate Code	Fixed Rate <input type="checkbox"/>	Payment Visa Card	Amount		
Rate 988.		CC No.	C/O Time : Flight #		
Rm Type TWB		Exp Date	Made By James 18/09/12		
Block		Packages	Conf		
Room	C/I Time	Special	Comments		

B. Match the guests' requests with the reservationist's responses.

Guest:

- _____ 1. I'd like to reserve a room for my family, including my wife and two children aging eight and ten.

- _____ 2. I've come to book a room for Mr. Richard Harrison, the pop singer. Nothing but the best will do — he can afford it. But he doesn't want all the reporters and fans waiting outside his room.
- _____ 3. Mr. and Mrs. Anderson want to reserve a room for their daughter to hold a birthday party — about 30 guests are coming.
- _____ 4. I am coming to your city this summer with my colleague and I'd like a room — not too expensive, of course.
- _____ 5. I am organizing this year's meeting of our association, and we have over 200 delegates and several important visiting speakers.
- _____ 6. Our chairman of the board is coming here next month. He would like something deluxe ... Yes, he is alone.

Reservationist:

- a. For that kind of occasion it would be best to use our penthouse suite. It is extremely luxurious and it is well away from the public eyes.
- b. Well, I'd suggest our twin-bed room with bath for 70 dollars per night, including buffet breakfast.
- c. Our multi-function hall is specially built for that type of meeting. It will accommodate up to 250 people. Will that suit you?
- d. We have a family room with four comfortable beds and it's extremely spacious.
- e. I see, I'm sure that our deluxe single will surely be to his taste, sir.
- f. In that case, you might as well book two rooms, including the ballroom and the adjoining reception room.

C. Reading Comprehension

The hotel uses a reservation confirmation system to verify the room requests and personal information of guests. When a reservation inquiry comes over the phone, reservation agents provide a confirmation number on the spot. Later, a letter is sent out to confirm the telephone request. The letter of confirmation contains vital information such as reservation dates, room rate, type of accommodation, number of guests, and any special needs. The confirmation should also clearly indicate whether the reservation is guaranteed or non-guaranteed.

Simply having received a confirmation from the hotel does not ensure a guest that space will be available. The reservation is usually guaranteed with a credit card number. If the reservation is guaranteed, then the confirmation letter should indicate this classification. Guests are expected to show the confirmation letter to the front desk agents upon arrival at the hotel.

When guests change their reservations, the hotel sends out updated confirmation notice. Updated notices can be mailed only if changes do not take place too close to the date of arrival. In the case of cancellations, the hotel may issue a cancellation number to protect both guests and the hotel. Without such numbers, guests would have difficulty challenging no-show charges made to their credit card number.

1. What is the purpose of the hotel reservation confirmation system?
 - a. To check personal information on guests.
 - b. To verify room requests.
 - c. To indicate the reservation status.
 - d. All of the above.
2. Which of the following is **NOT** included in a confirmation letter?
 - a. Length of stay.
 - b. Specific room assignments.
 - c. Room rate and type of accommodation.
 - d. Number of guests.
3. What should the guest do with the letter of confirmation?
 - a. Mail it back to the hotel.
 - b. Leave it at home while traveling.
 - c. Show it to the front desk agents when registering.
 - d. Read it and then throw it away.
4. Hotels send out an updated confirmation when _____.
 - a. a guest makes changes to a previous reservation
 - b. a guest makes changes too close to the arrival date
 - c. a cancellation is made
 - d. All of the above.
5. What is the purpose of a cancellation number?
 - a. To protect both the hotel and the guests from errors.
 - b. To guarantee no-show charges to a credit card account.
 - c. To prevent an increase in cancellation requests.
 - d. To challenge a no-show status on the reservation record.

D. Writing

Read Dialog 1 again, write to Mr. Bill Douglas a letter to confirm his reservation. Make full use of all the information and materials in this UNIT.

E. Translation

We have special bedrooms for the handicapped which all have a wide door into the bathroom with appropriate washing and toilet facilities. Besides, there are no steps between the street and the entrance to the hotel. There is a special lift from the car park to the first floor, and lifts are all wide enough to take a wheelchair.

Reception Service

LEARNING GOALS

1. Information included in registration forms.
2. How to register FITs.
3. How to register groups.
4. Receiving walk-in guests.
5. Extending the stay and changing the room.

GALAXY OF TERMS

FIT 散客

key card 磁卡钥匙

room card 房卡

group leader (旅游团) 领队

local guide 地陪

group visa 团队签证

walk-in guest (无预订的) 过路客

bellman 行李员

traveler's check 旅行支票

executive floor 行政楼

morning call 叫早电话

breakfast coupon 早餐券

Room Changing Sheet 换房单



I What Do You Know About a Registration Form

A. Listen to the dialogs, decide what each short conversation is about and mark (✓) where appropriate.

	Nationality	Length of Stay	Occupation	Ways of Paying	Room Type
Dialog 1					
Dialog 2					
Dialog 3					
Dialog 4					
Dialog 5					

B. Listen to the dialog and fill in the registration form with the information you hear.

REGISTRATION CARD					
ROOM NO.	ARR. DATE	DEP. DATE	ADULT	CHILD	RATE
SURNAME _____ FORENAME _____					
HOME ADDRESS _____					
OCCUPATION _____					
COMPANY NAME & ADDRESS _____					
NATIONALITY _____ PASSPORT NO. _____					
NEXT DESTINATION _____					
ACCOMMODATIONS REQUIRED					
<input type="checkbox"/> SINGLE <input type="checkbox"/> DOUBLE <input type="checkbox"/> JUNIOR SUITE <input type="checkbox"/> DELUXE SUITE					
MY ACCOUNT WILL BE SETTLED BY <input type="checkbox"/> CASH <input type="checkbox"/> CHECK* <input type="checkbox"/> COMPANY ACCOUNT					
<input type="checkbox"/> AMERICAN EXPRESS <input type="checkbox"/> DINERS' CLUB <input type="checkbox"/> VISA <input type="checkbox"/> JCB					
<input type="checkbox"/> OTHER CREDIT CARD * BY PRIOR ARRANGEMENT					
SPECIMEN SIGNATURE			CLERK'S INITIALS		

C. Listen to the dialog again and complete the following conversation with the information you hear.

(G=Guest R=Receptionist)

G: I have rather poor eyesight. Can you _____ for me?

R: Yes, of course. Can I have _____, please?

- G:** Henry Mackintosh. That's M-A-C-K-I-N-T-O-S-H for Mackintosh.
R: Thank you. And _____ is ...?
G: USA.
R: And your address?
G: 25 Kurast Street. Chicago. That's K-U-R-A-S-T.
R: Right. And _____, please?
G: Ah, I am a teacher.
R: OK. Now, can you give me _____?
G: It's 0294087.
R: Thank you. And can you tell me your next destination?
G: I'm going to Paris after this.
R: And how are you going to pay? _____? _____?
G: Er ... by credit card ... American Express.
R: Now ... er ... today is the 14th of May. What date are you leaving?
G: The 17th.
R: Very good. Mr. Mackintosh. Now, I've put you in Room 1104. _____ on the 11th floor.
G: OK.

D. Now try to discuss what information should be included in filling out a registration form.

II How to Register Guests

Dialog 1 Checking in FITs

[The receptionist (R) is checking in a couple of guests (G).]

- R:** Good morning, sir and madam. Welcome to our hotel. How may I help you?
G: I am Dave Simpson. We reserved a twin-bed room with bath. Here's the confirmation mail.
R: Thank you. Mr. Simpson. Let me have a check. ... Sorry to have kept you waiting. So you need a TWB for tonight?
G: Yes, exactly.
R: Could I see your passports?
G: Here you are.
R: Thank you. Would you please fill in the registration form?
G: I'll take care of it. ... Here you are. Er, how much do you charge for our room?
R: 1,000 *yuan* RMB with 15% surcharge per night. How would you like to pay, by credit card or in cash?
G: By credit card. Is Master Card OK?
R: Certainly, sir. May I swipe your card?
G: Here you are.

- R:** (*Having swiped the card and returned it.*) Please check the details and sign on the print.
- G:** OK.
- R:** Thank you. Here are the keys and room cards to Room 703.
- G:** Thank you.
- R:** The bellman will show you up to your room with your baggage. Anything else I can do for you?
- G:** No more. Thank you.
- R:** You're welcome. I hope you'll enjoy your stay with us.

Dialog 2 Checking in a Group

[The group leader (L) is checking in at the reception desk with the help of the local guide. The receptionist (R) receives him.]

- L:** I am Jeff Duke, the leader of American Academic Group 0324. We have a block of rooms reserved at your hotel.
- R:** Yes, Mr. Duke. Are all of the group members still outside?
- L:** Yes. They are still in the bus. I don't want all of them in the lobby at once.
- R:** Very well, Mr. Duke. We have got the registration materials ready for your group. ... Oh, you've reserved 15 TWB for 20 gentlemen and 10 ladies, including 6 couples. You will check out tomorrow morning. Is there any change?
- L:** No.
- R:** Could I see and copy your group visa?
- L:** Here you are.
- R:** Thank you. Would you fill in the registration form with your personal information?
- L:** I'll take care of it. ... Here you are.
- R:** Thank you. We've put you on the 10th floor, from Room 1001 to 1015. Here're the key cards and room cards with breakfast coupons. The breakfast buffet is served at the 2nd floor café from 6:00 to 10:00.
- L:** Thank you. I'll assign the rooms among my members. By the way, can you arrange a morning call at 7:00 o'clock for all of us?
- R:** No problem. The bellman will carry the baggage to your rooms. If you have any problems or requests, please don't hesitate to ask us.

Dialog 3 Extending the Stay

[Mr. Henry Green (G) approaches the receptionist (R) in the lobby.]

- R:** Good morning, sir. What can I do for you?
- G:** I was going to check out today, but I have to stay two more days here for my business.

- R:** May I have your name and room number, please?
- G:** Henry Green, in Room 1016.
- R:** Just a minute, please. Let me have a check. ...Well, Mr. Green. You can certainly extend your stay. But I'm afraid we have to move you to another floor. All the rooms on the tenth floor have been booked by a tour group from today to the day after tomorrow. Would you mind transferring to Room 1816? It is of the same type as Room 1016.
- G:** OK. That's no problem at all.
- R:** Thank you. I'll change your departure date in the computer record. One more thing, you have already paid 3,000 *yuan* for deposit. Now, please pay 2,000 *yuan* more deposit for extension.
- G:** (*Gives the money*) Is that OK?
- R:** Yes, Mr. Green. Please keep the new deposit receipt. Besides, will you fill in the Room Changing Sheet, please?
- G:** I'll take care of it.
- R:** Here is key card to Room 1816. The bellman will carry your baggage to the new room. Please return the bellman the key to Room 1016.
- G:** Good. It's very helpful of you.
- R:** It's my pleasure.

A. Read the above dialogs carefully, and tell:

1. how to greet a man, a woman, a couple or a party of men and women.

2. how to get the guests' passports.

3. how to ask the guest to fill in the registration form.

4. how to ask for a deposit.

5. how to finish the conversation politely.

B. Read the following conversation. The sentences are not in the right order.

1. Decide which sentences are spoken by the GUEST (G) and which are spoken by the RECEPTIONIST (R). Mark the sentences with "G" or "R" on the lines provided.
2. Write numbers in the brackets to show the correct order of the sentences.
3. Act out the conversation with your partner.

_____ Yes, my name is Jack Brown. ()

_____ Would you please show me your passport and fill in the registration form? ()

- _____ I'll pay in cash. ()
- _____ Have you made a reservation, sir? ()
- _____ Here you are, Miss. ()
- _____ Here is the key card to Room 716 and the room card. ()
- _____ Let me have a check. ... So you've reserved a junior suite for two nights? ()
- _____ Yes, exactly. ()
- _____ How are you going to pay, in cash, by credit card, or with traveler's checks? ()

C. Complete the following dialog.

(R=Receptionist G=Guest)

R: Good afternoon, sir. May I help you?

G: I've just arrived from Macao. I'd like a single room for tonight.

R: _____?

G: I'm afraid not.

R: Well, just a moment. Let me have a check. ... Oh, sorry to say that we don't have any vacancies at present.

G: Oh?

R: Don't worry. I think we will be able to arrange a room after 6:00 PM, or if you need a room right now, would you like me to get in touch with somewhere else for you?

G: I'd rather wait here till six. A friend of mine highly recommended your hotel to me. But now it's five hours to go ...

R: _____

We'll inform you as soon as we have a room.

G: OK. Thank you.

...

G: I'm tired out. I need a room right away. So, which hotel can you recommend?

R: What about _____

G: Good. Thank you.

R: Please wait a moment. Let me _____

D. Read the following lists carefully and make a dialog with your partner based on each list.

Service Procedures

Checking in the guest

1. Greet the guest;
2. Make clear if the guest has a booking;
3. Ask the guest to fill in the registration form and show the identification documents;
4. Ask the guest to pay deposit: in cash, by credit card, with traveler's check, etc;

5. Assign the room key and room card;
6. Call the bellman to show the guest up with the baggage;
7. Express your best wishes;
8. Form the check-in record in the computer system.

Service Procedures

Changing the room

1. Greet the guest;
2. Get the guest information: name, room number, reason for changing;
3. Check the room availability for the changing;
4. Ask the guest to fill in the room changing sheet;
5. Give the guest the room card and the key to the new room;
6. Call the bellman to help the guest move to the new room;
7. Express your best wishes;
8. Form room changing record in the computer system.

III Summary of Our Work

Registration

Check-in is one of the first and most lasting impressions on a hotel guest. The Front Office staff's friendly welcome, personal approach, social skills and the efficiency with which they are treated will put guests' minds at ease.

Two types of guests present themselves at the reception desk: those with reservations and those without. Unless there is a last-minute request, the receptionist expeditiously handles the first type from the reservation materials on hand. He reconfirms the accommodations requested; the guest signs the card; and some pleasantries are exchanged.

A lower level of expectation exists for guests who have no reservations. If space is available — and in most hotels there is space — the procedures take a little longer. Information that was available to the clerk from the reservation must now be obtained and checked against availability for the first night and succeeding nights. The same questions posed by the reservationist must be asked by the receptionist. How many nights? How many rooms? How many in the party? Like the reservationist on the telephone, the receptionist offers the walk-in alternative accommodations, or rate, or length of stay, if the exact question cannot be met.

The complete registration process involves five steps: pre-registration activity, creation of a registration card, room and rate assignment, establishing a method of payment, and issuing the key. Some hotels try to streamline this process tremendously for VIPs by providing registration and key issuance either in the bus on the way from the airport or in their rooms on the executive floor.

At registration time, many things are going on simultaneously: the reservation is being located; the

guest is being welcomed; accommodation needs are being determined or reevaluated; some small talk is taking place; the receptionist is trying to sell up; the guest's identity, including the correct spelling of the name and address, is being verified; quality of the baggage is being noted; certain public rooms or services in the hotel are being pitched; the anticipated departure date is obtained or verified; both the guest and the receptionist are completing their portions of the registration card; the credit card is being validated; and mails or messages are handed over. Finally, a bell-person is called and a temporary block is made on the assigned room so no other party will be roomed there inadvertently.

A. Answer the following questions.

1. What characters should the receptionist have to satisfy the newly-arrived guests?
2. How does a receptionist deal with a guest with a reservation?
3. How does a receptionist deal with a walk-in guest?
4. What are the five main steps involved in the complete registration process?
5. Do you think "a small talk" is necessary while registering guests? Why or why not?

B. Study the first and the last paragraphs of the passage carefully and read the following dialog. Try to answer the questions.

(R=Receptionist G=Guest)

R: Good morning, sir. Welcome to our hotel.

(She smiles, nods, and leans slightly forward.)

G: Thank you. My name is Sims, and I have a reservation.

(He smiles back and appears to be relaxed.)

R: *(She checks the computer, looks through the reservation cards, and begins to frown.)*

I see that you have reservation confirmation, but I can't find any record of it. Evidently it's been misplaced.

G: Well, I'll just take whatever is available.

(Though he is still smiling, his shoulders become tensed.)

R: I'm sorry, Mr. Sims, but I'm afraid that we're booked solid. There're no rooms available.

(She remains erect and maintains eye contact.)

I'll have to send you to another hotel. Of course we'll pay your cab fare and your first night's lodging.

G: *(He is frowning now with hands clenched.)*

I don't understand this. I have a confirmed reservation, and it was your error. I don't want to go to another hotel. I want a room here.

R: *(She leans farther toward Mr. Sims, frowning and clutching her pen tightly.)*

Well, it's just not possible. We have no where to put you. I can send you to a nearby hotel.

G: Just forget it. I'll never go to anywhere else. You better believe that your general manager is going to hear about this!

(He turns and stomps off.)

Questions:

1. What were the first non-verbal cues sent by both the guest and the receptionist?

2. What clue did Mr. Sims later give the receptionist that indicated his displeasure and mounting anger?

3. What mistake did the receptionist make that led to Mr. Sims's anger? How should she have dealt with Mr. Sims's displeasure over being sent to another hotel?

Word List**surcharge** /sɜ:'tʃɑ:dʒ/ *n.* 外加(服务)费**deposit** /dɪ'pɒzɪt/ *n.* 押金**receipt** /rɪ'si:t/ *n.* 收据**lobby** /'lɒbi/ *n.* (宾馆)大堂**assign** /ə'saɪn/ *n.* 分派,分配**swipe** /swaɪp/ *v.* 刷...卡**coupon** /'ku:pɒn/ *n.* 赠券,配给券**hesitate** /'hezɪteɪt/ *v.* 犹豫不决**expeditiously** /ɪkspɪ'di:ʃəsli/ *ad.* 迅速地**pleasantry** /plezəntri/ *n.* 幽默轻松,诙谐有趣**alternative** /ɔ:l'tɜ:nətɪv/ *a.* 两者(或若干)中择一的**issuance** /'ɪʃu:əns/ *n.* 发行,发布**simultaneously** /sɪməl'teɪnɪəsli/ *ad.* 同时发生地**reevaluate** /ri:'vælju:et/ *v.* 再估价**pitch** /pɪtʃ/ *v.* 搭帐篷,安营**verify** /'verɪfaɪ/ *v.* 证明,证实**validate** /'vælɪdeɪt/ *v.* 使有效,使生效**inadvertently** /ɪnəd'vɜ:ləntli/ *ad.* 不慎地**Notes**

1. 本单元三则情景对话分别介绍了总台接待员接待散客、旅游团队入住以及续住和换房的操作规范。
2. G: How much do you charge for our room?
R: 1,000 *yuan* RMB with 15% surcharge per night. How would you like to pay, by credit card or in cash?
客人入住宾馆,若用现金付款,一般要求其先付预期房租的两倍押金;若客人用信用卡付款,则要求其入住时刷卡并说明仅作担保用途。
3. I hope you'll enjoy your stay with us. 希望你在我们宾馆住得愉快。(客人刚入店时)
I hope you're enjoying your stay with us. (客人在宾馆住宿期间)
I hope you've enjoyed your stay with us. (客人离店时)

IV Consolidation

A. Role-play

1. Look at the pictures given below.



(1)



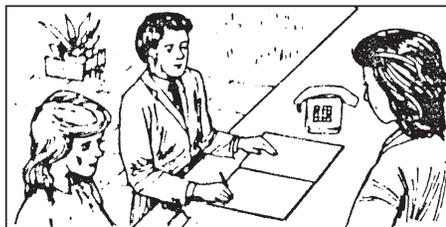
(2)



(3)



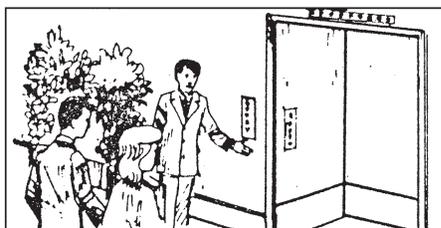
(4)



(5)



(6)



(7)

2. Divide the class into groups. Each group consists of three students. One plays the role of the guest, another serves as the doorman, and still another act as the receptionist. They are supposed to perform the whole process of registration.

B. Match the guests' requests with the receptionist's responses.**Guest:**

- _____ 1. Can I get up to the room now?
 _____ 2. Can I check in now?
 _____ 3. Can I get a snack before I go up to the room?
 _____ 4. Can you fill in the registration form for me? I've to make a phone call.
 _____ 5. Can I get an early breakfast? I've to catch a plane at 6:00 tomorrow morning.

Receptionist:

- (1) Certainly. If you'd like to give me your passport,
 (2) Yes. If you'd like to fill in this card,
 (3) Yes, indeed. If you'd like to go to the coffee shop,
 (4) Yes. If you'd like to fill in a request to Room Service,
 (5) Yes, of course. If you'd like to follow the porter,
 a. you can get a light meal.
 b. he'll take you up.
 c. I can fill in some of the details.
 d. I'll give you the key to the room.
 e. they can serve you breakfast in your room at any time.

C. Reading Comprehension**Power to the People**

An irritated guest stomps up to the reception desk. "I asked for a non-smoking room, and the room you gave me smells like an ashtray! What are you going to do about it?"

What do you think that guest would rather hear?

"I'm sorry, there is nothing I can do. I'll have to talk to the manager, but she won't be back for another half hour." Or "I'm sorry. I understand why you are upset. I can move you to a non-smoking room on our club level and have someone help you move your luggage."

The first response reflects a management system that doesn't trust employees to make decisions — a system that puts policies before people. The latter come from an empowered employee — a true guest service professional.

Employees need to be able to make decisions and handle problems in order to do their job properly. Their job is to satisfy the guest. If you tell a guest, "There's nothing I can do," the guest will think, "If you can't help me, why are you here?" You have to give your employees the confidence to make decisions that will make the guest happy.

That confidence comes from two sources: training and management support. Training gives employees the skills and guidelines to make good decisions. But more importantly, management support gives them the go-ahead to make those decisions without the fear of repercussion. We don't think service professionals should have to worry about losing their job if they make a decision —

right or wrong. What's important is that they made a decision. Our employees know that if they make decisions, there will be no repercussions. We may do additional training or discuss other options they might have tried, but they will never be punished for making a decision that serves a customer. We spend a lot of time training our employees with "what if" scenarios that we have experienced. We share different ways of handling situations that may arise during a guest's stay and we stress the idea that employees do everything in their power to never lose a guest.

While some managers may be afraid that empowered employees will give away the score in their efforts to satisfy guests, solid training will give employees parameters within which they can act without seeking a manager's approval.

Far worse than giving away too much would be to capture revenue for one night and then lose revenue forever because of an unsatisfied customer. We want guests to come back. That's the goal of providing empowered guest service.

1. If a guest is complaining rudely, Front Office staff should act as _____.
 - a. saying that "There's nothing I can do"
 - b. asking the manager to solve the problem at once
 - c. dealing with the situation
 - d. handling the situation in person
2. The confidence of empowered employees comes from _____.
 - a. training
 - b. supervision
 - c. management support
 - d. Both a and c.
3. Those employees are not afraid of losing job who _____.
 - a. never make wrong decisions
 - b. never make decisions
 - c. ask management for decisions
 - d. make decisions, no matter whether they are right or wrong
4. Successful training will help employees make decisions _____.
 - a. stick to the parameters
 - b. by asking for manager's approval
 - c. without seeking the manager's approval
 - d. stick to the parameters without seeking the manager's approval
5. The goal of providing empowered guest service is _____.
 - a. to capture revenue for one night
 - b. to assure business repeat
 - c. to empower employees to make decisions
 - d. to let employees gain more confidence

D. Writing

In the space below, create a job analysis for the job of registration of the Front Office reception desk.

JOB TITLE Front Office Receptionist

JOB FUNCTION REGISTRATION

JOB PROCEDURES

1. Welcome and greet the newly-arrived guest with a smile.
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

E. Translation

When a guest enters the hotel, the first working division he contacts is the Front Office; the first representatives of the hotel he meets are the Front Office staff; the guest's first and strongest impression of the hotel's operation and management is formed there, too. All this means much to a guest's visit as well as to the selling of hotel's products. In a sense, it is possible to say that the Front Office is not only the hotel's shop window but also its nerve center.

Concierge Service

LEARNING GOALS

1. Main duties of the concierge staff.
2. How to do bell service.
3. How to show the way.
4. What if the guest asks for some medicine.

GALAXY OF TERMS

Concierge Desk 礼宾部

airport pick-up service 机场迎宾服务

airport representative 宾馆驻机场代表

arrival list 到客单

key slot (客房内) 钥匙取电插槽

soft berth 软卧

bell service 搬运行李

baggage tag 行李标签

Business Center 商务中心

free of charge 免费

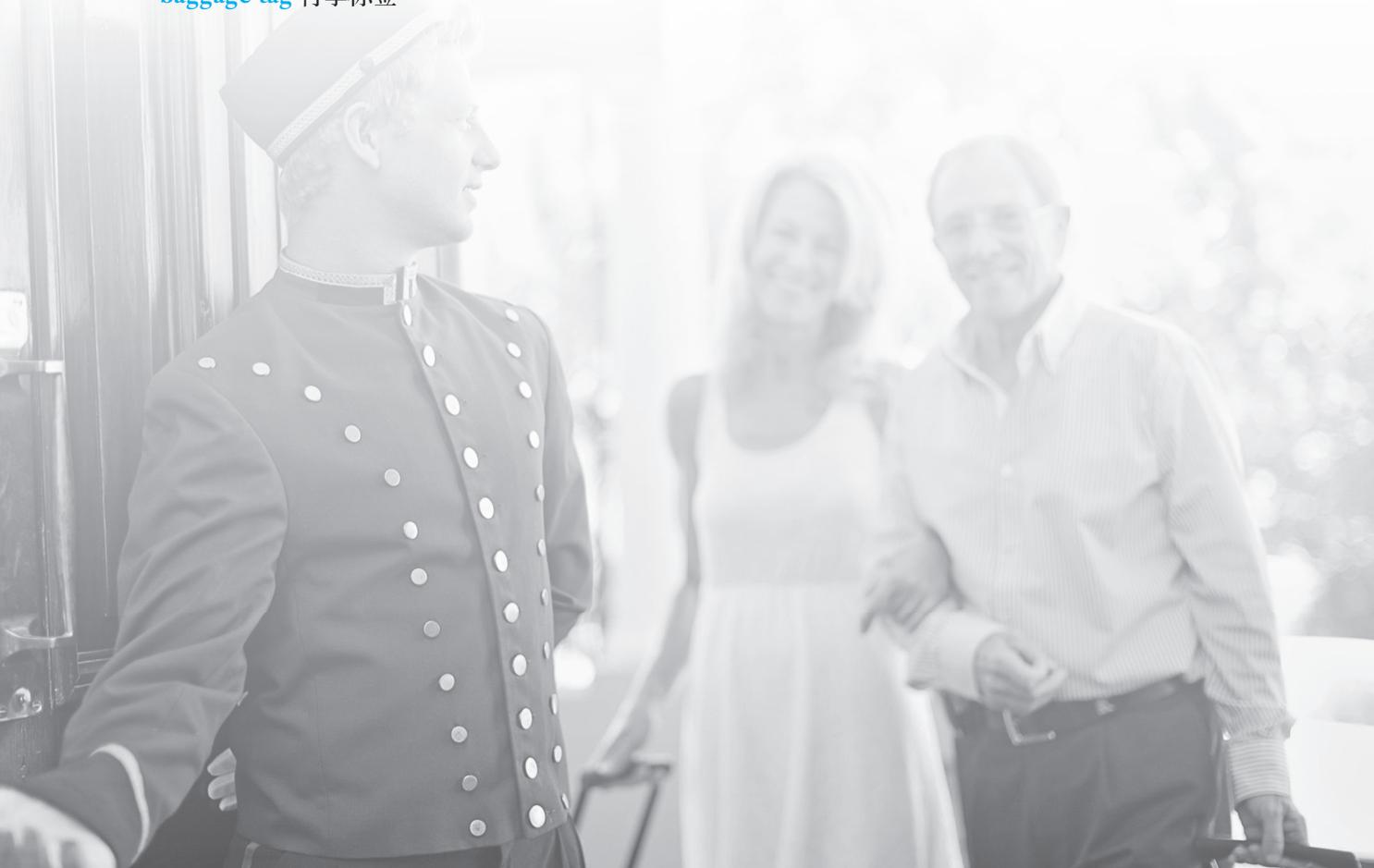
electric jug/kettle 电热水壶

room service 客房送餐服务

beauty parlor 美容院

minibar (客房内) 小冰箱

in-room safe (客房内) 保险箱



I What Do We Do Every Day

A. Listen to the dialogs, decide what each short conversation is about and mark (✓) where appropriate.

	Confirming Baggage	Booking Train Tickets	Ordering a Taxi	Offering Tourist Information	Offering Mail Service
Dialog 1					
Dialog 2					
Dialog 3					
Dialog 4					
Dialog 5					

B. Listen to the dialog and answer the questions with the information you hear.

- Where is the guest going?

- How many tickets does the guest want?

- When does the train leave?

- What's the train number?

- How much does a ticket cost, excluding service charge?

C. Listen to the dialog again and complete the following conversation with the information you hear.

(C=Concierge G=Guest)

C: Good morning, Madam. May I help you?

G: I'd like to go to Beijing _____. Could you book train tickets for me?

C: Certainly, Madam. How many tickets _____?

G: Two soft berths, please.

C: Please wait a moment. Let me _____. ... Sorry to have kept you waiting, madam.
_____ on No. 14 train. It leaves at 4:00 PM.

G: Good. How much?

- C:** 450 *yuan* RMB per ticket, including _____.
- G:** OK. Here is the money.
- C:** Thank you. Here is the receipt. Please write down _____. I'll have the tickets sent up to your room this afternoon.

D. Now try to discuss what are included in Concierge's routine.

II How to Do Our Service Properly

Dialog 1 Airport Pick-up Service

[At the Pudong International Airport exit, the airport representative (R) with a sign in his hand sees a foreigner (F) coming towards him.]

- R:** Excuse me, sir. Are you Mr. Frank from America by UA837?
- F:** Yes, I am.
- R:** Mr. Frank. Welcome to Shanghai. I'm Vance, the airport representative of the Witz Hotel. Glad to meet you.
- F:** Me too. My flight is a bit late. Sorry to have kept you waiting.
- R:** Never mind. How many pieces of baggage do you have, Mr. Frank?
- F:** Two pieces.
- R:** Let me carry the baggage.
- F:** Thank you.
- R:** This way, please. We have a limousine in the airport parking area to take you to our hotel.
- F:** That's fine.
- R:** Is this your first visit to Shanghai, Mr. Frank?
- F:** No. I visited Shanghai two years ago. Is your hotel far from here?
- R:** Well, our hotel is located in the western district of Shanghai. But we can make it within 40 minutes.
- F:** Really? Good! Shanghai's traffic has been greatly improved. By the way, what's the right time now?
- R:** It's 6:30 PM.
- F:** Oh my, will there be any trouble in getting my room?
- R:** *(Checking the arrival list.)* Don't worry, Mr. Frank. Yours is a guaranteed reservation, so the room will be kept for you until 12:00 noon tomorrow.
- F:** That's good.
- R:** Here is our limousine, Mr. Frank.
(Vance puts the baggage into the trunk and opens the door.) Step in, please. This is David, our driver. He'll take you to our hotel.
- F:** Thank you very much.
- R:** You are welcome. Hope you'll enjoy your stay in our hotel.

Dialog 2 Bell Service

[A limo pulls up in front of the main entrance of Witz Hotel. The bellman (B) comes over to welcome the guest (G).]

B: Good morning, sir. Welcome to our Hotel.

G: Thank you.

B: Do you have any baggage?

G: Yes, all in the trunk.

(The bellman opens the trunk, takes the baggage out and checks the baggage tags.)

B: So you've got two pieces altogether, Mr. Johnson?

G: Yes.

B: This way to the reception desk, please.

(The guest finishes the registration at the reception desk. The bellman comes over again on the receptionist's request.)

B: Mr. Johnson, your room is on the 7th floor. This way to the elevator, please.

G: Oh, your hotel looks so magnificent.

B: Thank you. Ours is a first-rate hotel and a favorite place for VIPs, official guests, and businessmen all over the world. There're over 400 guestrooms of international standard. Oh, here comes the elevator. Please step in, Mr. Johnson.

(While the elevator is going up.)

B: The Business Center is on the 2nd floor. On the 3rd and the 4th floors are different bars, restaurants, and banquet halls. There is a swimming pool, and many other recreational facilities on the 5th floor.

G: Oh, great! I can swim like a fish, you see.

(The elevator stops on the 7th floor.)

B: This way, please. ... Here we are. May I have your key card? Let me open the door for you.

(The bellman knocks at the door first, opens it, precedes the guest into the room, and puts the key into the key slot.)

G: *(After the guest comes, the bellman introduces certain room facilities.)* By the way, is the tap water drinkable?

B: I'm afraid not. Here are four bottles of mineral water free of charge. If you need hot boiled water, you may use the electric jug here.

G: OK. Thank you.

B: My pleasure. Anything else I can do for you?

G: No more. Thank you very much.

Dialog 3 Information Service

[A guest (G) is talking with the Captain (C) at the Concierge Desk.]

C: Good morning, Madam. What can I do for you?

- G:** Good morning. Where can I have my hair done?
C: You may go to our beauty parlor on the 5th floor.
G: Thank you. After that, I'd like to visit the Oriental Pearl TV Tower. People say it's the symbol of your city. How to get there?
C: You may take Metro Line 2. It will carry you directly there.
G: Fine. Where's the metro station?
C: Step out of the hotel, turn left, go straight forward for one block, you won't miss the metro station.
G: Thank you. Oh dear! My tooth is aching. Could you give me some pills to kill the pain?
C: I'm sorry to hear that, but we can't give you any medicine. Shall I get you a dentist?
G: Not necessary. Any pharmacy nearby? Just buy me some pills.
C: Yes, but would you please fill in this form with the name of the pill, your room number, sign your name, and pay 100 *yuan* in advance?
G: (*Filling the form and reading out.*) We buy this medicine on the guest's request. Should anything happen, the hotel won't be held responsible.

A. Read the dialogs and the notes carefully, and tell:

1. why the bellman should precede the newly-arrived guest into the room.

2. what hotel services should be introduced.

3. what room facilities should be introduced.

4. how to get to the Oriental Pearl TV Tower from your school.

5. why the Concierge can't offer any medicine on the guest's request.

B. Reorder the jumbled sequence of events, persons, and job activities to suggest the normal flow of guest arrival and assignment.

- | | |
|-------------------|--------------|
| baggage | reception |
| walk-in | registration |
| key and room card | doorman |
| bellman | assignment |

C. Give each of the following sentences a more courteous expression.

1. It's far away. Just take a taxi. You can afford it.

2. Not feeling well? Go to the hospital next to our hotel.

3. The tap water is drinkable. No thermos at all.

4. Thank you very much. But we can't take tips.

D. Read the following conversation. The sentences are not in the right order.

- Decide which sentences are spoken by the GUEST (G) and which are spoken by the CONCIERGE (C). Mark the sentences with "G" or "C" on the lines provided.
- Write numbers in the brackets to show the correct order of the sentences.
- Act out the conversation with your partner.

_____ Yes, of course. Have you stuck on the stamps yet? ()

_____ To Chicago. ()

_____ By express mail, please. ()

_____ OK. ()

_____ Would you mail this letter for me? ()

_____ And how would you like to send it? ()

_____ Here are the stamps. ()

_____ I'm afraid not. ()

_____ Please wait a moment, let me weigh it. ()

_____ Here is the money. ()

_____ Where would you like to mail it? ()

_____ Oh, it's overweight. 23 *yuan*, please. ()

E. Complete the following dialog.

(B=Bell Captain G=Guest)

B: Good morning. Sir. May I help you?

G: I've been waiting in my room for nearly half an hour. But one piece of my baggage hasn't been sent up yet. What's the matter?

B: _____. Could you _____?

G: I am Jack Simon. I am in Room 1603.

B: _____?

G: It's a big black leather suitcase.

B: _____?

G: Sure. Every piece of my baggage has at least one tag.

B: Don't worry, Mr. Simon. It's possible that _____ and send it up to your room as soon as possible.

G: Well, that's the least you should do.

B: I'm sorry to have caused you so much trouble. I assure you it will never happen again.

F. Read the following list carefully and make a dialog with your partner based on these procedures.

Service Procedures

Bell service

1. Welcome the guest: Greeting, confirming the number of the baggage;
2. Escort the guest to the Reception Desk;
3. Show the guest to the room with the baggage: leading the guest to the elevator, introducing hotel services, etc.;
4. Guide the guest into the room: opening the door for the guest, introducing room facilities;
5. Answer the guest's questions and offer extra service when necessary;
6. Express your best wishes.

III Summary of Our Work

The Concierge

Concierge service is a common practice throughout the hotel world. It is an integral part of the registration and assignment process. In some large hotels, the concierge service is a fully staffed department of the Room Division. Its role is particularly important in today's age of automation. As many guest services become computerized and standardized, concierge service often provides the special attention a guest would not otherwise receive. To meet this goal, hotels place a concierge desk in a prominent location in the hotel lobby.

The basic duties of the concierge staff are to do the bell service and to attend to guests' needs which are not provided by the hotel. They are in a position to carry the hotel's message to the guest and the guest's reaction to the management. They act as hosts to arriving guests and as sales representatives for the hotel. They serve guests in the room, the lobby, and in other public areas, run errands, and assist at departure. They act as the eyes and ears of the Security Department, watch for skippers, and make inspections as they room their charges. They act as good-will ambassadors to escort guests both from home and abroad.

The bell service attends the guest from the door attendant's first greeting, to the final room destination, accompanied by the bellman. In the performance of their duties, service personnel have an extraordinary opportunity to sell the facilities of the hotel and to portray its character.

On the guest's arrival, the bellman carries in his or her baggage from the car. The baggage stays on the lobby floor until the guest finishes registering. With the room slip at hand, the bellman escorts the guest with his or her baggage to the room.

Once inside the room, the bellman performs the inspection function. First, he hangs the guest's loose clothing and hefts the baggage onto the baggage rack or bed. Lights and other facilities are checked and the room is inspected for cleanliness. Special features of the hotel are explained — the spa or the operation hours of room service, for example. Self-service items are pointed out — minibar or the in-room safe, for example. Unless there is a special request for service, the bellman leaves the key and

the rooming slip. Before leaving, there may be a final sell for a particular dining room or lounge and a final “Good day”.

Besides the bell service, concierge staff must be knowledgeable about the surrounding community, as well as about the hotel. If they do not know something, then they must be resourceful in finding the answer. Typically, concierge staff provide directions and information on local attractions and facilities, as well as arrange for airplane, theater or other reservations and tickets. They might also be asked to arrange for car rentals or taxi orders.

A. Answer the following questions.

1. What is the importance of the concierge service?
2. What are the main duties of concierge staff?
3. In your opinion, what kind of people are the concierge staff?
4. What are the working procedures of the bellman?
5. Please list some guests' needs which are not provided by the hotel.

B. Read the following dialog and try to answer the questions.

(G=Guest C=Concierge)

G: Hello, I'm George Martin. I'm staying on the executive floor of the hotel.

C: Yes, Mr. Martin. How may I help you?

G: I'm wondering if the hotel has a copy center on the premises.

C: No, I'm sorry. We don't. But I can arrange to have copies made at a nearby location.

G: Would there be any charge for that service?

C: No, sir, not for our executive guests.

G: Fine. I'd like 40 copies of these 3 sheets by noon tomorrow.

C: I'll arrange it right away.

Questions:

1. Why is Mr. Martin talking to the concierge instead of to the front desk?

2. Do you think that the concierge is giving Mr. Martin special attention? Why or why not?

3. Why is Mr. Martin not being charged for the copying service?

Word List

limousine /li'məʊzi:n/ *n.* 豪华轿车
trunk /trʌŋk/ *n.* (汽车后部的) 行李箱
symbol /sɪmbəl/ *n.* 象征
precede /priːsi:d/ *v.* 走在...之前
mineral /ˈmɪnərəl/ *a.* 矿物的; 矿质的
captain /ˈkæptɪn/ *n.* 领班
complicated /ˈkɒmplɪkeɪtɪd/ *a.* 复杂的

pharmacy /ˈfɑ:məsi/ *n.* 药房, 药店
integral /ˈɪntɪgrəl/ *a.* 不可缺的
prominent /ˈprɒmɪnənt/ *a.* 突出的, 显著的
errand /ˈerənd/ *n.* 差事
destination /ˌdestɪˈneɪʃən/ *n.* 目的地
escort /ˈeskɔ:t/ *v.* 陪同, 陪伴
community /kəˈmjʊ:nɪti/ *n.* 社区

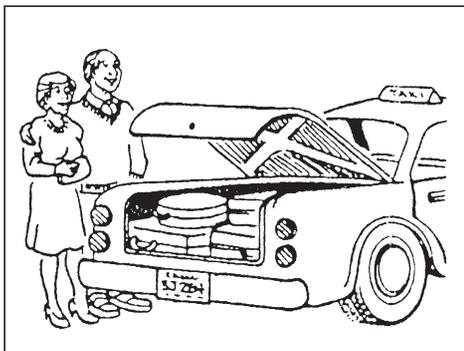
Notes

1. 本单元三则情景会话分别介绍了宾馆机场代表迎宾流程和行李服务流程, 引进了宾馆内外指路的语言功能和代客购药的服务规范。
2. The bellman knocks at the door first, opens it, precedes the guest into the room, and puts the key into the key slot. 行李员先敲门, 再开门, 先客人一步进房, 将钥匙插入取电插槽。
 为避免客房内有人尴尬, 或有其他情况, 服务员常常在打开房门之前敲门并等一会儿, 然后再打开房门。
3. the Oriental Pearl TV Tower 东方明珠电视塔 (现已成为上海的象征之一)

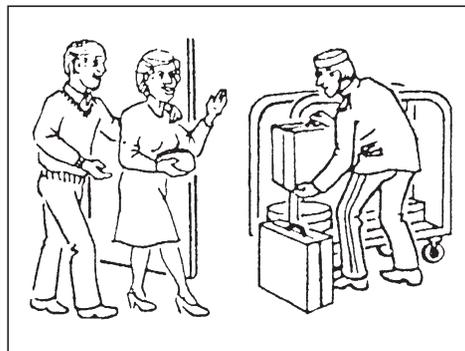
IV Consolidation

A. Role-play

1. Look at the pictures given below.



(1)



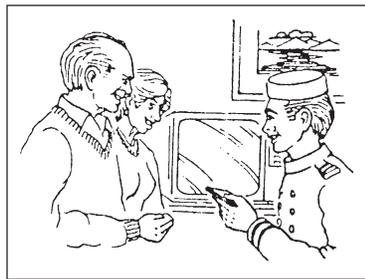
(2)



(3)



(4)



(5)

2. Divide the class into groups. Each group consists of three students. One plays the role of the bellman, and the other two act as guests. They are required to perform the whole process of bell service, including carrying baggage, introducing hotel services, showing guests into the guestroom, introducing room facilities, etc.
- (2) Suppose you are a Concierge Captain and your partner plays the role of a sick guest who needs some medicine and asks for your help. Make a situational dialog and fill up the following form.

Shanghai Witz Hotel

Authorization for Medicament Purchasing

I am: _____ of Room: _____ staying from: _____ to _____

Prescription

Over The Counter

(You may be rejected by the Medical Shop as without Doctor written approval. The shop has the right to reject by law.)

Description to the desired medicament desired/Name: _____

Quantity: _____

Signature as confirmation: _____ Setout Time: _____

Return Time: _____

I have received that medicament of the above captioned that purchased by Shanghai Witz Hotel under my authority. And I hereby acknowledge that I am personal liable for any aftereffect from the medicament and Shanghai Witz Hotel will not be liable for any blights caused by the medicament.

The signature underneath certifies my legal capacity and that stands for the acceptance to the above terms & conditions.

Signature: _____ Date: _____ Time: _____

B. Match the guests' requests with the concierge's responses.

Requests:

- _____ 1. Could I get a copy of *China Daily* here?
- _____ 2. I have to call someone in your city, but I can't remember the number. Can you help me?
- _____ 3. What's the minimum taxi fare here?
- _____ 4. I'd like some tickets to Xi'an tomorrow.
- _____ 5. When do the shops close around here?
- _____ 6. Do you have Lost and Found Desk? My wallet is missing. I've got my ID card in it.
- _____ 7. Do you have any details about the floor show this evening?
- _____ 8. Can I inform my daughter in San Francisco of my arrival in Shanghai?

Responses:

- a. Around 9:30 PM, but the small convenient shops open round the clock.
- b. All our rooms are equipped with IDD and DDD systems.
- c. It's 10 *yuan* RMB, and there's a 30% surcharge from 11:00 PM to 5:00 AM.
- d. Is it a black Universal? The bellman brought it this morning. He found it at the elevator entrance.
- e. Here's a local telephone directory.
- f. Over there is a bulletin board. You'll see a poster under the list of daily functions.
- g. The newsstand has a wide selection of newspapers and magazines.
- h. The travel agency in the hotel takes all kinds of bookings.

C. Reading Comprehension

The American economy has evolved into a service economy, and the service industry accounted for two-thirds or more of the US economy by the year 2000. Leading this boom is the hospitality industry. The service in America of the future will be much different from the industrialized society of our past. During the industrial era, the product was tangible. Quality control depended on following procedures and then testing and double checking the commodity for accuracy. But the product of the future, customer service is not so easily controlled. Although hotel policy is still important, service depends largely on people.

In the hospitality industry, service is a commodity. It is a basis for competition, with those companies providing the best service coming out on top. During their rigorous orientation program, Disney trainers asked new employees, "What do we make here at Disney?" Some might think the answer would be a better theme park, money or entertainment, but the answer the trainer is looking for is "We make people happy." This is Disney's product, and it is making it better than anyone else. This is the basis of its five decades of success. But unfortunately, many other members of the hospitality industry pay only lip service to the importance of customers. They say, "The guest is number one" but continue to ignore the methods their employees are using to serve guests and even develop policies that dampen the guest's satisfaction.

Today's definition of service has changed. Many hotels today feel that the key to service is offering a quality product efficiently and quickly. New computerized systems have been devised. But when a new

technological advancement is made, it must be counterbalanced by a human response. Thus we are a high tech society. We want the greater service delivered by new systems, but at the same time we still need the human element. Perhaps increased automation in hotels has been offset by the revitalization of the country inn and the bed & breakfast. The few contacts that guests do have with employees are more important than ever before. As the food and lodging industries continue to create more efficient systems for providing guest service, the role of old-fashioned hospitality will become more important. Guests will have less contact with people, but they will place added emphasis on the experience they do have. Companies in turn must place the same emphasis on guest relations that they are giving to systems development. As we enter the age of service, we must not lose sight of the guests' need for hospitality.

1. Service industry occupied _____ of the US economy in the year 2000.
 - a. lower than 60%
 - b. higher than 60%
 - c. as much as 60%
 - d. it hasn't been mentioned
2. The basis of Disney's successful operation is _____.
 - a. a better theme park
 - b. money and entertainment
 - c. as many lip services as possible
 - d. making people happy
3. In a modern hotel of high-tech society, _____ is the most important.
 - a. computerization
 - b. human contact
 - c. the human response to the computer
 - d. increased automation
4. The key to service is offering a quality service _____.
 - a. efficiently
 - b. quickly
 - c. accurately
 - d. All of the above.
5. Customer service of the future mainly depends on _____.
 - a. hotel's policy
 - b. automation system
 - c. quality control
 - d. people

D. Writing

1. First read this letter.

Mar. 15, 2013

Dear Sir/Madam,

My family and I would like to have our annual holiday in Shanghai this year, and are looking for a suitable hotel near the city center. We are also anxious that there should be some facilities for our children.

Could you please send me some details of your hotel, including distance from the airport and how to get to your hotel from there?

Please also let me know the details of the cost of double and single rooms.

Yours sincerely,
Mary Cascarino

2. Complete the letter of reply with the words given.

equipped	from	such	also	rate card	attractions	courtesy
local	to	enjoy	details	cost	scenic	

Dear Mrs. Cascarino,

Thank you for your letter of 15th, March.

Our hotel is seven kilometers _____ Hongqiao International Airport. Although it does not say in the enclosed _____, we run a _____ bus from the airport _____ the hotel.

The hotel has an indoor pool, and _____ a whirlpool, which I am sure your children would _____. There are many _____ suitable for children, _____ as Yuyuan Garden, the Bund, and so on.

There are also _____ movies and we are _____ with satellite TV. I enclose our _____ showing details of the _____ of rooms.

I look forward to hearing from you.

Sincerely yours,
Mike Leo
The Chief Concierge

E. Translation

刘易斯先生，这是电灯开关和调温装置。这儿是衣柜，里面有保险箱和雨伞。梳妆台里面有小冰箱，这儿的饮用水加热器可为您提供热开水。床头柜上的嵌板控制着房间内的各种电器，如床头灯、电视机等。这扇门通往浴室，我们24小时提供热水。浴室里还有2个插座，分别适用于110伏和220伏。

Cashier Service

LEARNING GOALS

1. Ways of paying the hotel bill.
2. The job procedures of exchanging foreign currency.
3. The job procedures of checking guests out.
4. Main functions of the Controller's.

GALAXY OF TERMS

bill 账单

foreign exchange 外币兑换

exchange rate 汇率

currency detector 验钞机

exchange memo 外币兑换水单

the Bank of China 中国银行

the Airport Exchange Office 机场外币兑换处

night auditor 夜审员

check out 结账离店

settle the account/bill 结账

service charge 服务费

invoice 发票

traveler's check 旅行支票

safe-deposit box 保险柜



I What to Do with the Hotel Bills

A. Listen to the dialogs, decide what each short conversation is about and mark (✓) where appropriate.

	Traveler's Checks	Credit Card	Personal Checks	RMB	Foreign Currency
Dialog 1					
Dialog 2					
Dialog 3					
Dialog 4					
Dialog 5					

B. Listen to the dialog and fill in the hotel bill with the information you hear.

NAME		NO. OF PERSONS
NATIONALITY		DATE
ROOM NUMBER		RATE
1	MEALS	
2		72.00
3	CITY TOUR	
4	BAR	
5		60.00
6	ROOM SERVICE	
7		1,680.00
8	TOTAL	

C. Listen to the dialog again and complete the following conversation with the information you hear.

(G=Guest C=Cashier)

G: Could you explain the bill _____ for me?

C: Certainly, Mr. Smith. The first item is your room number 1204.

G: I see. I thought it might have been _____.

C: No, the total is the last item: 2,770 *yuan* RMB. The second item is the restaurant — 3 meals during the three days. It's 704 *yuan* in all.

G: That's it. And the third must be the fax _____. And what's the next item for?

C: That's for the one-day city tour, a sum of 98 *yuan*.

G: I ordered room service _____ yesterday. Is this 60 *yuan* here?

- C:** No, sir. This 60 *yuan* is for the laundry charge. The room service charge is 36 *yuan*.
- G:** I see. I went to the bar yesterday evening, and I _____.
- C:** Yes. The fifth item is for the bar. That's 120 *yuan*.
- G:** I bought something in the shopping center. But I _____ for them.
- C:** Of course, Mr. Smith. That doesn't appear in the bill. And the eighth item is the room rentals for three nights, 1,680 *yuan* altogether. We've exempted you from the 15% _____.
- I'm afraid I can't make it any less for you.
- G:** You're most helpful.

D. Now try to discuss how many ways of paying the hotel bills there are in China.

II How to Be a Hotel Cashier

Dialog 1 Foreign Currency Exchange

[A foreign tourist (T) is approaching the cashier (C) at the foreign exchange counter.]

- C:** Good morning, sir. Is there anything I can do for you?
- T:** Yes. I'd like to change some money into RMB.
- C:** What kind of foreign currency have you got, sir?
- T:** Euros.
- C:** Yes, sir. According to today's exchange rate, every 100 Euros in cash comes to 890 *yuan* RMB. How much would you like to change, sir?
- T:** 200. Here is the money.
- C:** Thank you, sir.
- (The cashier uses a currency detector to check whether the notes are forgeries or not.)*
- C:** Well, may I have your room card and passport?
- T:** Here you are.
- C:** Thank you. *(Getting the exchange memo ready and returning the room card and passport.)* Mr. Lawrence, please check all the relevant items on the exchange memo. If they are all right, would you please sign here on this memo?
- T:** OK. I'll take care of it. ... Here it is.
- C:** Thank you, Mr. Lawrence. How would you like your money?
- T:** In fifties, please.
- C:** Here you are. Thirty-five 50-*yuan* notes and three 10-*yuan* notes, altogether 1,780 *yuan* RMB. Please check it. And keep this memo.
- T:** OK. By the way, where can I change my RMB back into Euros?
- C:** You can do that at the Bank of China or the Airport Exchange Office when you leave China. And there you are required to show the memo.
- T:** I see. Thank you.

Dialog 2 Checking Guest's Account

[Mr. Brown (B) steps to the cashier's counter. The cashier (C) greets him with a smile.]

C: Good morning, sir. May I help you?

B: I'd like to check my account. My name is Norman Brown.

C: Well, Mr. Brown, may I have your room number, please?

B: Room 1802.

C: Thank you, Mr. Brown. Please wait a moment. ... Here is a copy of your account.

B: There's a mistake here. I bought something in the hotel's gift shop yesterday. I do remember I paid in cash. I thought the computer should never make a mistake.

C: But the person entering the charge might. I'll make a note of the error for the night auditor.

B: Night auditor? Why?

C: He checks the accuracy of the guests' postings during the night. The night auditor is responsible for monitoring the status of promotional programs such as this.

B: All right. I'll check back with you tomorrow.

Dialog 3 Check-out

[Mr. Fox (F) checks out at the cashier's (C) desk.]

C: Good morning, sir. How may I help you?

F: I'd like to check out now.

C: May I have your name and room number, please?

F: Chris Fox in Room 2307. Here is my room card.

C: Thank you, Mr. Fox. Have you got the pre-check-out display on your room television?

F: Yes, I checked it before breakfast.

C: One moment, please. Let me prepare the bill for you.

(The cashier checks the computer and contacts the departments concerned.)

C: Sorry to have kept you waiting. Your bill totals 2,829 *yuan* RMB, including 15% service charge. Please have a check.

F: That's OK.

C: You have paid 3,000 *yuan* deposit, haven't you?

F: Yes, here's the deposit receipt.

C: Thank you. We'll refund you 171 *yuan*. Please check it. And here is the invoice.

F: What efficiency! One more thing, I'd like to get my valuables back from your safe-deposit box. This is the receipt you gave me 3 days ago.

C: Here you are. Please check if they are all right.

F: Right. Thank you.

C: You're welcome. I hope you have enjoyed your stay. Hope to see you again.

A. Read the above dialogs carefully, and tell:

1. how many ways there are to pay the hotel bill.

2. why the guest should keep the exchange memo.

3. why the cashier should contact the departments concerned when preparing the guest's bill.

4. who is in charge of the safe-deposit box.

5. what the difference between "bill" and "invoice" is.

B. The following is an exchange memo. Please study the memo and see which items should be filled in when exchanging foreign currency in cash and how to fill in these items.

中国银行上海分行外汇兑换水单 ①										
EXCHANGE MEMO										
国籍 Nationality _____			护照号码 Passport No. _____				日期 Date _____			
姓名及签字 Name: (Signature) _____			住址/饭店 Address/Hotel _____							
外币金额 Amount in Foreign Currency	扣贴息 Less Discount	净额 Net Amount	牌价 Rate	实付人民币 Net Amount in ¥ yuan						
				千	百	十	万	千	百	十
摘要 Particulars										
银行传票联附件，不得作退汇凭证										
兑换单位盖章			复核				经办			

C. You and your deskmate form a working pair. You write out the procedure of foreign exchange service, and your deskmate writes out that of check-out service. Exchange your writings and see what you can add to the list.

D. Read the following conversation. The sentences are not in the right order.

1. Decide which sentences are spoken by the GUEST (G) and which are spoken by the CASHIER (C). Mark the sentences with "G" or "C" on the lines provided.

- Write numbers in the brackets to show the correct order of the sentences.
- Act out the conversation with your partner.

_____ Certainly, Madam. Here's the bill. ()

_____ How would you like to pay? Credit card? ()

_____ Yes, by Access. (*He hands over the card.*) Here you are. ()

_____ I'd like to check out now, please. The name is Mary Jones, Room 708. ()

_____ Thank you. (*He looks at the card.*) But I'm afraid this card is no longer valid. ()

_____ You are welcome. We hope you'll come and stay with us again. ()

_____ Oh, dear! Can I pay with my traveler's checks instead? ()

_____ Thank you. ()

_____ Yes, of course. (*He helps the guest go through the formalities.*) Here's the change and invoice, please keep them. ()

_____ Well, I suppose it's quite OK. ()

E. Complete the following dialog.

(C=Cashier G=Guest)

C: Good morning, sir. May I help you?

G: I'd like to check out now.

C: Could I have _____?

G: Henry Redfield in Room 2117.

C: Well, just a moment, Mr. Redfield. ... Here is your bill, please check it.

G: Oh, what's this item for?

C: That's for the room rentals for two nights and a half day.

G: But I registered in the evening and will leave this morning. That's two nights, I think.

C: _____

G: This time it's quite correct.

C: _____

G: In cash. Here you are.

C: Thank you. Here is your change and the invoice. I am sorry to have _____

I hope _____

F. Read the following lists carefully and make a dialog with your partner based on each list.

Service Procedures

Changing money

- Greet the guest;
- Ask the guest what kind of foreign currency and how much of it for exchanging;

3. Tell the guest today's exchange rate;
4. Ask for the guest's passport and room number;
5. Fill in the exchange memo and ask the guest to sign on it;
6. Give the money and ask the guest to check it;
7. Remind the guest of keeping the exchange memo;
8. Go through the formalities with the bank and the Accounting Dept..

Service Procedures

Checking out the guest

1. Greet the guest;
2. Ask for the guest's room card, name and room number;
3. Prepare the bill: contacting relevant departments, checking the computer records, giving the guest the bill;
4. Ask the guest to pay the bill: confirming the total sum, confirming the way of paying, settling the account and giving the invoice to the guest;
5. Express the best wishes and bid goodbye.

III Summary of Our Work

The Controller's

Cashiers are actually members of the Controller's staff. Their location in the Front Office and their relationship to many of the Front Office positions place them in direct contact with the Front Office manager, who exercises controls on a day-to-day basis.

The Front Office cashier typically posts revenue center charges to guest accounts, receives payment from guests at check-out, exchanges foreign currencies, cashes traveler's checks, coordinates billing of credit card and direct-billed guest accounts with the accounting division, balances accounts at the close of each shift and assumes responsibility for cash used in processing Front Office transactions.

The Controller's of a hotel is a department that combines both staff and line functions. It plays an extremely important role in the hotel's operation and management. This department not only has a direct involvement in a number of day-to-day operational aspects of the hotel, but also has responsibility for management information systems, the hotel's policy making and the implementation of the managerial function. It is realized via five control cycles, namely, revenue cycle, treasury cycle, expenditure cycle, payroll cycle, and financial reporting cycle.

There are ten control functions in the revenue cycle: sales function, reservation function, credit function, Front Office control, outlets control, cash receipt control, service control, income audit, accounts receivable, and cash deposit. There are three control functions in the treasury cycle: cash, investment and loan accounts, general controls over cash, and capital projects. There are five control functions in the expenditure cycle: purchasing, receiving, accounts payable, cash disbursements,

and inventory control. There are seven control functions in the payroll/personnel cycle: payroll function, hiring function, training and position change control, time and attendance reporting control, processing function, disbursement function and termination function. There are five control functions in the financial reporting cycle: journal entry preparation and posting, processing, substantiation and evaluation, compilation and transmittal, and contract compliance.

A. Answer the following questions.

1. To which department do cashiers actually belong?
2. What are the main duties of a Front Office cashier?
3. What is the role of the Controller's in a hotel?
4. Why is the Controller's extremely important in the hotel's operation and management?
5. Please name five functions of the Controller's.

B. Study the following case and try to answer the questions.

Bill Hendricks is with a major hotel chain and has just completed its management training program. He has been assigned to be the Front Office manager at a small hotel and has been told by the general manager that the department has a lot of problems and that he hopes Bill can solve them.

After a few weeks on the job, Bill realized that the administrative aspects of the department are fine. The paperwork is up to date and the budget is being met; yet complaints keep coming in from other departments and customers. He realizes that the problem lies with the employees and so he takes a close look at the desk, trying to see it as the guests do and what he observes is unsettling. The clerks are sloppily dressed; their uniforms are wrinkled; and their hair is unkempt. Now only do they not smile at customers, but they fail to make eye contact. When guests ask questions, they are met with disdain. Lines are long, and the clerks seem to make little effort to speed up service.

Bill knows that he must improve the employees' attitude and guest service but he is overwhelmed by task.

Questions:

1. What is causing the service problems at the Front Office?

2. Where should Bell look for solutions to the problem? To whom should he talk?

3. What steps should Bill take to improve service at the department?

4. What type of support will Bill need from higher management to solve this problem?

Word List

Euro /'jʊərəʊ/ <i>n.</i> 欧元	expenditure /ɪks'pendɪtʃə/ <i>n.</i> 消费, 支出
forgery /'fɔ:dʒəri/ <i>n.</i> 赝品	audit /'ɔ:dɪt/ <i>v.</i> 审计, 查账
monitor /'mɒnɪtə/ <i>v.</i> 监控	disbursement /dɪs'bɜ:smənt/ <i>n.</i> 支付, 支出
refund /ri:'fʌnd/ <i>v.</i> 退款	attendance /ə'tendəns/ <i>n.</i> 到场, 出席
revenue /revɪnju:/ <i>n.</i> 各项收入, 总收入	substantiation /səb.stæn'fɪ'eɪʃən/ <i>n.</i> 实体化
transaction /træn'zækʃən/ <i>n.</i> 交易, 买卖	compilation /kəmpraɪ'leɪʃən/ <i>n.</i> 编辑
combine /kəm'baɪn/ <i>v.</i> 结合, 组合	transmittal /trænz'mɪtəl/ <i>n.</i> 传送; 媒介
implementation /ɪmplɪmen'teɪʃən/ <i>n.</i> 实施	compliance /kəm'plaɪəns/ <i>n.</i> 承诺

Notes

- 本单元三则情景对话分别介绍了外币兑换的服务规范和为客人结账时的操作流程, 还介绍了如何处理客人住店期间要求对账的问题。
- today's exchange rate 今天的汇率
In China, the exchange rate is official, which fluctuates daily.
- I do remember I paid in cash. 我确实记得我付了现金。
本句中的 do 用于强调谓语动词。
- Have you got the pre-check-out display on your room television? 您收看了房内电视上显示的预结账一览了吗?
利用宾馆自己的闭路电视系统让客人在结账退房前就能在房内对自己的消费了然于胸, 这对提高服务效率很有好处, 在结账时收银员也可以问: Did you have anything from the mini-bar last night? 或者 Have you used the mini-bar since yesterday's supper?
- | | | | |
|---------------------|--------|----------------------|--------|
| sales function | 销售功能 | reservation function | 预订功能 |
| credit function | 信用功能 | Front Office control | 前厅控制 |
| outlets control | 营业销售控制 | cash receipt control | 现金收入控制 |
| service control | 服务控制 | income audit | 收入审计 |
| accounts receivable | 应收账款 | cash deposit | 现款订金 |
- cash, investment and loan accounts 现金、投资及贷款科目
general controls over cash 资金总控
capital projects 资本性项目
- purchasing 采购 receiving 收货
accounts payable 应付账款 cash disbursements 现金报销
inventory control 库存控制
- training and position change control 培训及职务调动控制
time and attendance reporting control 考勤记录控制
processing function 处理功能 disbursement function 报销功能
termination function 终止功能

9. journal entry preparation and posting 日记账准备及过账
contract compliance 合同执行

IV Consolidation

A. Role-play

- Cashier:** You greet the guest.
You ask the guest's name and room number.
You ask if the guest has had breakfast or used any other hotel services this morning.
You give the guest his bill and explain certain items on the bill.
The hotel accepts American Express, Diner's Club, Master Charge, VISA, Great Wall, and JCB.
You ask to take a print of the guest's credit card.
You ask the guest to sign on the print of the credit card.
You give the guest his invoice.
- Guest:** You want to check out.
You haven't used any hotel services this morning.
You ask the cashier to explain certain items on the bill.
The bill is quite correct.
You want to pay the bill with your credit card.
You act according to the cashier.

B. Decide which of the following should be done by the cashier at the Foreign Exchange Counter.

1. Fix the foreign exchange rate at the beginning of each working day.
2. Ask the client what day he checked in.
3. Ask the client how much money he would change and what the exchange rate is.
4. Ask the client to fill in the memo and show his passport.
5. Help foreign tourists cash the personal checks.
6. Remind the client to keep the exchange memo and to keep it in the safe place.
7. Sign the client's name on the exchange memo.
8. Help the client change RMB back into foreign currency.

C. Reading Comprehension

Today, more and more people in the US are using credit cards instead of money to buy the things they need. Almost anyone who has a steady income and a good work record can apply for a

credit card. There are many credit cards available: AE, MC, VISA, and Diner's Club are the names of some of the most popular credit cards.

If you have a credit card, you can buy a car, eat a dinner, take a trip, and even get a haircut by charging the cost to your account. In this way you can pay for purchases a month later, without any extra charge. Or you may choose to make your payments over several months and pay only part of the total amount each month. If you do this, the credit card company, or the bank, who sponsors the credit card, will add a small service charge to your total bill. This is very convenient for the customer. With the credit card in your wallet or purse, you don't have to carry much cash. This saves your trips to the bank to cash checks or withdraw cash. Also, if you carry credit cards instead of a lot of cash, you don't have to worry about losing your money through carelessness or theft. The card user only has to worry about paying the final bill. This, of course, can be a problem, if you charge more than you can pay for.

Credit cards are big business. Americans spend \$16 billion a year on cards, and there are already 590 million of them in circulation. Many banks have their own credit card companies and issue cards free to their customers. Other credit card companies charge their members yearly fees. The stores that accept credit cards must pay a small fee to the credit card company — a percentage of the purchase price of the merchandise or service. In turn, the credit card company pays the store for the merchandise or service. Credit card companies make a profit from the fees they charge the store and also from the fees collected from customers who pay for their charges in monthly installment. However, credit card companies sometimes have problems collecting overdue payments from bad customers. The use of stolen, lost, or counterfeit credit cards by criminals have become a big problem for the credit card company. The company is responsible for the goods and services illegally charged to its customers' accounts.

Yet, in many ways, the big loser in the credit card system is not the credit card company, the store, or the card user, but rather the general customer. The store makes up for the fees it pays to the credit card company by increasing prices for goods and services. Everyone must pay the increased price even if they don't use credit cards themselves.

Many feel that it will only be a matter of time before credit cards completely replace cash and checks for both individuals and businesses. Each person's Social Security number would be used as the card number. Firms would use their Federal identification number. Thus, every individual would be able to pay for everything by credit card — newspapers, cab fares, donations, tolls, theater admissions, tuition, children's allowances, everything.

1. The man who can apply for a credit card should _____.
 - a. have opened accounts in banks
 - b. have a highly-paid job
 - c. have a steady income and a good work record
 - d. have enough money in one bank
2. If you have a credit card, you can use it to pay for almost anything EXCEPT _____.

a. buying a car	b. taking a trip
c. eating in a restaurant	d. buying credit

3. Which of the following is NOT true about the credit card companies, according to the passage?
 - a. The companies issue credit cards to their customers.
 - b. The companies make large profits from stores and restaurants.
 - c. The companies pay stores for the goods and services.
 - d. The companies sometimes have problems collecting overdue payments from bad customers.
4. In people's opinion, the credit cards in the future will _____.
 - a. be used as substitutes for cash and checks by both individuals and businesses
 - b. no longer be used by either individuals or businesses
 - c. finally be replaced by cash and checks
 - d. be only used with a person's Social Security number
5. From the passage, we learn that _____.
 - a. most shops do not accept all kinds of credit cards
 - b. although they are safe, most customers refuse to use them because they don't want to be the great losers
 - c. credit cards will completely replace cash and checks in the near future
 - d. those who do not have credit cards are considered without credit

D. Writing

Write a page of diary to note down your first day job as a Front Office cashier. Make full use of all the information and materials in this unit.

E. Translation

Most of the money today is made of metals or paper. But people used to use all kinds of things as money. One of the first kinds of money was shell. Shells were not the only thing used as money. In the Philippine Islands, rice was used as money for a long time. Elephant tusks, monkey tails, and salt were used as money in parts of Africa. Some animals, such as cattle, were used as money, too.

Guest-room Service

LEARNING GOALS

1. Green Hotel program.
2. The organization of the Housekeeping Dept.
3. Services provided by the Housekeeping Dept.
4. How to do the turn-down service.
5. How to deal with wears and tears in the guestrooms.

GALAXY OF TERMS

broadband access 宽带接入

IP address IP地址

friendly-environment society 环境友好型社会

check-out room 走房

turn-down service 做晚床

Room Center 房务中心

plumber 水暖工

DND 请勿打扰

housekeeper 客房部经理

room status report 房况表

room board 排房板

chambermaid 客房女服务员

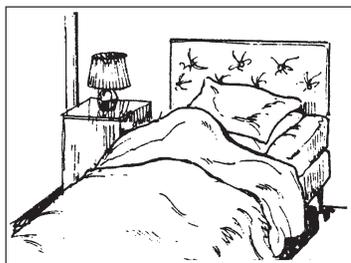
PA cleaner 公共场所保洁员

houseman 杂务工

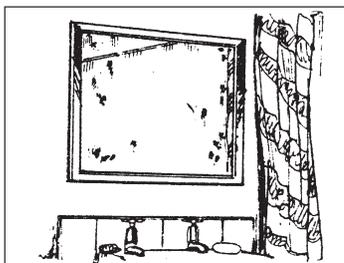


I What Work Is Included in This Department

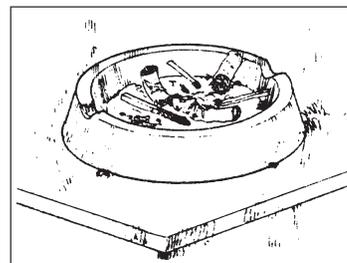
A. Listen to the dialogs, decide what each picture is about and mark the number of problems concerned.



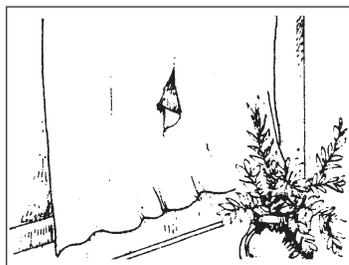
(1) Dialog _____



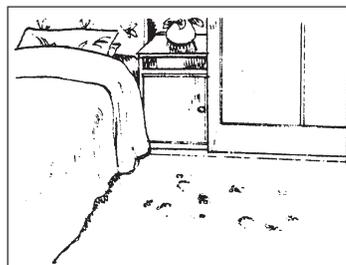
(2) Dialog _____



(3) Dialog _____



(4) Dialog _____



(5) Dialog _____

B. Listen to the dialog and mark (✓) according to what items are offered by the Front Office to the Housekeeping Dept. and vice versa.

	Arrival List	Room Status Report	Check-out List	Bed Occupancy List
Front Office → Housekeeping				
Housekeeping → Front Office				

C. Listen to the dialog again and complete the following conversation with the information you hear.

M: How does the Housekeeping Dept. coordinate with the Front Office?

W: The Front Office provides the Housekeeping Dept. with the arrival list, particularly _____.

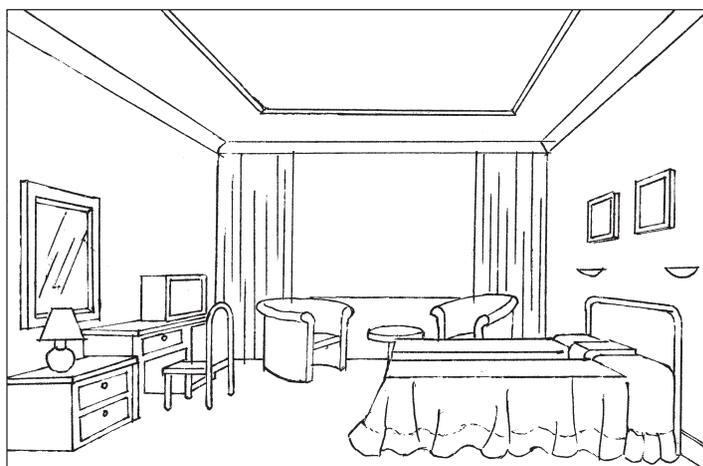
M: What else?

W: The Front Office also provides the check-out room list for the Housekeeping.

M: _____ by the check-out room?

- W:** It means a room to be vacated _____ the guest's stay. The Housekeeping Dept. staff have to get these rooms ready _____ by the Front Office.
- M:** Then what does the Housekeeping Dept. offer to the Front Office?
- W:** The room status report is compiled _____ and sent to the Front Office.
- M:** I see. Thank you.

D. Look at the picture given below and try to discuss what facilities are included in a standard guestroom.



II How to Do the Chamber Service

Dialog 1 Green Hotel in Action

[A newly-arrived guest (G) calls in a Room Center clerk (C).]

- C:** Good evening, sir. What can I do for you?
- G:** I tried to connect the hotel's cable to my laptop according to the broadband access tips on the desk. But I have some problem for internet access.
- C:** Don't worry, sir. May I have a look at your laptop?
- G:** Here it is.
- C:** (*Setting up the laptop*) I've changed the IP address for you. You can surf the internet now.
- G:** Thank you for your help. (*Catching sight of a small green card on the night stand*) What's it?
- C:** This is the sheet-changing card. It says that sheets are customarily changed daily, but if you feel it is unnecessary, please leave this card on your pillow in the morning and your sheets will not be changed that day. That means you're participating in our Green Hotel Program.
- G:** Great. Everybody of us should save water and energy for a friendly-environment society.
- C:** Right you are, sir. Many guests are eager to do their bit to protect this beautiful destination. Besides, there is a towel-changing hanger in the bathroom.

- G:** Maybe it tells me how to deal with the towels?
- C:** Yes, sir. We encourage guests to use towels more than once. It is up to your disposals, of course. Towels on the rack mean you'll use them again. Towels on the floor or on the tub mean you want them to be exchanged.
- G:** I see. Yours is a green hotel indeed.

Dialog 2 The Turn-down Service

[The room attendant (A) knocks at the door and comes in to do the turn-down service for the guest (G)]

- A:** Housekeeping. May I come in?
- G:** Yes, please.
- A:** Good evening, sir. May I do the turn-down service for you now?
- G:** What do you mean by turn-down service?
- A:** For turn-down service, I'll switch on certain lights, draw the curtains, make up your bed, empty the waste bin, ...
- G:** I've just taken a bath. The bathroom is quite a mess now. The shampoo is spilt. The towels are dirty. The sink needs wiping. And the toilet roll has been finished.
- A:** No problem, sir. I'll tidy it up.
- G:** One more thing, the mini-bar needs refilling.
- A:** I'll have someone refill it right away.
- G:** By the way, I'm afraid I've broken the vase.
- A:** I'll clear up the pieces for you.
- G:** Shall I pay for it?
- A:** Yes, I'm afraid so.
- G:** Well, well, I'll go to the restaurant. When can you finish your turn-down?
- A:** Everything will be OK when you come back.

Dialog 3 Drought and Flood

[Mrs. Grant (G) rings the Room Center for something urgent. The room attendant (A) comes to her room.]

- A:** What can I do for you, Madam?
- G:** Just now I was about to take a shower, but no hot water came out.
- A:** Oh, I'm sorry. May I have a look?
- G:** Go ahead, please.
- A:** Mrs. Grant, those shower controls are difficult to use. Did you pull the handle out and move it to the right?
- G:** No, I didn't.
- (The room attendant demonstrates how to use the control.)*

A: Now, could you please try it again?

G: Oh, I can handle it now. Thank you.

(The room attendant leaves. An hour later, the guest calls the Room Center hurriedly.)

(C=Room Center Clerk)

C: Good morning. Room Center. How may I help you?

G: This is Grant calling from Room 803. There seems to be something wrong with the toilet.

C: What seems to be the trouble, Mrs. Grant?

G: The toilet doesn't flush. The water in it is running over. And the bathroom looks like a swimming pool now.

C: I'm sorry to hear that. Don't worry. I'll send a plumber to your room right away.

A. Read the above dialogs carefully, and tell:

1. what a Green Hotel is.

2. when to do the turn-down service.

3. how to deal with the damage of certain room facilities caused by a guest.

4. what the room attendant should do when a guest doesn't know how to use certain room facilities.

5. who is in charge of the repairing of the room facilities.

B. Tell what a room attendant should do and should not do while making up the guestroom.

1. vacuuming the carpet
2. changing linens
3. collecting the guest's laundries and sending them to the laundry department
4. replacing the toilet needs and toilet facilities
5. refilling the mini-bar
6. drawing the curtains close
7. answering phone calls and taking messages if the guest is not in
8. looking after the guest's child on request
9. providing such things on request as blanket, extra bed, etc.
10. hanging the DND sign outside after finishing cleaning the room

C. Give each of the following sentences a more courteous expression.

1. The bathtub looks clean to me.

2. You want more towels?

3. Don't you see I'm busy cleaning this room?

4. Oh, it's broken! You must pay for it, you see.

D. Read the following conversation. The sentences are not in the right order.

- Decide which sentences are spoken by the GUEST (G) and which are spoken by the ROOM ATTENDANT (A). Mark the sentences with "G" or "A" on the lines provided.
- Write numbers in the brackets to show the correct order of the sentences.
- Act out the conversation with your partner.

_____	I'm sorry to hear that. Shall I get you a doctor?	()
_____	I see. I just need a good rest.	()
_____	Come in.	()
_____	I hope you will feel better soon.	()
_____	Oh, I'm sorry, but I can't offer you any medicine.	()
_____	Not now. I have a bad headache.	()
_____	Housekeeping. May I come in?	()
_____	Not necessary. Could you give me some aspirin tablets?	()
_____	All right.	()
_____	Let me put out the DND sign out. If you remove it, I'll know you want me to clean your room.	()
_____	Good morning, sir. May I clean your room for you now?	()

E. Complete the following dialog.

(A=Room Attendant G=Guest)

A: _____?

G: Ah, I'm afraid that there's something wrong with the TV set.

A: I'm sorry. Let me have a look. ... I'm afraid _____.

[Soon the electrician (E) comes.]

E: _____.

G: What efficiency. Thank you. This money is for you.

E: _____.

F. Read the following list carefully and make a dialog with your partner based on these procedures.

Service Procedures

Making up the room

1. Press the doorbell/knock at the door three times and say “Housekeeping”;
2. Greet the guest when the guest opens the door;
3. Ask the guest whether it is convenient to tidy up the room now;
4. Clean the room: open the window, empty the waste bin, collect the untidy linens, make the bed, clean the bathroom, replenish the supplies, vacuum the floor and check the room status;
5. Bid goodbye to the guest before leaving.

III Summary of Our Work

The Housekeeping Department

The Front Office receptionist’s prime duty is to sell accommodation, but without the Housekeeping staff, there would be no accommodation fit to sell. Without the Housekeeping Dept., a hotel cannot operate. Housekeeping is the heart of the hotel industry, though it does not generate sales directly, as do the Food and Beverage Dept. and the Sales Dept. The entire hotel depends on the smooth, efficient management of the Housekeeping Dept.

The person in charge is the executive housekeeper. His or her duties and responsibilities call for exceptional leadership, organization, motivation, and commitment to maintaining high standards. The three major areas of responsibilities for the executive housekeeper are as follows:

- Cleanliness and servicing of the guestrooms and public areas.
- Leadership of people, equipment, and supplies.
- Records keeping.

The supervisors check rooms to see if they are let or vacant and if they are properly cleaned and ready for letting and at the same time check that all furniture and furnishings are in good order and repair. As he or she checks the rooms the supervisor compiles a report called a bed occupancy list, sleeper’s list or room status report. Once this list is compiled, it is sent to the Front Office reception desk to be checked against the room board. Such a list is compiled two or three times each day. In this way, the receptionist is able to verify that the room board is accurate and agrees with the actual occupancy state of the rooms.

In all hotels chambermaids are employed to do the actual cleaning of the guestrooms. With regard to the cleaning of public areas, it is the PA cleaner’s job, which includes the cleaning of all public rooms, lounges, corridors, halls, public toilets and the various offices of the hotel. But the cleaning of the restaurant, banqueting rooms and bars is often the responsibility of the staff working in those areas and not the cleaners.

Since the Housekeeping Dept. is a predominantly female department, it is necessary to hire some

housemen to deal with the heavy work, such as the moving of the furniture or heavy linen baskets and trolleys.

The Housekeeping Dept.'s responsibility does not end with cleaning. Housekeepers are responsible for guest satisfaction, whether making sure that special requests for items such as extra pillows or hair dryers are met, or scheduling public area cleaning so as to minimize disturbance to guests. And the smooth functioning of the room is one of the focuses of the department. This may include other guest services, such as early morning tea, guest laundry, baby-sitting and other personal services.

A. Answer the following questions.

1. What is the great importance of the Housekeeping Dept.?
2. What is the main duty of the executive housekeeper?
3. What is the main duty of the supervisor?
4. What is the main duty of the room attendant?
5. Why do we say that the Housekeeping Dept.'s responsibility does not end with cleaning?

B. Study the following blunders and try to determine what went wrong and why.

1. The room attendant is cleaning the guestroom when the phone rings. As the guest is not in, she picks up the receiver and takes a message in case there is something urgent.

2. When making up the guestroom, the room attendant finds that there are quite some documents, letters, and money on the desk. She puts them into good order with great care.

3. The guest's baby is ill. She calls the Room Center Clerk for some medicine. She tells the clerk the names of those medicines. The clerk brings them to the guestroom.

4. The room attendant finds a dirty shirt in the waste bin when cleaning the room. She has the shirt laundered and returns it to the guest.

5. A guest asks the room attendant to take care of his baby. The room attendant warm-heartedly promises to look after the baby free of charge.

6. On seeing an elderly guest suddenly loses consciousness due to heart attack, the room attendant rushes him to the clinic without delay.

Word List

laptop /læptɒp/ *n.* 手提电脑

catch sight of 瞥见

night stand 床头柜

compile /kəm'paɪl/ *v.* 汇编; 编辑

shampoo /ʃæm'pu:/ *n.* 洗发水

sink /sɪŋk/ *n.* 洗涤槽, 水槽

drought /draʊt/ *n.* 干旱

demonstrate /demənstreɪt/ *v.* 展示, 演示

flush /flʌʃ/ *v.* 用水冲洗

generate /dʒenə'reɪt/ *v.* 产生, 发生

cleanliness /klenlɪnɪs/ *n.* 洁净

predominantly /prɪ'dɒmɪnəntli/ *ad.* 占主导地位地;
显著地

Notes

1. Green Hotel Program 绿色宾馆规划

绿色宾馆是指在宾馆建设和经营管理过程中, 坚持以节约资源、保护环境为理念, 以节能降耗和促进环境和谐为经营管理指南, 为消费者创造更加安全、健康服务的宾馆。

2. room status report 房况表

The following are some terms used to refer to room status:

Vacant in order: A room is vacant and clean, ready to be booked.

Vacant out of order: A room is vacant but has not yet been made.

Occupied: The room is occupied by a guest.

Occupied baggage: The room contains the guest's baggage, but the guest is currently out of the room.

Occupied person: The guest is in the room.

Sleeper: The guest is scheduled to depart today but has not yet checked out.

Out of order: Repairs are needed in the room, and until its status is changed, it cannot be sold.

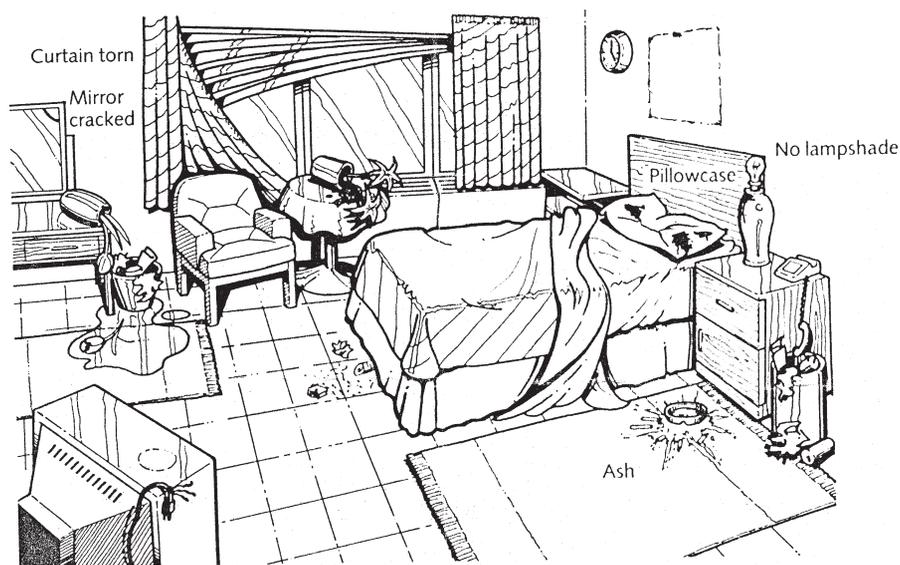
3. turn-down service 做晚床, 包括取走床罩, 整理被褥、毯子, 拉拢窗帘, 开启部分灯光, 整理浴室, 清倒垃圾, 添换开水等服务。

4. personal services 个人服务, 个性化服务, 指直接为满足客人个人需要而提供的服务项目, 如 shoe shining service, laundry service, wake-up call service 等。

IV Consolidation

A. Role-play

1. Look at the picture given below.



Student A

You are a guest in a hotel. Some things are wrong with your room. Talk to the floor attendant. Listen to what the floor attendant says. What action is he/she going to take? Are you satisfied with his/her answer?

Student B

You are a floor attendant. Student A contacts you about things that are wrong with the room. Listen. Decide what to do. Will you:

- deal with the problem yourself?
- send someone else to deal with the problem?
- deal with the problem NOW or LATER?
- say that you CANNOT deal with the problem?

B. In the following conversation there is at least one mistake in every sentence spoken by the room attendant (A). Find out these mistakes and explain why they are wrong (e.g. too intimate, irresponsible, rude, slow response, arrogant gestures, etc.) and correct them.

[The guest (G) has pressed the button for quite a few minutes.]

A: (Opening the door and entering without knocking at the door) Hi, sir. What do you want?

G: Morning. May I have a newspaper to read?

A: Of course, but we have only yesterday's *China Daily*. Do you want it?

G: Oh, forget it. By the way, will you please tell me how to get to the Bund? This is my first visit to your city, you know.

A: I don't know anything about the buses around here. I come to work by bike. You just take a

taxi.

G: Can you call a taxi for me?

A: (*Crossing his arms in front of his chest*) No, sir. I am working, and I cannot leave my post, otherwise the housekeeper will punish me. Just ask the concierge, it's their job.

G: Thank you. One more thing, the mattress is too thin. I can feel all the springs.

A: What?

(*The guest repeats what he said.*)

A: Ah, it's the linen room to blame.

G: Would you mind offering me an extra one?

A: (*Looking at his watch*) Well, it's nearly time for lunch. I'll do ask a houseman to help you after lunch. OK?

G: ...

C. Reading Comprehension

Community Service

The idea of helping people comes naturally to most of us. If we see a blind person getting off a bus, we watch to make sure that he is in no danger of falling. Members of a family help one another, with particular care for the very young and the elderly.

There are many people who have nobody to see their need for help and often nobody to give it even when the need is known. The old, the handicapped, the homeless and friendless — these are the people for whom help may not come, because nobody sees. It may not have occurred to you that you are in a position to help. Community service means helping the people around you. Organizations exist which try to make sure that someone sees when help is needed and does something about it. These organizations depend on voluntary help to carry out a wide variety of tasks, volunteers giving up a little of their spare time to lend a hand.

If you wish to take part in this worthwhile activity, what sort of things would you do? Think of the people most in need of help and the ways in which help can be given. Much of the work of community service is concerned with the care of the elderly and the handicapped. Old people cannot always redecorate their homes. Household repairs, cleaning, preparing food or taking care of the garden may all prove difficult. Elderly people with failing eyesight are delighted if a friend comes in to read or to write letters for them. A helping hand and a friendly face can mean a great deal to a lonely elderly person.

Handicapped people may be young or old. People confined to wheelchairs cannot go out unless somebody takes them. Blind children may love swimming but they need a sighted swimmer to go with them. Some handicapped people may be unable to go out at all and a visitor is then more than welcome. Voluntary help is needed in hospitals. There are library and shop trolleys to be put up and parties and concerts to be organized. Some volunteers help to run playgrounds for young children during school holidays and also look after children in pre-school play groups.

What do you do if you want to help? Your school may have contact with an outside organization or, indeed, run a community service scheme itself. In many towns there is a committee called the

Council of Social Service or the Guild of Social Welfare and they will be able to tell you about voluntary activities in the area. The Citizens' Advice Bureau and the Women's Royal Voluntary Service are other sources of information, as is the public library. Churches, the Scouts and other youth organizations can tell you about their activities. Most large cities in the UK have youth groups for community service, for it is here that the need is greatest. If you join such a group, you will bring pleasure and hopes to people who need your help.

1. The author's purpose in writing this passage is to explain _____.
 - a. why it is necessary for us to help others
 - b. how to help others
 - c. who most need help
 - d. what community service is
2. The main idea of paragraph 2 is that _____.
 - a. many people need help, but nobody sees and gives it
 - b. the organizations must depend on voluntary help
 - c. special help should be given to those who cannot easily get help
 - d. it is necessary to form organizations to give help to those who need it
3. Which of the following is NOT true?
 - a. The work of community service takes volunteers little time.
 - b. It is natural for most people to help others.
 - c. Voluntary help is needed in many places.
 - d. Community service means a lot to those who need help.
4. Those who most need help from community service are _____.
 - a. the old and young
 - b. the old and handicapped
 - c. the homeless and friendless
 - d. old women
5. If you want to lend a hand and need the necessary information, you may go to _____.
 - a. your school
 - b. a social service committee
 - c. the library and churches
 - d. All of the above.

D. Writing

Write a notice to tell the guests not to take the bathrobe in the guestroom.

- Outline:**
1. Why is every room is provided with a bathrobe?
 2. The room attendant is responsible for each bathrobe.
 3. You should pay for it if you want to keep it.

E. Translation

The Housekeeping Dept. is the backbone of a hotel. In a sense, it is possible to say that a clean and attractive guestroom is the product that a hotel sells. The main duty of the housekeeping staff is to see to the cleanliness and good order of all rooms and public areas in the hotel. The laundry and valet service and many personal services are also parts of their jobs. And they must coordinate the work closely with the Front Office.

Personal Services

LEARNING GOALS

1. What personal services a hotel usually provides.
2. Major items of the Executive Floor service.
3. Whats and hows of the laundry service.
4. How to deal with difficult guests.
5. What can assure high quality service.

GALAXY OF TERMS

Executive Floor 商务办公楼层; 行政楼层

butler service 贴身管家服务

continental breakfast 大陆式早餐, 欧式早餐

express laundry service 快洗服务

baby-sitting service 托婴服务

baby-sitter (照顾婴儿的) 保姆

Green Hotel 绿色酒店

laundry bag 洗衣袋

laundry list 洗衣单

express service 快速服务



I What Are Included in Personal Services

A. Listen to the dialogs, decide what each short conversation is about and mark (✓) where appropriate.

	Laundry Service	Baby-sitting Service	Buying Things on Request	Shoe Shining Service	Offering Extra Things
Dialog 1					
Dialog 2					
Dialog 3					
Dialog 4					
Dialog 5					

B. Listen to the dialog and answer the questions with the information you hear.

1. What are the qualities a baby-sitter should have?

2. How much should the guest pay for the baby-sitting service?

3. What formalities should the guest go through for the baby-sitting service?

4. How can the guest pay for the baby-sitting service?

C. Listen to the dialog again and complete the following conversation with the information you hear.

(C=Concierge G=Guest)

C: Good morning. Room Center. How may I help you?

G: This is Jane Hobbs calling from Room 901. Could you send someone to _____ my child this evening?

C: Certainly. We have baby-sitting service. The baby-sitters are all reliable and experienced.

G: Good. Could you tell me _____?

C: It's 20 *yuan* an hour, for a minimum of four hours.

G: Oh, that's _____.

C: Please wait a moment. We'll send you a confirmation form for you to sign.

G: Shall I pay in cash?

C: Not necessary. We'll add it _____.

D. Now try to discuss as many personal services as possible that hotel guests might ask for.

II How to Offer Personal Services

Dialog 1 Executive Floor Service

[The bellman shows Mr. Robert Darwin (D) to the Executive lounge on the 25th floor. The Executive Floor receptionist (R) greets him.]

R: Good afternoon, sir. Welcome to the Executive Floor.

D: Good afternoon. I am Robert Darwin of MBI Co. This is my first visit to China.

R: As an Executive Floor guest, you can enjoy the priority of check-in and check-out service in the lounge.

D: Fine, thanks.

(The guest fulfils the registration procedures.)

R: Please allow me introduce more of our services. The continental breakfast is served from 7:00 to 10:00. You can have free alcoholic drinks, cold dishes and pastries at the Happy Hours. Tea and coffee are provided in the lounge during 7 AM to 11 PM. All of the above are complimentary for our Executive Floor guests.

D: Fine. I'm going to host a small meeting here the day after tomorrow.

R: No problem. Our free boardroom is for 2 hours per stay, then after 2 hours, we charge 500 yuan RMB for each extra hour. When will the meeting begin?

D: From 9:30 to 11:30 in the morning. I want to inform my customers of the meeting soon.

R: We have 24-hour business service. The local call and in-room broadband access and incoming faxes are free. One more thing, we have 24-hour butler service. Mr. Darwin, this is Tony (T), your butler. He'll always be at your service.

(Tony leads Darwin to his room. The bellman settles down the baggage. Mr. Darwin takes off his coat and Tony helps hanging it into the wardrobe.)

D: I need the coat pressed.

T: Yes, Mr. Darwin. We provide free pressing for one suit or dress per day. The express laundry service is at the normal rate for Executive Floor guests.

D: Thanks. By the way, could I have a latest issue of *Time*?

T: Certainly, sir. We can deliver you your preferred newspapers and magazines from a selection of local newspapers and international ones available from 39 countries.

Dialog 2 Laundry Service

[The guest (G) is talking with the room attendant (A) about the laundry service.]

G: I have some clothes to be cleaned. Do you have laundry service here?

- A:** Yes, sir. We have very good laundry service in our hotel. Just leave your laundry in the laundry bag in the wardrobe. Be sure not to forget to fill in the laundry list, otherwise the hotel count will be accepted as correct.
- G:** How long does it usually take to have laundry done?
- A:** Usually it takes one day, but we have express service, it takes only three hours.
- G:** What's the difference in price?
- A:** We charge 50% more for it.
- G:** Good. A button came off my coat. Can you sew on a new one for me?
- A:** Certainly, sir.
- G:** Oh, just one more thing, what if there is any laundry damage?
- A:** In such a case, the hotel should certainly pay for it, but the indemnity should not exceed ten times of the laundry charge.
- G:** That's quite reasonable. Anyhow, I hope there is no damage at all.
- A:** Please don't worry. The laundry staff have wide experience in their work.

Dialog 3 Dealing with a Difficult Guest

[Mrs. Anderson's (A) diamond necklace is missing. She steps into the Housekeeper's (H) office angrily.]

- H:** Good morning, Madam. What can I do for you?
- A:** Someone has stolen my diamond necklace.
- H:** I'm sorry to hear that, Madam. May I know your name and room number?
- A:** Mrs. Anderson. Room 1345.
- H:** Thank you, Mrs. Anderson. Where were you?
- A:** Just in my room, and the door was locked. It can only be one of your staff. I want my necklace back as soon as possible.
- H:** Well, I can very well understand that you are upset about it, and we'll do our best to help you. May I send an attendant to your room to look for it again?
- A:** Sure. But if you fail to find it, your hotel should pay for it.
- H:** If it is really lost, that'll be a matter for the police.
- A:** What do you mean, "If it is really lost"? I told you it was!
- H:** Yes, Mrs. Anderson. But first, I'll have one of my staff look through your room in case the necklace is still there. But I must say that we cannot be held responsible. You should have deposited your valuables in the safe-deposit box. Our receptionist must have given you such advice when you checked in. And it says so on your key card.
- A:** That's too bad! I want to see your General Manager immediately.
- H:** I'll be glad to call him, Mrs. Anderson, but he'll certainly say the same. We have very clear instructions about valuables and we must follow them.

A. Read the above dialogs carefully, and tell:

1. what free services an Executive Floor guest can have.

2. when the guest can usually get his laundry back.

3. what the hotel's policy on laundry damage is.

4. why the hotel should not be held responsible for the guest's lost valuables.

5. why the General Manager and the Housekeeper should say the same thing in dealing with groundless complaints.

B. Give each of the following sentences a more courteous expression.

1. Just read the Service Information Booklet. Everything is in it.

2. Don't you remember I've already told you how to use the minijar?

3. That's not my department. Just contact the reception.

4. The button came off before we received your dress. It's not our fault.

C. Read the following conversation. The sentences are not in the right order.

1. Decide which sentences are spoken by the GUEST (G) and which are spoken by the ROOM ATTENDANT (A). Mark the sentences with "A" or "G" on the lines provided.
2. Write numbers in the brackets to show the correct order of the sentences.
3. Act out the conversation with your partner.

_____ Oh, his nose is no longer bleeding.	()
_____ Here you are.	()
_____ I am sorry to hear that. Leave it to me. I'll help him to bed.	()
_____ I'll send for a doctor from the clinic. Please wait for a short while.	()
_____ My husband has slipped in the bathroom. He can't stand up.	()
_____ Let me pinch his nose. (<i>Soon the nose stops bleeding.</i>)	()
_____ Madam, please bring a towel and wash your husband's face.	()
_____ Oh, his nose is bleeding.	()

D. Complete the following dialog.**(A=Room Attendant G=Guest)****A:** Good afternoon, Mrs. Hobbs. What can I do for you?**G:** We're having some friends over this evening. Can you bring us two more chairs?**A:** _____?**G:** I need them at 6:00.**A:** _____.

Anything else I can do for you?

G: Yes, one more thing, could you offer us an extra bed for our little Tommy?**A:** I'm afraid you'll have to speak to the Front Office for it.

_____.

G: I see. I'll be going there right away.**E. Read the following list carefully and make a dialog with your partner based on these procedures.****Service Procedures****Laundry service**

1. Greet the guest;
2. Collect the laundry and check the laundry list: pieces of laundry, ways of cleaning, special request, room number and signature on the list;
3. Return the cleaned laundry: show the guest the laundered pieces one by one;
4. Make necessary explanation;
5. Express your best wishes.

III Summary of Our Work**Hotel Service and Quality Assurance**

In the Housekeeping Dept. and indeed throughout the whole hotel world, high quality service is the most important product. Quality assurance is the supreme target of management, which is exactly the guest satisfaction program. Without the guest no hotel can survive. It is the guest that grants the favor. It is not the hotel that does the favor. In this sense, the staff's service to the guests is to please; the staff's service to the hotel is to sell.

What is quality? Quality is an amenity that a hotel consciously promotes when marketing its products. Quality is the measure of how closely the hotel delivers what the guest expects. The higher the quality (the better the value), the higher the guest appeals.

Quality assurance is the management process that makes every employee think and act like a goodwill ambassador and diligent worker who serves every guest and the hotel itself whole-heartedly and efficiently.

To assure high quality guest service, the staff must follow the 5-point creed:

- Every time you see a guest, smile and offer an appropriate hospitality comment.
- Speak to the guest in a friendly, enthusiastic and courteous tone and manner.
- Answer guest questions and requests quickly and efficiently, or take personal responsibility to get the answer.
- Anticipate guest needs and resolve guest problems.
- Follow up wherever and whenever necessary and possible.

To assist high quality hotel management in a variety of areas, the staff should form different quality circles and develop their morale through staff camaraderie and a commitment to quality service. A Front Office circle might advise on procedures to speed up the registration of new arrivals. A team of cashiers might suggest policy changes that would stem losses from credit card fraud. Housekeeping could focus on the reduction of linen loss through the improper use of towels and wash cloths.

All in all, let's remember that excellence is the standard of performance, and quality is the lifeblood of our business.

A. Answer the following questions.

1. What are the hotel's products? Which is the most important of all?
2. What is quality?
3. What are the dual responsibilities of service in a hotel?
4. What is the essence of quality assurance?
5. How can hotel staff assure quality service in different aspects?

B. Study the following case and try to answer the questions.

Alice was recently employed as a room attendant for the summer at a large hotel. This is her third week on the job, and she is finding that things are not going as well as she expected. She is having problems with the attendants on her shift. They all have been with the hotel for several years. Two of the old-timers, Maggie and Joan, are extremely vocal in their negative feelings about management. They are constantly criticizing the young captain they work for and seem to go out of their way to air their gripes to Alice. They tell her that the shifts are designed unfairly. The captain always does the regular shift and makes up much fewer rooms than ordinary attendants.

Alice feels caught in the middle. On the one hand, she hopes to have a career with the hotel when she graduates from college, and so she wants to impress management this summer. But she can also see the attendants' side of the problem and wishes that she could do something to improve working conditions.

Questions:

1. How should Alice deal with the two attendants when they tell her their problems?

2. What should Alice say to management about the employees' complaints?

3. What can Alice learn from this situation that will make her a better manager in the future?

Word List

lounge /laʊndʒ/ *n.* 休息厅; 酒廊

priority /praɪ'ɒrɪti/ *n.* 优先; 优先权

boardroom /'bɔ:dru:m/ *n.* 会议室

complimentary /kɒmplɪ'ment(ə)rɪ/ *a.* 免费的, 赠送的

press /pres/ *n./v.* 熨烫

laundry /'lɔ:ndrɪ/ *n.* 待洗的衣物

indemnity /ɪn'demntɪ/ *n.* 赔偿金

diamond /'daɪəmənd/ *n.* 钻石

supreme /sju:'prɪ:m/ *a.* 最高的, 至高的

amenity /ə'mɪ:nɪti/ *n.* (环境等的) 舒适, 适意; 优雅

creed /kri:d/ *n.* 信条

enthusiastic /ɪn.θju:zɪ'æstɪk/ *a.* 热情的, 热烈的

morale /mɔ'rɑ:l/ *n.* 士气, 斗志

camaraderie /kɑ:mə'rɑ:dəri:/ *n.* (法) 同志间的友爱和
忠诚

fraud /frɔ:d/ *n.* 欺骗行为

lifeblood /laɪfblʌd/ *n.* 生命线

Notes

1. Executive Floor 行政楼层

国内四星级以上宾馆大都设有“行政楼层”, 用于接待商务客人等高消费客人。行政楼客人直接在行政休息厅由专人办理入住和退房手续。行政楼层集宾馆的前厅接待、客房、各种餐饮、休闲、商务服务、会议服务于一身, 享受多种免费服务, 如免费洗衣熨衣、免费早餐和下午的鸡尾酒会及全天免费享用咖啡和茶, 还有免费使用会客室等。

2. butler service 贴身管家服务

行政楼层每位宾客可得到一位指定的专业管家专门为其提供个性化服务, 集宾馆前厅、客房和餐饮等部门的服务于一人, 诸如: 拆装行李、入住退房、客房服务、清晨叫早、订餐送餐、洗衣、订票、安排旅游和秘书服务等。

3. Happy Hour 欢乐时光

酒吧间术语, 指通常在傍晚时分设定一小时或更长的优待顾客时间, 或者饮酒减价, 或者免费供应小吃。

此处指宾馆的行政酒廊一般在下午5点到7点,免费提供各种饮料和点心、冷盘。

4. Be sure not to forget to fill in the laundry list, otherwise the hotel count will be accepted as correct. 请别忘记填写洗衣单,否则将以宾馆计数为准。

5. That'll be a matter for the police.
这将由警方处理。

(当客人丢失物品时,宾馆工作人员应主动协助寻找。但有时要分清责任,如贵重物品应交宾馆存放,但因没有存放而发生丢失,应是客人的责任。必要时,应立即报警。)

IV Consolidation

A. Role-play

- Clerk:** You comfort the guest.
You get necessary information on the wallet (color, size, brand, content, etc.).
You promise to have someone look for it and send it to the guestroom as soon as you find it.
- Guest:** Your wallet is missing.
You report to the Room Center.
You have been to several places since you saw it last time.

B. Make out the correct doers of the following jobs.

- _____ a. making beds in guestrooms
- _____ b. changing a burnt-out light bulb in a lamp in the guestroom
- _____ c. repairing the damaged leg of a chair
- _____ d. watering the hotel lawn
- _____ e. operating the heating system
- _____ f. taking guests' reservations
- _____ g. arranging guided city tours
- _____ h. help guests with their baggage on their arrival
- _____ i. compiling bed occupancy lists
- _____ j. moving furniture or heavy linen baskets
- _____ k. vacuuming the carpets in the hallways
- _____ l. helping arrange baby-sitters
- _____ m. checking guests out
- _____ n. providing extra beds
- _____ o. washing and cleaning guests' clothes

- _____ p. sewing up a tear in hotel employee's uniform
- _____ q. cutting the grass outside the building
- _____ r. storing the guests' valuables
- _____ s. polishing the guests' leather shoes
- _____ t. replacing worn-out carpets

C. Reading Comprehension

Americans today believe that acceptable social behavior follows effortlessly and naturally from personal virtue. The distinction between morals and manners has become blurred. All you need is a good heart, most people assume, and the rest will take care of itself. You don't have to write thank-you notes.

The "natural" approach to human relations presumes that to know any person well enough is to love him and that the only human problem is a communication problem. This denies that people might be separated by basic, genuinely irreconcilable differences — philosophical, political, or religious — and assumes that all such differences are no more than misunderstandings. Many forms of etiquette are employed precisely to disguise those antipathies that arise from irreconcilable differences.

Whenever the expectation exists that manners ought to be in full accord with morals, ethical problems arise with the polite fictions or conventions that smooth ordinary life. In the days of obligatory formal visiting, "Madam is not at home" was clearly understood to mean, "Madam can't face you any more than you can face her, but takes due note of the fact that you have done your duty." Nowadays, we never allow ourselves the convenience of being temporarily unavailable, even to strangers. With telephones, people make themselves instantly accessible to everyone at all times, and it is the person who refuses to be on call, rather than the intruding caller, who is considered rude.

I receive much mail from correspondents who consider anything but blunt literalness to be dishonesty. They become indignant because people who ask them "How do you do?" don't really want to hear about the malfunctioning of their bowels, and they demand an alternative to signing letters "Yours truly" when writing to those whose truly they don't want to be. It is a little annoying to have to check the weather report before venturing to say "Good morning." Those who believe in blunt, literal truth also claim special license to be rude by giving honest answers to such careless questions as "Do I look all right?"

The lack of standardization of manners results in an often angry, chaotic society, where every trivial act is interpreted as a revelation of the moral philosophy of the individual actor, who is left standing naked in his mores. Today, each person claims the right not only to design his own etiquette but also to take offense if others do not observe it, even if he has not troubled to acquaint them with his preferences.

Indeed, it has never been easier to insult people unknowingly. A gentleman opens a door for a lady because his mother taught him that ladies appreciate such courtesy, but this one turns around and spits in his eye because he has insulted her womanhood. A young lady offers her seat in a crowded bus to an elderly, frail gentleman, and he gives her a dirty look because she has insulted

his manhood. Mind you, those are just people trying to be nice; the only problem is that they are operating on different systems of etiquette.

Curiously, it has never been harder to insult people intentionally. If you say, "You are horrid and I hate you," the person is apt to reply, "Oh, you're feeling hostile; I'll wait until you feel better." The idea that explaining one's motivation justifies any violation is perhaps essential in a world of flying insults, where the all-purpose excuse, "I'm depressed," absolves one of any obligation or responsibility.

The idea that people can behave "naturally" without resorting to an artificial code tacitly agreed upon by their society is as silly as the idea that they can communicate by using a language without commonly accepted grammatical rules. Like language, a code of manners can be used with more or less skill, for good or evil purposes, to express a great variety of ideas and emotions. Like language, manners continually undergo slow changes and adaptations, but these changes have to be global, not atomic. For if everyone improves his own manners, no one will understand the meaning of anyone else's behavior, and the result will be social chaos and the end of civilization.

1. The author of this article is primarily connected with _____.
 - a. the distinction between morals and manners
 - b. the influence of etiquette over human relations
 - c. the necessity of having a commonly accepted code of social behavior
 - d. drawing an analogy between etiquette and language
2. According to the author, those who presume that the only human problem is a communication problem ignore a basic fact of life, that is, _____.
 - a. different people may have different philosophical, political, or religious beliefs
 - b. fundamental differences in philosophical, political, or religious belief can lead to strong dislikes
 - c. feelings of strong dislike can not be dissolved with the warmth of love and mutual understanding but can be concealed by forms of etiquette
 - d. All of the above.
3. In the author's opinion, any changes in manners should be brought about _____.
 - a. on a large scale, not bit by bit
 - b. by social members collectively, not by individuals at their own will
 - c. with a general master plan, not in minute details
 - d. None of the above.
4. The author adopts the device of _____ while mentioning language in the last paragraph.

a. comparison	b. contrast
c. analogy	d. inference
5. The tone of the passage can be described as _____.

a. persuasive	b. critical
c. humorous	d. friendly

D. Writing

You are a student of Hotel Management Major. You have been in your internship in a large hotel. You have served as a receptionist, a bellperson, and a room attendant. Write out *Golden Service in My Eyes* in no less than 150 words.

E. Translation

There is a linen room under the control of a linenkeeper, who is directly responsible to the head housekeeper. It is in the linen room that all the linens and staff uniforms are stored, sorted, checked, issued, and repaired. Needless to say, the laundry service is a must of the Housekeeping Dept.

Chinese Restaurant Service

LEARNING GOALS

1. Four major Chinese cuisines.
2. How to serve Chinese food.
3. How to pay the restaurant bill.
4. Organization of the Food and Beverage Dept.

GALAXY OF TERMS

café 咖啡厅

cafeteria 自助餐厅

banquet hall 宴会厅

regional cuisine 地方菜

hostess 餐厅领位员

still wine 酿造酒

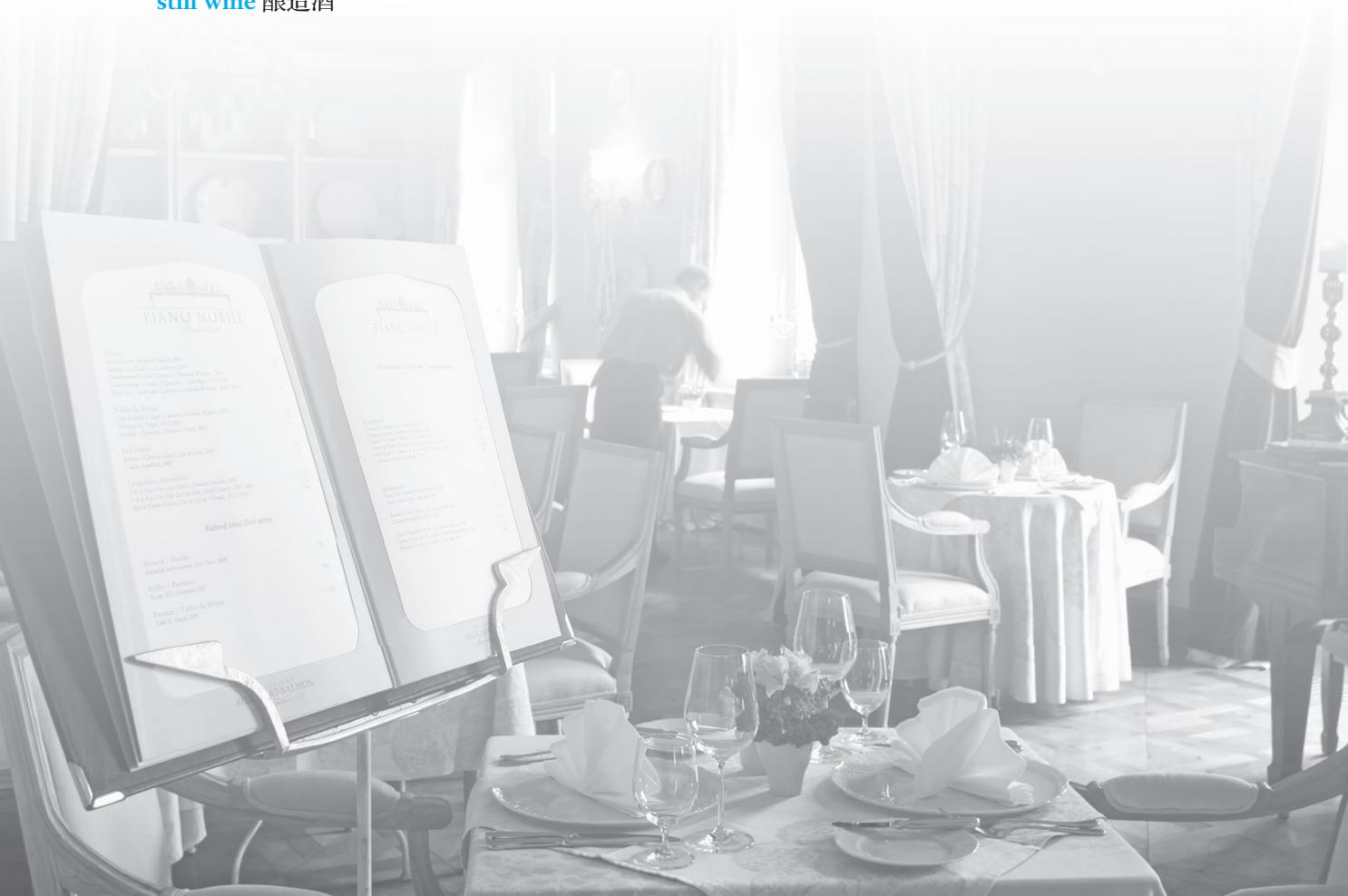
registered guest 住店客

chef 大厨, 厨师长

baker 面包师, 糕点师

dishwasher 洗碗工

private room (餐厅) 包房



I What Is Served Here

A. Listen to the dialogs, decide what each short conversation is about and mark (✓) where appropriate.

	Bar	Café	Restaurant	Cafeteria	Banquet Hall
Dialog 1					
Dialog 2					
Dialog 3					
Dialog 4					
Dialog 5					

B. Listen to the dialog and match the cuisines in Column A with the features in Column B.

Column A

1. Guangdong Cuisine
2. Sichuan Cuisine
3. Shandong Cuisine
4. Huaiyang Cuisine

Column B

- a. Spicy and heavy
- b. Stressing cutting and original flavor
- c. Fresh and light
- d. Hot and spicy

C. Listen to the dialog again and complete the following conversation with the information you hear.

(D=Diner W=Waitress)

D: I hear that there are many regional cuisines in China, aren't there?

W: _____. There are four major cuisines, or say, four styles.

D: What are they?

W: They are Shandong Cuisine, Guangdong Cuisine, Sichuan Cuisine, and Huaiyang Cuisine.

D: Oh? What are the _____?

W: Well, it's a long story to tell. Briefly speaking, Shandong food is heavy and spicy while Guangdong food is light and fresh. The former's speciality is Roast Beijing Duck and the latter's is Roast Suckling Pig.

D: How about Huaiyang food?

W: Huaiyang food is _____ its cutting technique and original flavor. And Dried Beancurd Shreds in Chicken Soup is many Huaiyang chefs' recommendation.

D: People say that Sichuan cuisine is very hot, isn't it?

W: Yes, most Sichuan dishes are hot and spicy, and _____.

D: Really? I like hot food. So what's your recommendation for me?

W: I think Mapo Beancurd and Pork Shreds in Fish Seasoning are worth trying. Our Sichuan restaurant is _____.

D: Great! I'll be going there. Thank you for your information.

D. Now try to discuss what your favorite cuisine is and why.

II How to Work in the Food and Beverage Department

Dialog 1 Receiving a Table Booking Call

[Mr. Acton (A) reserves a table on the phone. The Chinese restaurant reservation clerk (C) answers the call.]

- C:** Good morning. Spring Garden Restaurant. How may I help you?
- A:** What time do you open in the evening?
- C:** We open at 5:00 PM, and take last orders at 10:00 PM.
- A:** I'd like to book a table for this evening. Can I get a table on the terrace?
- C:** I'm sorry, sir. All the tables on the terrace and private rooms are booked up this evening. Would you like a table by the window in the dining hall, where you can overlook our city?
- A:** Fine, but I hope it is quiet.
- C:** No problem, sir. May I have your name and room number?
- A:** Bill Acton. Room 1202.
- C:** Thank you, Mr. Acton. For how many people?
- A:** For four persons.
- C:** For what time?
- A:** 7:00.
- C:** Very well, Mr. Acton. You've booked a window table for four at 7:00 this evening. Am I correct?
- A:** Exactly.
- C:** By the way, according to our regulations, we can only keep your table for half an hour. That means you'd better come before 7:30 PM. Hope you understand.
- A:** I see.
- C:** Thanks for calling, Mr. Acton. We're looking forward to being at your service.

Dialog 2 In the Chinese Restaurant

[A couple (G/L) come to the Chinese restaurant. The hostess (H) greets them with a smile.]

- H:** Good evening, sir and madam. Welcome to our restaurant.
- G:** Do you have a table for two?
- H:** Have you made a reservation, sir?
- G:** I'm afraid not.
- H:** This way, please.
(The hostess leads them to a table on the terrace.)
- H:** Will this table be all right, sir and madam?

- L:** Great! It overlooks the beautiful lake.
- H:** Please take your seats. Here is the menu. Please take your time.
(*After a few minutes the waitress (W) comes to take the order.*)
- W:** Good evening, sir and madam. May I take your order now?
- G:** Yes, please. First, a Sweet and Sour Pork.
- L:** I overheard that salamander is very delicious, isn't it?
- W:** Sorry, but no restaurant here will serve it because it goes against the *Wild Life Protection Law*.
- L:** I'm sorry, I don't know. Let's forget it.
- W:** What about a very nice Steamed Mandarin Fish?
- L:** That's a good idea.
- G:** And Sautéed Green Beans. What kind of soup can you recommend, Miss?
- W:** Well, many guests give high comments on our Ham and Black Mushroom Soup.
- G:** OK. We'll have it. That's all.
(*The waitress repeats the order.*)
- W:** Your dishes will take a few minutes to prepare. Would you like some wine with your dinner, sir and madam?
- G:** Yes, we'd like some Chinese wine.
- W:** Would you like Maotai or Shaoxing Wine? Maotai is a famous Chinese liquor. It never goes to the head. Shaoxing Wine is still wine, a kind of rice wine.
- L:** Just a bottle of red wine. Dynasty, please.

Dialog 3 Paying the Bill

[*The diner (D) waves to the waiter (W). The waiter comes over.*]

- W:** Sir, would you like anything else?
- D:** Bill, please.
- W:** Please wait a moment. ... Here is the bill. Please check it.
- D:** Excuse me, what's this item for?
- W:** For three bottles of Qingdao Beer.
- D:** But we've cancelled one bottle.
- W:** Oh, I'm sorry. Let me go back to the cashier's to have it changed.
(*A few minutes later, the waiter returns with the new bill.*)
- W:** I'm sorry for the miscalculation. Here's the new bill. Would you mind checking it again?
- D:** That's all right.
- W:** If you're staying at our hotel, you may sign the bill.
- D:** I'm not a registered guest. Do you accept credit card?
- W:** Yes, we take American Express, Diner's Club, Visa, and Master Charge.
- D:** I have an AE card.

- W:** May I swipe your AE card?
D: Sure. Here you are.
W: Please wait a short while. ... Excuse me, would you sign your name here on the print?
D: OK.
W: (*Returning the card and giving the invoice*) Here you are. Please keep them.

A. Read the above dialogs carefully, and tell:

1. what is not allowed to be sold in the restaurant.

2. the difference between Maotai and Shaoxing Wine.

3. how many ways a guest can pay the bill.

4. what kind of guest can sign the bill in the restaurant.

5. how the credit card is used in the restaurant.

B. Tell which cuisines the following dishes belong to respectively.

1. Spicy Diced Chicken with Peanuts
2. Yellow River Carp in Sweet and Sour Sauce
3. Dragon-tiger-bout Soup
4. Crystal Pork
5. Simmered Pork Head
6. Duck Web in Oyster Sauce
7. Dezhou Braised Chicken
8. Mapo Beancurd
9. Roast Snake with Chrysanthemum Blooms

C. Read the following conversation. The sentences are not in the right order.

1. Decide which sentences are spoken by the GUEST (G) and which are spoken by the WAITER (W). Mark the sentences with "G" or "W" on the lines provided.
2. Write numbers in the brackets to show the correct order of the sentences.
3. Act out the conversation with your partner.

_____ Good. I'd like to reserve a table.	()
_____ Four. And I'd like to have a table by the window.	()
_____ And how many people do you have?	()
_____ May I have your name, sir?	()

- _____ We open at 5:00 PM and we take last orders at 10:00 PM. ()
- _____ What are your service hours for dinner? ()
- _____ Thank you, Mr. Adams. What time would you like your table? ()
- _____ At around 5:00 PM this afternoon. ()
- _____ No problem, Mr. Adams. I look forward to having you with us this evening. ()
- _____ George Adams. ()

D. Complete the following dialog.

(H=Hostess D=Diner)

H: Good evening, ladies and gentlemen. Welcome to our restaurant.

D: Do you have a table for four?

H: _____

D: I'm afraid not.

H: I'm sorry to say that there aren't any vacant seats at the moment.

D: OK.

H: Ladies and gentlemen, would you like some drinks while waiting?

D: Yes, a coffee for each of us.

(Five minutes later)

H: _____

Will this table be all right?

D: Very nice indeed!

H: Take your seats, please.

E. Read the following list carefully and make a dialog with your partner based on these procedures.

Service Procedures

Receiving a table booking

1. Greet the guest;
2. Ask for the table booking information: date, arrival time, under whose name, for how many persons and tables, the guest's demands, the contact phone number or the room number;
3. Repeat and confirm the booking;

4. Express your best wishes;
5. Record the booking.

III Summary of Our Work

Organization of the Food and Beverage Department

Even though the guestrooms provide the major source of income for a hotel, a quality food and beverage operation is often at the heart of various types of hotels. The primary concern of Food and Beverage Dept. is to provide appropriate food and beverage service for guests, while many hoteliers also emphasize the F & B's role as a profit center and a key marketing activity, whose main purpose is to secure guest patronage for the hotel.

The operation of the Food and Beverage Dept. is a complex mixture of components in a total system. This department is headed by a food and beverage manager and divided into several subdivisions, such as storerooms, kitchens, restaurants, bars, banquet halls, as well as room service, lounge service, banqueting service, and so on.

Basically, all the activities involved in food and beverage service can be categorized into three functions, namely, production, service, and management.

Production jobs are mainly in the kitchens, made up of preliminary preparation, cooking, finishing, and sanitation. The head of this area is the executive chefs, bakers, the kitchen helpers and the dishwashers. Some hotels have a central kitchen catering for all sales outlets, where a hotel has a number of different catering outlets; these may be served by a number of separate kitchens with its own staff.

Service jobs are those in the various sales outlets, such as coffee shops, lounge bars, banqueting rooms, and other restaurants. These outlets commonly differ on pricing and menu types, styles of service, atmosphere and operation hours.

The main responsibilities of the food and beverage management may be summarized as follows:

- The purchasing, receiving, storing, issuing and preparation of food and beverage within the establishment for final provision and service to the guest.
- The training, motivating, and controlling of all Food and Beverage department staff.
- Cooperating with other departments in the hotel in which it is situated, if it is to be a significant contributor to the organization's short-term and long-term profitability operation.

The successful operation of the Food and Beverage Dept. requires a great deal of technical expertise. A restaurant may have an ideal location, stunning décor, and the best chef in town but fail to show a profit if it is poorly managed. Therefore, a good and experienced manager plays an extremely role in the process of the successful operation of the department. The manager oversees the entire operation of the Food and Beverage Dept. and is responsible for staffing, leading, organizing, planning, and controlling all aspects of the department. This position requires a great deal of experience and job knowledge. The restaurant manager oversees the dining room supervisor and chef, does all hiring and firing, and is responsible for the financial end of the department. He or she supervises the reservation

system, forecasts future revenue, analyzes costs, and maintains hotel policies and procedures.

In the future, competition among hotels will be intense. The need for well-trained managers and employees in all phases of the food and beverage service will continue to escalate. As always, those who practise sound management principles, and who are creative and flexible, and who are able to respond quickly to environmental changes will flourish.

A. Answer the following questions.

1. What is the importance of the Food and Beverage Dept. in a hotel?
2. Please name some areas and sections offering food and beverage service.
3. What are the main functions of this department?
4. What are the major duties of the food and beverage manager?
5. What kind of manager will be successful?

B. Read the following situation, and answer the questions.

(W=Waitress G=Guest)

W: Good afternoon. Are you ready to order?

G: Yes. I'll have the turkey club on whole wheat with a cup of lentil soup.

W: Would you like French fries with that?

G: No, but I will have coffee.

(After bringing the coffee, the waitress returns to the table again. She brings her hand to her throat and says.)

W: I'm afraid that we're out of the turkey club today. Can I get you something else?

G: How are the hamburgers?

W: Well, I guess they're pretty good.

(The guest looks up at the waitress and rubs the back of her neck.)

G: You mean you don't know?

W: I haven't had any complaints about them, so I guess they're OK.

(The guest leans back and crosses her arms on her chest.)

G: Just bring me a well-done hamburger.

W: OK.

Questions:

1. How was the waitress reacting — submissively, aggressively, or assertively? What did the waitress say or do that indicated that reaction?

2. How was the customer reacting? What did the customer say or do that indicated that reaction?

3. What did the waitress's body language indicate?

4. What did the customer's body language indicate?

5. The waitress failed to respond to the guest's needs by saying "Well, I guess they're pretty good." What could the waitress have said to handle the situation better?

Word List

stress /stres/ *v.* 强调, 着重

terrace /'terəs/ *n.* 露台

salamander /'sæləmændə/ *n.* 娃娃鱼

miscalculation /'mɪs.kælkju'leɪʃən/ *n.* 算错账

hotelier /həu'telɪə(r)/ *n.* 饭店老板

patronage /'pætrənɪdʒ/ *n.* 惠顾, 光顾

preliminary /prɪ'limɪnəri/ *a.* 初步的, 开端的

outlet /'aʊtlɪt/ *n.* 出路; 销路

profitability /,prɒfɪtə'bɪləti/ *n.* 有利, 有益

expertise /'ekspə'ti:z/ *n.* 专门知识, 专门技术

flourish /'flaʊrɪʃ/ *v.* 茂盛, 兴旺

Notes

1. Roast Beijing Duck 北京烤鸭

Roast Suckling Pig 烤乳猪

Dried Beancurd Shreds in Chicken Soup 鸡汤煮干丝

Mapo Beancurd 麻婆豆腐

Pork Shreds in Fish Seasoning 鱼香肉丝

2. mandarin fish 鳊鱼 green bean 荷兰豆

3. 中国菜烹饪方法众多, 主要有:

steam 清蒸 sauté 嫩炒 fry 炸 boil 水煮

stew 煨、炖 smoke 烟熏 roast 烤 bake 烘焙

rinse 涮 mix 拌 preserve 腌制

4. Will this table be all right? 这张餐桌如何?

迎宾客领客人到餐桌前, 不应马上请客人入座, 而应首先询问客人是否愿意坐这张桌子, 以避免任何强加于人的色彩。

5. still wine 酿造酒

酒分四类, 除 still wine 外, 还有:

distilled wine 蒸馏酒, 如 whiskey, brandy, vodka

fortified wine 掺有烈酒的酒,如sherry (雪利酒)

sparkling wine 起泡的酒,如champagne (香槟酒)

6. May I take a print of your card? 我能把你的信用卡划印一下吗?

take a print of the credit card 划印信用卡,俗称拉卡。

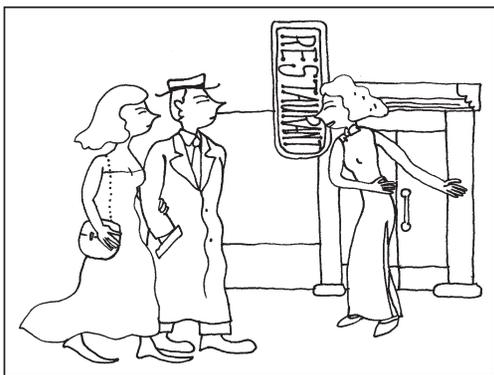
7. The operation of the Food & Beverage Dept. is a complex mixture of components in a total system.

餐饮部的经营是整个(饭店)系统中各个部分组成的综合性活动。

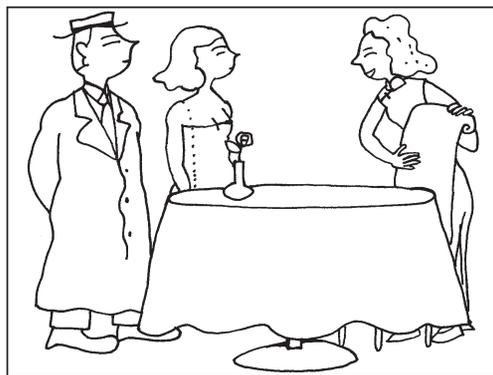
IV Consolidation

A. Role-play

1. Look at the pictures given below.



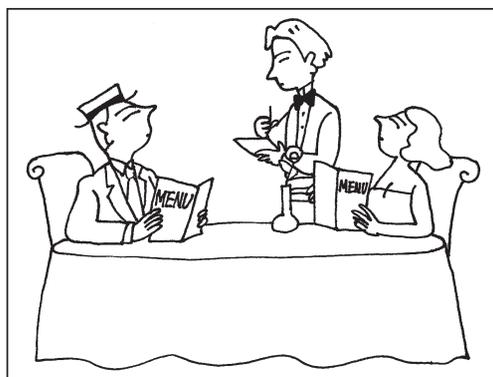
(1)



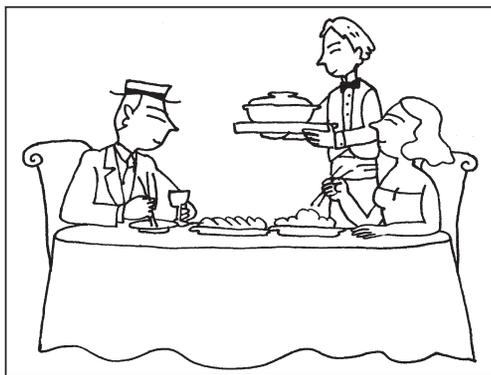
(2)



(3)



(4)



(5)

Divide the class into groups. Each group consists of four students. One girl plays the role of the hostess. Another student plays the role of the waiter/waitress and the other two act as the diners. They are expected to perform the whole process of guest service in the restaurant, including seating the diners, taking orders, offering dishes, accepting payment, etc.

B. Match the guests' requests with the waiter/waitress's responses.

Requests:

- _____ 1. I'll take the Beggar's Chicken.
- _____ 2. Look here, that's chicken. I ordered crab, the Steamed Chinese Hairy Crab.
- _____ 3. Is there a floor show tonight?
- _____ 4. A bottle of Shaoxing Wine, please.
- _____ 5. Do you have a table for four?

Responses:

- a. Of course you did, sir. I'm sorry. I'll bring you your Steamed Chinese Hairy Crab immediately, sir.
- b. I'm sorry, sir, but we're not allowed to serve drinks before 12:00 midday. Would you like me to bring you something else?
- c. I'm afraid the whole restaurant is reserved tonight. Perhaps you would like to try the "Bamboo Garden" on the second floor?
- d. No, as a matter of fact, there's no entertainment on Tuesday evenings, Madam.
- e. I'm very sorry, sir. The Beggar's Chicken is not being served any longer. Perhaps you'd like to try our speciality, the Roast Beijing Duck. I can thoroughly recommend it.

C. Reading Comprehension

Universally recognized as one of the great cuisines of the world, Chinese culinary art in all its variety and complexity is unquestionably one of the finest pleasures a visitor can experience in China. The following are the principal aspects to appreciate Chinese culinary art.

SELECTION OF RAW MATERIAL

Chinese cuisine uses a rich variety of raw materials, which may include chicken, duck, fish, seafood, game, eggs, vegetables, soybean products, and fruits and nuts. Chefs are very particular about the selection and preparation of the ingredients used. For example, the Roast Beijing Duck can be considered the best only if the chefs have available the force-fed ducks raised on a particular duck farm near Beijing.

COMBINATION OF INGREDIENTS

Besides selection, Chinese chefs also pay attention to the combination of main ingredients and auxiliary materials. They see to it that the combination appeals to the eye as well as to the palate. Shrimps, for example, are often stir-fried with cucumber so that the color combinations are pleasing to the eye. Similarly, beancurd and greens, fish fillets and tomato sauce, chicken and mushroom all make good combinations. In Chinese cooking, meat and vegetables are often cooked together so that they not only look good and taste delicious but are nutritious as well.

CUTTING

Cutting has always been a distinctive feature of Chinese culinary art. The ingredients of a given dish can be cut into slices, strips, shreds, cubes, segments, dices, grains, or minced. Some materials like turnip, radish, and potato can be carved into the shape of flowers and animals. Chinese characters of an auspicious nature can also be carved into food or vegetables.

SEASONING

Seasoning is very important in Chinese cooking. The number of spices and herbs used is estimated at more than one hundred. Those used in various geographical regions have helped to shape the different styles of Chinese cooking, and all kinds of salty, sweet, sour, and pungent flavors can be found in those cuisines. Chinese chefs see to it that seasonings are added at the right time in the right amount to ensure the right flavor.

TEMPERATURE

In Chinese cooking, time and temperature are decisive factors. Different ingredients require different cooking time and temperature so that they can be hard, soft, crisp, or tender. They can be cooked over high, moderate, or low temperature. Dongpo Braised Pork, a famous Hangzhou dish named after a distinguished Song Dynasty poet and painter Su Shi, better known in the West as Su Dongpo, is a good example. According to Su's recipe, the pork is simmered slowly over low heat in a covered pot. When done, the meat is tender and delicious but not greasy at all. On the other hand, the Fried Sliced Chicken and Chicken Liver is stir-fried at a high temperature for only a few seconds. The cooked meat turns out to be tender and tasty. But low temperature would make the meat tough and hard.

COOKING TECHNIQUES

There are over thirty cooking techniques in Chinese cuisine, including deep-frying, quick-frying, stir-frying, roasting, sautéing, simmering, braising, smoking, steaming, and stewing in soy sauce and syrup. Different materials require different flavorings.

1. Judging from the passage, Chinese culinary art does not pay particular attention to _____.
 - a. cutting techniques and temperature control
 - b. special preparation of ingredients

- c. the taste of the dishes
- d. the nutrition of the food
- 2. In Chinese cooking seasonings are used mainly for _____.
 - a. decoration
 - b. shape
 - c. taste
 - d. symbolism
- 3. In Chinese cooking, meat and vegetables are often cooked together because they _____.
 - a. look good
 - b. taste delicious
 - c. become nutritious
 - d. All of the above.
- 4. Which of the following is **NOT** a distinctive feature of Chinese cooking?
 - a. Temperature control.
 - b. Standardized recipe.
 - c. Varied cooking techniques.
 - d. Extensive selection of raw materials.
- 5. The best title of this passage is _____.
 - a. How to Appreciate Chinese Culinary Art
 - b. How to Become a Good Chef
 - c. Ways of Chinese Cooking
 - d. I Like Chinese Culinary Art

D. Writing

Write a short essay on *If I Am a Food and Beverage Manager*.

- Outline:**
- 1. Having a wide range of skills
 - 2. Being able to market the business and attract diners
 - 3. Having a knowledge of food and wine
 - 4. Being able to organize and supervise the work of the employees
 - 5. Having creativity and flexibility

E. Translation

In China, cooking is an art. Quite different from Western cooking where recipes are followed strictly like laboratory instructions, Chinese cooking always allows for a creative and stylistic touch to it. While in Western cooking the recipe is the key to success in many culinary attempts, in Chinese cooking the experienced and well seasoned chef is the guarantee. That is why restaurants, big or small, would always boast of their chefs and advertise their dishes as well.

Western Restaurant Service

LEARNING GOALS

1. A la carte service procedures.
2. How to explain Western dishes.
3. American breakfast and Continental breakfast.
4. How to take room service order.
5. Catering and its classification.

GALAXY OF TERMS

beef steak 牛排

garden salad 田园色拉(一种用几种蔬菜制作的色拉)

French fries 炸薯条

shrimp cocktail 虾仁杯(一种开胃品)

American breakfast 美式早餐

buffet 自助餐

door knob menu 门把菜单

entrée/main course 主菜

Room Service 客房送餐服务

order-taker 订餐员



I What Is Served in a Western Restaurant

A. Listen to the dialogs, decide what each short conversation is about and mark (✓) where appropriate.

	Starter	Soup	Main Dish	Dessert	Drink
Dialog 1					
Dialog 2					
Dialog 3					
Dialog 4					
Dialog 5					

B. Listen to the passage and determine from which side food is served in different service styles.

	Left	Right
French Service		
Russian Service		
American Service		

C. Listen to the passage again and complete the following passage with the information you hear.

The three most frequently used service styles are called _____, _____, and _____. _____, and _____. French service is the most elaborate. The service is from the right with _____. Russian service is simpler than French service. The waiter or waitress places plates _____ from the right side and serves each guest from the left. American service is _____ than Russian. The plates are served from the guest's right with the right hand.

D. Now try to discuss the main courses in the Western style and how the dishes are served.

II How to Serve Western Cuisine

Dialog 1 A La Carte Service

[The waiter (W) is taking the guest's (G) order a la carte.]

W: Excuse me, sir. May I take your order?

- G:** Yes.
- W:** Any aperitif first?
- G:** Yes, I'll have dry sherry.
- W:** What appetizer to start with?
- G:** Black caviar.
- W:** Yes, and what to follow?
- G:** Cream fresh mushroom soup and garden salad.
- W:** What kind of dressing on your salad.
- G:** Oil and vinegar dressing.
- W:** Yes, sir. What about the main course, then?
- G:** I want a T-bone steak, please.
- W:** How would you like it done, rare, medium, or well-done?
- G:** Medium-rare. Any side dish to go with it?
- W:** What about French fries?
- G:** Fine.
- W:** Would you like something to drink with your steak, sir?
- G:** A bottle of Châteaux de Lescours, please.
- W:** When shall I serve the wine, with the main dish or with the first course?
- G:** Open it now so as to allow the wine to breathe.
(*The waiter repeats and serves what the guest has ordered.*)
- W:** (*Seeing the guest has almost finished the dishes*) Excuse me, sir. Would you like some dessert?
- G:** OK, a tiramisu, please?
- W:** Yes, sir. Would you like some liqueur, coffee or tea to complete your meal?
- G:** Why not? A cup of black coffee, please.
- W:** (*Repeats the order*) I'll bring them right away.

Dialog 2 Explaining Western Dishes

[*In the restaurant where a Western buffet is served, a guest (G) approaches the long stand with a plate in her hand. She asks the waiter (W) with great curiosity.*]

- G:** Excuse me, could you tell me what specialities you have for the buffet?
- W:** Yes, of course. They are all here on the stand. This is Salad Breton. It consists of chopped carrots, French beans, potatoes, and turnips, with hard-boiled eggs, mayonnaise and French dressing.
- G:** I see. And are the vegetables raw?
- W:** No, Madam. They're cooked.
- G:** Good. What is this soup?
- W:** Vichyssoise, Madam. It's a creamy soup made of leeks, onions, and potatoes, with cream. It's our chef's recommendation. It's very delicious and worth a try.

- G:** Is it hot?
W: No, Madam. It's cold.
G: And what is this?
W: It's Moussaka, a sort of pie. It's made of minced lamb, sliced aubergines, onions, and tomatoes, with eggs and cream.
G: Very appealing, indeed. Is there any garlic in it?
W: No, there isn't.
G: Anything special about dessert?
W: Yes, Madam. We have Malakoff Pudding. It's a cold sweet. It consists of a mixture of fruit, ground almonds, egg yolks, and cream, with lady finger biscuits. It's flavored with rum.
G: Great! I'll try them.
W: Bon appétit!

Dialog 3 Offering Room Service

[Mr. Lucas (L) calls the Room Service Section. The order-taker (O) answers the phone.]

- O:** Good morning. Room Service. May I help you?
L: This is Henry Lucas calling from Room 702. Could you send breakfast to my room?
O: Certainly, Mr. Lucas. We have very good room service. For how many people?
L: Just for one. I'm alone.
O: Would you like Continental breakfast or American breakfast?
L: American breakfast, please.
O: With coffee or tea?
L: Coffee.
O: Orange juice or grapefruit juice?
L: Orange juice.
O: Would you like toast or breakfast rolls?
L: I'd prefer breakfast rolls with butter.
O: How would you like the eggs done, fried or boiled?
L: Boiled. Mm, three minutes, please.
O: Would you like them served with ham or bacon?
L: With ham.
O: *(Repeating the order)* Mr. Lucas, your breakfast will be sent up to Room 702 in a few minutes. Please wait for a short while.
(After a few minutes, the room service waiter (W) delivers breakfast to Room 702.)
W: *(Knocking at the door)* Room Service. May I come in?
L: Yes, please.
W: Good morning, Mr. Lucas. Here is your American breakfast.
L: Oh, thank you. Please leave it on the table.
W: All right. Would you please sign the bill?

A. Read the above dialogs and the notes carefully, and tell:

1. how many ways to cook eggs in American breakfast.

2. what American breakfast mainly consists of.

3. the difference between Continental breakfast and American breakfast.

4. how to pay for room service.

5. the difference between room service and buffet service.

B. Read the following service encounter and determine what was done to turn a potential problem into a success.

At a small country restaurant, locally famous for its sumptuous desserts, the pastry chef has become something of a celebrity. After finishing her morning baking, the gray-haired, grandmotherly woman goes into the dining room and, moving from table to table, asks the guests how they are enjoying their meal. She offers suggestions for dessert and, when asked, shares her recipes and offers advice to novice bakers.

C. Read the following conversation. The sentences are not in the right order.

1. Decide which sentences are spoken by the GUEST (G) and which are spoken by the WAITER (W). Mark the sentences with “G” or “W” on the lines provided.

2. Write numbers in the brackets to show the correct order of the sentences.

3. Act out the conversation with your partner.

_____ Just leave them outside your room. We'll collect them. ()

_____ This is your door knob menu. Just mark down the items you'd like for breakfast and the time. Hand it outside your room before you go to bed tonight. ()

_____ Since you are staying at our hotel you may sign the bill. ()

_____ What shall I do with the dishes after eating? ()

_____ Could you tell me how to have breakfast in my room? ()

_____ Any other way to order room service? ()

_____ Yes. You may dial 7 to call the Room Service Section directly to order your meals. ()

_____ I see. By the way, how shall I pay for room service. ()

D. Complete the following dialog.

(W=Waiter G=Guest)

- W: _____?
- G1: Yes, I think we're ready. My friend would like the lamb and I'd like the fillet steak with fried potatoes and a green salad.
- W: One lamb and one fillet steak with fried potatoes and a green salad. _____, rare, medium, or well done?
- G1: Oh, medium, please.
- W: Very good, sir. And would you like anything to start?
- G2: Yes, I'd like a soup.
- W: _____, madam?
- G2: Oh, the vegetable soup, I think.
- W: Vegetable soup. And for you, sir?
- G1: Well, I'm slimming. I'm not so sure.
- W: I'd suggest the melon, sir.
- G1: OK, yes.
- W: _____?
- G1: Yes, we'll have Red California.

E. Read the following lists carefully and make a dialog with your partner based on each list.

Service Procedures

Taking a la carte order

1. Greet the guests;
2. Take the order on: aperitif and appetizer, soup and salad, entrée (main course) and side dish, dinner wine, dessert, digestif, coffee or tea;
3. Repeat and confirm the order.

Service Procedures

Providing room service

1. Greet the guest;
2. Get the information from the guest: name and room number, what the guest wants, special requests;
3. Repeat and confirm the order;
4. Tell the guest how long the guest has to wait;
5. Deliver the food to the guest's room;
6. Spread the food and ask the guest to sign the bill;
7. Express your best wishes.

III Summary of Our Work

Catering

No location is so remote or circumstance so special that a catering service cannot provide it with food and drink. Sometimes the food is prepared in one place and served in another; sometimes it is the staff that moves, both preparing and serving in a place apart from the caterer's headquarters. The events may range from weddings to cookouts, from banquets to birthday parties; the food may range from specialty items to complete meals; the service may range from home delivery to butlers and bartenders.

The simplest kind of catering involves preparation of a specialty food item, perhaps a fancy dessert or a national specialty. The customers are often individuals, but restaurants sometimes use specialty caterers, particularly for confectionery items. This kind of catering can also be an extensive business, such as those baking and decorating cakes for weddings, birthdays, and banquets.

Another kind of catering involves the preparation of complete meals but does not provide a service staff. This can be a very large business such as catering for the airlines. Similar service is offered by caterers to institutions. Another group of caterers will cook in their own kitchens and serve at the customer's choice of place, or cook and serve on the customer's premises — up to and including a picnic or cookout. In addition to the meal itself, they provide drinks, a staff, dishes, flatware, napery, and assistance with the plans and decorations for a wedding reception with a thousand guests or a luncheon for four.

Many hotels offer special food services to guests or the public, particularly large hotels that try to attract conventions and banquets. In addition to the facilities needed for these events — meeting rooms, ballrooms, and exhibition areas — the hotels often have a special kitchen and staff to prepare and serve banquets. The banquet kitchen chef must work closely not only with the executive chef for the hotel but also with the sales management personnel who handle special events. Banquet waiters and waitresses require special skills. They must serve large numbers of people in a short period of time.

Providing meals and drinks in the guestrooms is another service extended by most hotels. Room service is ordered by phone from a menu in each room. The menu in some cases is the same as the one for the hotel dining room, but more often it is simplified for easier preparation and service. In the larger hotels special employees take the telephone orders and a special staff delivers the food.

A. Answer the following questions.

1. Please name some special events or circumstances for which people use catering services.
2. What are some special facilities and services offered by hotels for banquets and conventions?
3. What must banquet waiters and waitresses do?
4. Please describe room service in a hotel.
5. Please name some main forms of catering service.

B. Study the following blunders and try to determine what went wrong and think of a way to remedy the situation.

1. A diner in a restaurant ordered an appetizer to be followed by a steak entrée. He requested that

a glass of milk be served with his steak. The waitress quickly returned with his appetizer and the glass of milk. The customer said, "I wanted to have the milk with my steak." The waitress responded, "Well, don't drink it until your dinner arrives."

2. At a wedding reception in a fine hotel, the banquet waiter was serving an expensive French champagne at the head table. As he poured a glass for one of the bridesmaids, a large, black bug came out of the bottle with the champagne. The waiter apologized profusely and immediately reached for a clean glass and proceeded to pour her another serving from the bottle.
-

3. A gentleman made a luncheon reservation for three at a prominent restaurant. He and another member of the party arrived on time and were seated. They ordered drinks, but after ten minutes, the third person in their party had not arrived. The hostess then asked that the two individuals move to the bar to wait for their friend. When one of them said he saw his tardy friend drive by looking for a parking space, he was accused of lying. "Pardon me?" the gentleman asked. "You're lying," the hostess repeated. Fortunately, the third member of the party arrived just at that moment.
-

4. A hotel guest called room service at 6:00 AM to order breakfast. She showered and dressed, but by 7:00 AM her breakfast still had not arrived. She phoned room service to inform them of the problem and was told that the order was backlogged. After asking when her breakfast would arrive, the operator said possibly by 8:00 AM. The guest told the operator that she had an 8:00 o'clock meeting and could not wait that long. The operator then said, "Well, you should have known better than to order room service if you are in a hurry."
-

5. A diner in a family-style restaurant ordered a salad with vinegar and oil dressing. When the salad arrived, there was no dressing accompanying it. The guest reminded the waiter that he wanted vinegar and oil and was told, "The vinegar and oil are busy on another table. You'll have to wait until they're done."
-

Word List

dessert /dɪ'zɜ:t/ *n.* 甜品, 甜食
elaborate /ɪ'læbərət/ *a.* 精巧的

onion /'ɒnɪən/ *n.* 洋葱
a la carte /ɑ:lɑ:'kɑ:rt/ *a. / ad.* (法语) 按菜单点菜; 零点

table d'hôte /tɑ:b(ə)'dəʊt/ *a. / ad.* (法语) 公司菜;
套餐

appetizer /'æpɪtaɪzə(r)/ *n.* 开胃品

caviar /'kæviɑ:/ *n.* 鱼子酱

aperitif /ə:perɪ'ti:f/ *n.* 开胃酒

shrimp /ʃrɪmp/ *n.* 虾; 小虾

roll /rəʊl/ *n.* 卷; 卷形物

mushroom /'mʌʃrʊm/ *n.* 蘑菇

salad /'sæləd/ *n.* 色拉

dressing /'dresɪŋ/ *n.* 调味汁

tiramisu /tɪrə'mɪ'sʊ/ *n.* 提拉米苏(一种意大利的著名甜点)

liqueur /lɪ'kjʊə/ *n.* 利口酒

Martell 马爹利酒(法国著名白兰地酒)

curiosity /kjuəri'bsɪti/ *n.* 好奇心

mayonnaise /meɪə'neɪz/ *n.* 蛋黄酱

vichyssoise /vɪʃɪ'swɒz/ *n.* (法) 奶油浓汤

leek /li:k/ *n.* 韭葱

moussaka /mʊ'sɑ:kə/ *n.* 肉和茄子做成的希腊菜

aubergine /ɔ:bə'zi:n/ *n.* (法) 茄子

garlic /gɑ:lk/ *n.* 大蒜

pudding /'pʊdɪŋ/ *n.* 布丁

almond /'ɑ:mənd/ *n.* 杏仁

yolk /jəʊk/ *n.* 蛋黄

celebrity /sɪ'lebrɪti/ *n.* 名人, 名流

remote /rɪ'məʊt/ *a.* 遥远的; 偏僻的

confectionery /kən'fekʃənəri/ *n.* (总称) 糕点糖果

premise /premɪs/ *n.* 假设; 前提

Notes

1. a la carte service 零点服务

西餐的正餐零点一般包括以下部分:

- 1) Starter/Appetizer 第一道菜/开胃菜
- 2) Soup 汤
- 3) Salad 色拉
- 4) Entrée/Main Course 主菜
- 5) Side Dish 辅菜
- 6) Dessert 甜品
- 7) After-meal Liqueur or Coffee 餐后酒或咖啡

此外,西餐中点酒一般包括: 开胃酒/餐前酒 aperitif, 佐餐酒 dinner wine, 餐后酒 digestif。

2. dry sherry 无甜味的雪利酒

又如 dry red 是指无甜味的红葡萄酒, 俗称干红; dry white 是指无甜味的白葡萄酒, 俗称干白。

3. Oil and vinegar dressing (拌色拉用) 油醋汁

4. T-bone steak 丁骨牛排

西餐中的主菜多为牛排。

5. 西餐中, 牛羊肉的烹饪程度分成五种: Rare (一成熟), Medium rare (三成熟), Medium (五成熟), Medium-well (七成熟), Well-done (全熟)。点菜时要征询客人的要求进行烹饪。

6. The Châteaux de Lescours 夏多得拉斯寇(一种法国红葡萄酒)

西餐中红葡萄酒常用于佐食牛羊肉及野味, 白葡萄酒常用于佐食各种水产及大部分家禽肉。

7. allow the wine to breathe 醒酒

红酒在饮用前, 应尽早开瓶, 可使酒液大面积接触空气(醒酒器的空间和开口较大), 从而加速单宁软化、充分释放封闭的香气, 这个过程称为醒酒。

8. liqueur 利口酒

利口酒是用白兰地(Brandy)、金酒(Gin)、朗姆酒(Rum)、威士忌(Whisky)等烈酒, 加上香料和糖浆调制而成。利口酒常用作餐后酒, 或用来调制鸡尾酒。

9. It's our chef's recommendation. 这是我们大厨的拿手菜。

It's delicious and worth a try. 它美味可口,值得一试。

这些都是推销宾馆及其产品的常用语。

10. 对话3介绍了美式早餐(American breakfast),而(欧洲)大陆式早餐(Continental breakfast)则相对简单,主要包括: coffee/tea; fruit juice; breakfast roll/toast served with butter/jam
11. fried egg 煎蛋,包括 sunny-side up (单面煎蛋)和 over easy (双面煎蛋)两种.
boiled egg 水煮蛋,包括 hard boiled 和 soft boiled (煮老一些的和煮嫩一些的),有的顾客回答“要煮嫩一些”时,却说“Three minutes.”(意即煮三分钟就好了)。
此外还有 scrambled eggs(溜糊蛋), poached egg(水裹蛋), omelet(鸡蛋卷)等。
12. Bon appétit! (法语)祝你好胃口!

IV Consolidation

A. Role-play

Study the breakfast menu given below.

ENGLISH BREAKFAST			
<input type="checkbox"/> ORANGE JUICE	<input type="checkbox"/> GRAPEFRUIT JUICE		
With a choice of one of the following items:			
<input type="checkbox"/> RICE CRISPIES	<input type="checkbox"/> WEETABIX		
<input type="checkbox"/> ALL BRAN	<input type="checkbox"/> CORNFLAKES		
<input type="checkbox"/> PORRIDGE	<input type="checkbox"/> PRUNES	<input type="checkbox"/> HALF GRAPEFRUIT	
<input type="checkbox"/> YOGHURT	<input type="checkbox"/> MELON	<input type="checkbox"/> FRESH FRUIT SALAD	
<hr/>			
EGGS	<input type="checkbox"/> FRIED	<input type="checkbox"/> POACHED	
<input type="checkbox"/> SCRAMBLED	<input type="checkbox"/> BOILED _____ MINS		
SERVED WITH			
<input type="checkbox"/> BACON	<input type="checkbox"/> SAUSAGE	<input type="checkbox"/> TOMATO	<input type="checkbox"/> HAM
<hr/>			
<input type="checkbox"/> TEA	<input type="checkbox"/> COFFEE	<input type="checkbox"/> DE-CAFFEINATED	
<input type="checkbox"/> HOT CHOCOLATE	<input type="checkbox"/> MILK		
The above served with Toast, Croissants, Rolls, and Danish Pastry			

Student A serves as the waiter/waitress, while student B plays the role of the guest. Student A explains to Student B what a typical English Breakfast is and takes his order.

B. Match the terms in Column A with the respective definitions in Column B.**Column A**

1. to bake
2. to boil
3. to fry
4. to grill
5. to poach
6. to roast
7. to sauté
8. to steam
9. to stew

Column B

- a. in water or another liquid at 100°
- b. in water or another liquid at a little less than 100°
- c. in the water or another liquid at 100°, slowly and for a long time (e.g. beef)
- d. in steam
- e. in the oven, with very little or no fat (e.g. bread)
- f. in the oven, with fat (e.g. meat)
- g. under (or over) direct heat (e.g. steak)
- h. in fat or oil
- i. in a little fat, for a short time

C. Reading Comprehension**The Luncheon**

I caught sight of her at the play, and in answer to her beckoning I went over during the interval and sat down beside her. It was long since I had seen her, and if someone had not mentioned her name I hardly think I would have recognized her. She addressed me brightly.

“Well, it’s many years since we first met. How time does fly! We’re none of us getting any younger. Do you remember the first time I saw you? You asked me to luncheon.”

Did I remember?

It was twenty years ago and I was living in Paris. I had a tiny apartment in the Latin Quarter overlooking a cemetery, and I was earning barely enough money to keep body and soul together. She had read a book of mine and had written to me about it. I answered, thanking her, and presently I received from her another letter saying that she was passing through Paris and would like to have a chat with me; but her time was limited, and the only free moment she had was on the following Thursday; she was spending the morning at the Luxembourg and would I give her a little luncheon at Foyot’s afterwards? Foyot’s is a restaurant at which the French senators eat, and it was so far beyond my means that I had never even thought of going there. But I was flattered, and I was too young to have learned to say no to a woman. (Few men, I may add, learn this until they are too old to make it of any consequence to a woman what they say.) I had eighty francs (gold francs) to last me the rest of the month, and a modest luncheon should not cost more than fifteen. If I cut out coffee for the next two weeks I could manage well enough.

I answered that I would meet my friend — by correspondence — at Foyot’s on Thursday at half past twelve. She was not so young as I expected and in appearance imposing rather than attractive. She was, in fact, a woman of forty (a charming age, but not one that excites a sudden and devastating passion at first sight), and she gave me the impression of having more teeth, white and large and

even, than were necessary for any practical purpose. She was talkative, but since she seemed inclined to talk about me, I was prepared to be an attentive listener.

I was startled when the bill of fare was brought, for the prices were a great deal higher than I had anticipated. But she reassured me.

“I never eat anything for luncheon,” she said.

“Oh, don’t say that!” I answered generously.

“I never eat more than one thing. I think people eat far too much nowadays. A little fish, perhaps. I wonder if they have any salmon.”

Well, it was early in the year for salmon and it was not on the bill of fare, but I asked the waiter if there was any. Yes, a beautiful salmon had just come in, it was the first they had had. I ordered it for my guest. The waiter asked her if she would have something while it was being cooked.

“No,” she answered, “I never eat more than one thing. Unless you have a little caviar. I never mind caviar.”

My heart sank a little. I knew I could not afford caviar, but I could not very well tell her that. I told the waiter by all means to bring caviar. For myself, I chose the cheapest dish on the menu and that was a mutton chop.

“I think you are unwise eating meat,” she said. “I don’t know how you can expect to work after eating heavy things like chops. I don’t believe in overloading my stomach.”

Then came the question of drink.

“I never drink anything for luncheon,” she said.

“Neither do I,” I answered promptly.

“Except white wine,” she proceeded as though I had not spoken. “These French white wines are so light. They’re wonderful for the digestion.”

“What would you like?” I asked, hospitable still, but not exactly effusive.

She gave me a bright and amicable flash of her white teeth.

“My doctor won’t let me drink anything but champagne.”

I fancy I turned a trifle pale. I ordered half a bottle. I mentioned casually that my doctor had absolutely forbidden me to drink champagne.

“What are you going to drink, then?”

“Water.”

She ate the caviar and she ate the salmon. She talked gaily of art and literature and music. But I wondered what the bill would come to. When my mutton chops arrived, she took me quite seriously to task.

“I see that you’re in the habit of eating a heavy luncheon. I’m sure it’s a mistake. Why don’t you follow my example and just eat one thing? I’m sure you’d feel ever so much better for it.”

“I am only going to eat one thing,” I said, as the waiter came again with the bill of fare.

She waved him aside with an airy gesture.

“No, no, I never eat anything for luncheon. Just a bite, I never want more than that, and I eat that more as an excuse for conversation than anything else. I couldn’t possibly eat anything more unless they had some of those giant asparagus. I should be sorry to leave Paris without having some

of them.”

My heart sank. I had seen them in the shops, and I knew that they were horribly expensive. My mouth had often watered at the sight of them.

“Madame wants to know if you have any of those giant asparagus,” I asked the waiter.

I tried with all my might to will him to say no, a happy smile spread over his broad, priest-like face, and he assured me that they had some so large, so splendid, so tender, that it was a marvel.

“I’m not in the least hungry,” my guest sighed, “but if you insist I don’t mind having some asparagus.”

I ordered them.

“Aren’t you going to have any?”

“No, I never eat asparagus.”

“I know there are people who don’t like them. The fact is, you ruin your taste by all the meat you eat.”

We waited for the asparagus to be cooked. Panic seized me. It was not a question now how much money I should have left over for the rest of the month, but whether I had enough to pay the bill. It would be embarrassing to find myself ten francs short and be obliged to borrow from my guest. I could not bring myself to do that. I knew exactly how much I had, and if the bill came to more I made up my mind that I would put my hand in my pocket and with a dramatic cry start up and say it had been picked. Of course, it would be awkward if she had not money enough either to pay the bill. Then the only thing would be to leave my watch and say I would come back and pay later.

The asparagus appeared. They were enormous, juicy, and appetizing. I watched the wicked woman thrust them down her throat in large mouthfuls, and in my polite way I spoke about the condition of the drama in the Balkans. At last she finished.

“Coffee?” I said.

“Yes, just an ice-cream and coffee,” she answered.

I was past caring now, so I ordered coffee for myself and an ice-cream and coffee for her.

“You know, there’s one thing I thoroughly believe in,” she said, as she ate the ice-cream. “One should always get up from a meal feeling one could eat a little more.”

“Are you still hungry?” I asked faintly.

“Oh, no, I’m not hungry; you see, I don’t eat luncheon. I have a cup of coffee in the morning and then dinner, but I never eat more than one thing for luncheon. I was speaking for you.”

“Oh, I see!”

Then a terrible thing happened. While we were waiting for the coffee the head waiter, with an ingratiating smile on his false face, came up to us bearing a large basket full of huge peaches. They had the blush of an innocent girl; they had the rich tone of an Italian landscape. But surely peaches were not in season then? Lord knew what they cost. I knew too — a little later, for my guest, going on with her conversation, absentmindedly took one.

“You see, you’ve filled your stomach with a lot of meat” — my one miserable little chop — “and you can’t eat any more. But I’ve just had a snack and I shall enjoy a peach.”

The bill came, and when I paid it I found that I had only enough for a quite inadequate tip. Her eyes rested for an instant on the three francs I left for the waiter, and I knew that she thought me mean. But when I walked out of the restaurant I had the whole month before me and not a penny in my pocket.

“Follow my example,” she said as we shook hands, “and never eat more than one thing for luncheon.”

“I’ll do better than that,” I retorted. “I’ll eat nothing for dinner tonight.”

“Humorist!” she cried gaily, jumping into a cab. “You’re quite a humorist!”

But I have had my revenge at last. I do not believe that I am a vindictive man, but when the immortal gods take a hand in the matter, it is pardonable to observe the result with complacency. Today she weights twenty-one stone.

1. The narrator and the woman met for the first time _____.
 - a. at a theater
 - b. at a restaurant
 - c. in his apartment
 - d. at her hotel
2. The narrator did not turn down the woman’s request to treat her to a luncheon because _____.
 - a. he could well afford to pay the bill
 - b. he couldn’t resist her flattery
 - c. he was not yet sophisticated enough to say no to a woman
 - d. Both B and C.
3. Salmon must have been expensive then because _____.
 - a. it was considered a delicacy
 - b. it was a speciality of the restaurant
 - c. it was not yet in season
 - d. it was not on the menu
4. The narrator decided on water because _____.
 - a. his doctor had absolutely forbidden him to drink wine
 - b. he never drank wine for luncheon
 - c. he did not care for French white wines
 - d. he wished to have enough money to pay the bill
5. It is implied in the story that _____.
 - a. the narrator insisted on his guest having some asparagus
 - b. the woman would be sorry to leave Paris without having some asparagus
 - c. the woman ate asparagus as an excuse for conversation
 - d. the woman wanted to have some asparagus because she desired to gratify her appetite
6. Which of the following statements is true?
 - a. The woman ate one thing at the restaurant.
 - b. The narrator ate one thing at the restaurant.
 - c. The woman was in the habit of eating no luncheon.
 - d. The narrator was in the habit of eating a heavy luncheon.

Beverage Service

LEARNING GOALS

1. Beverages and their classifications.
2. How to serve wines with Western food.
3. How to serve wines in the bar.
4. How to motivate employees.

GALAXY OF TERMS

coke 可乐

cocktail 鸡尾酒

soft drink 软饮料

drink list 饮料单

fish fillet 鱼排

bar stool 酒吧之高脚凳

bar counter 酒吧台

bartender 酒吧招待/酒吧服务员



I What Are the Beverages We Serve

A. Listen to the dialogs, decide what each short conversation is about and mark (✓) where appropriate.

	Liquor	Cocktail	Soft Drink	Wine	Traditional Drink
Dialog 1					
Dialog 2					
Dialog 3					
Dialog 4					
Dialog 5					

B. Listen to the dialog and mark (✓) where appropriate.

	Whisky	Brandy	Grape Wine
Bourbon			
Bordeaux			
Burgundy			
Californian			
Hennessey			
Remy Martin			
Rye			
Scotch			

C. Listen to the dialog again and complete the following conversation with the information you hear.

(I=Instructor T=Trainee)

I: Look. What _____ world famous liquors and wines we have here! You see, _____ there are different kinds of whisky. They are Bourbon, Scotch, and Rye.

T: Are those on the right whiskies, too?

I: No, they are _____ brandy. We have Remy Martin and Hennessey.

T: What are they made from?

I: You mean brandy? They are made from grapes. But whiskies are distilled from grain.

T: Then, _____ wines?

I: We have Bordeaux wines, Burgundy wine and Californian wine. They _____ different countries.

W: Are they also made from grapes?

I: Yes, they are. But they are still wines while brandy is distilled.

T: I see.

D. All beverages can be classified into two categories, alcoholic and non-alcoholic. Discuss in class the classifications of alcoholic and non-alcoholic drinks with examples.

II How to Serve Beverages

Dialog 1 Wine Orders in the Restaurant

[A couple (G/L) are looking at the drink list. A wine waiter (W) comes over to take the wine order.]

W: What aperitif would you like, Amer Picon or Dubonnet?

G: Dubonnet, please.

W: Yes. What wine would you like to have with your dinner?

L: You have such an extensive cellar. What vintage can you recommend?

W: *(To the lady)* Well, I think a Barsac goes very well with your pan-fried white fish fillet.

L: OK. A half bottle of it.

W: Yes, Madam. *(To the gentleman)* Sir, I'd recommend Chateau Haut Lafite for your T-bone.

G: Good. A half bottle of it, too.

W: Would you like a liqueur to complete your meal, sir and Madam?

G: What do you have?

W: What about Crème de Cassis, Cointreau, or Triple Sec?

G: Just Cointreau, please.

(The wine waiter repeats the order.)

W: Please wait a moment, sir and madam.

Dialog 2 At the Bar

[A party of three foreign tourists (T) are sitting on the stools by the bar counter. The bartender (B) receives them smilingly.]

B: Good evening, gentlemen. How may I help you?

T1: I'll have a large gin and tonic, please. With no ice, and a splash of tonic.

B: Yes, sir. *(To the second tourist)* And what would you like to have, sir?

T2: A double Scotch and a tonic.

B: Straight up or on the rocks?

T2: On the rocks, please.

B: All right, sir. *(To the third tourist)* Have you made up your mind as to what to drink or may I make a suggestion?

T3: Well, I can do with a good, stiff brandy. What's your recommendation today?

B: We have Remy Martin and Hennessy.

T3: A Remy Martin XO, please.

- B:** Very well.
- T1:** Do you have any bits to nibble?
- B:** Certainly. I'll bring you over some crisps and peanuts.
(*The bartender repeats the order.*)
- B:** Just a moment, please. I'll get everything ready for you.

Dialog 3 Introducing Famous Chinese Wines

[*The bartender (B) introduces the Chinese wines the bar has to Mr. Newman (N).*]

- B:** Good evening, Mr. Newman. Bourbon on the rocks?
- N:** No. This time I'd like to try some Chinese liquors or wines.
- B:** What about Mao Tai? It's one of the famous Chinese liquors. It's good indeed and never goes to the head.
- N:** Do people here drink a lot of liquors?
- B:** Some do, some don't. Many people in the north are fond of liquors. I think it has something to do with the climate.
- N:** I think so, too. Are there any other famous Chinese liquors?
- B:** Yes, besides Mao Tai, we have Wu Liang Ye, Fen Jiu, Xi Feng and so on.
- N:** Are they also made from barley and wheat as whiskies?
- B:** Well, most of the famous Chinese liquors are mainly made from Gaoliang, Chinese sorghum.
- N:** I see. Please give me a glass of Mao Tai.
- B:** Here you are, Mr. Newman.
- N:** Oh, it tastes great. By the way, people say that Shaoxing wine tastes quite good. What's it?
- B:** It's rice wine, a kind of still wine. Shaoxing is a place in China.
- N:** I dare say Shaoxing wine is made in Shaoxing, isn't it?
- B:** You bet. We also have a lot of good red wine and white wine, such as Chang Yu Red Wine and Great Wall White Wine.
- N:** Thank you for telling me so much. I'll try them next time.
- B:** I'm always at your service.

A. Read the above dialogs carefully, and tell:

1. what drink is usually served as the aperitif.

2. what is served with beef.

3. what is served with seafood.

4. what drink is usually served as digestif.

5. what the term “XO” means.

B. Identify and correct all the mistakes both in language and in performance in the following conversation.

[The bartender (B) is cleaning the cups when a guest (G) comes in and sits at the bar counter.]

G: Good evening, whisky and water, please, no ice.

(It seems that the bartender is so absorbed in his work that he hears nothing.)

G: Whisky and water, no ice.

(No response again.)

G: Whisky and water, no ice.

(This time the guest says loud enough to wake the bartender. Slowly he fills the whisky and puts the ice in the glass, then hands it to the guest.)

G: I said no ice.

B: Did you say that?

G: Yes, I said it three times.

(The bartender takes out ice cubes with his fingers and then gives it to the guest. Silence fills the bar and he keeps on cleaning the cups.)

(The guest asks for some water but the bartender doesn't offer him. So he has to do it himself. The bartender sees what the guest is doing.)

B: You have to ask me if you want water, sir.

G: I did have asked you for water together with whisky. You didn't take any notice of me.

B: I only have a pair of hands, you too, sir. How can I serve you and clean the cups at the same time. Be patient, sir. I'm working, not playing.

G: I came here for a drink and not for enjoying you cleaning the cups. You should know when to do so. I'm disappointed. So that's what you mean by good service ... How much is the whisky?

B: The price is listed on the drink list. Er ... Let me see. It's ... er ... it's 30 *yuan*, plus 10 percent service charge. Altogether it's 33 *yuan*.

(The guest pays the bill and leaves the bar angrily.)

C. Read the following conversation. The sentences are not in the right order.

- Decide which sentences are spoken by the GUEST (G) and which are spoken by the BARTENDER (B). Mark the sentences with “G” or “B” on the lines provided.
- Write numbers in the brackets to show the correct order of the sentences.
- Act out the conversation with your partner.

_____ I'd like to have a Chinese liquor. What do you have? ()

_____ Oh, it's good. Do people here drink a lot of liquors? ()

- _____ Yes, we also have Wu Liang Ye, Xi Feng, Fen Jiu, and so on. ()
- _____ Some people in the north do. I think it has something to do with the climate. ()
- _____ What can I do for you? ()
- _____ OK. A glass of it, please. ()
- _____ I see. Any other famous liquors besides Mao Tai? ()
- _____ What about Mao Tai? It's one of the most famous Chinese liquors. It never goes to the head. ()
- _____ Here you are. ()

D. Complete the following dialog.

(W=Wine Waiter D=Diner)

W: _____?

D: Yes, we would.

W: Here is the wine list. Please take your time.

...

W: May I take your wine order now?

D: Yes, please. I have ordered a very nice lamb chop and my wife has ordered some seafood. What can you suggest to go with them?

W: Well, _____.

D: That's a good idea.

W: Please wait a moment.

...

W: Sorry to have kept you waiting. Here you are.

D: Yes.

W: Would you take a taste of it?

D: OK. (*Tasting*) Excellent! Thank you for your recommendation.

E. Read the following list carefully and make a dialog with your partner based on these procedures.

Service Procedures

Providing bar service

1. Greet the guest and seat the guest;
2. Communicate with the guest: chat, recommend and explain;
3. Take the guest's orders;
4. Prepare beverages for the guest;

5. Serve beverages;
6. Settle the bill;
7. Express your best wishes.

III Summary of Our Work

Motivating Employees

The Food and Beverage Dept. is a complex mixture of components in a total system. The restaurant and the kitchen involve many people working together as a team. Therefore, how to motivate every employee is vital to the successful operation and management there.

Motivation is the reason for our actions, and the force that makes us behave as we do. If you are faced with poor productivity, one of the following methods might solve the problem.

Achievement Motivation One simple way to solve motivational problems is to hire employees with a high need for achievement. But the solution is not that simple, as high achievers cannot be readily identified. Another way to improve productivity is to teach low achievers to become high achievers. To obtain outstanding performance among high achievers, the work itself must contain the following characteristics:

- Success through individual effort.
- Tasks that are challenging but not impossible.
- Clear, concise feedback.
- Involvement in the problem-solving process.
- Future orientation.

Goal Setting Goal setting is often part of the performance appraisal system or the planning process. It is especially effective at an individual level. The advantage of setting goals include greater employee involvement in the job, increased motivation to achieve goals, the development of new ideas, and more open lines of communication among managers.

Behavior Modification Behavior is shaped by reinforcement and punishment. The following five-step program allows managers to motivate their employee's performance:

- Identify critical behavior. Specify those observable actions that are crucial to high performance.
- Set the baseline. Measure the average rate at which these actions occur.
- Determine triggering conditions. Identify those factors that lead to the critical behaviors and those that punish or reinforce the desired actions.
- Create an intervention. Create a way to reinforce desired behavior and either to ignore or punish undesired behavior.
- Evaluate. Compare the baseline frequency of the critical behavior's occurrence at the start of the program with that at the end of the program, so as to determine improvement.

Another way to motivate employees is to tie pay to performance.

When using behavior modification, it is important to communicate the performance criteria

clearly and thoroughly. Each employee must know exactly what must be done to acquire the specified reward.

Motivation-hygiene Theory Motivation-hygiene theory consists of two sets of factors that affect employees' performance. The first of these are called hygiene factors, which include compensation, supervision, working conditions, and hotel policy. For performance to improve, motivators must be offered. These are defined as opportunities in the job itself for growth, achievement, recognition, responsibility, and advancement. But employees can be motivated by these factors only if the hygiene components such as fair pay and good supervision are present.

No one motivational technique will work with all employees at all times. Before adopting a motivational method, you must first assess the needs of your employees and then choose the right incentive. Individuals whose jobs are very routine must be motivated extrinsically, or by factors in their environment such as incentives and compensation. As the job becomes more complex, the more intrinsically motivated, or self-starting, employees will become.

A. Answer the following questions.

1. What is achievement motivation?
2. What is goal setting?
3. What is behavior modification?
4. What is motivation-hygiene theory?
5. How to apply these theories into practice of the Food and Beverage management?

B. The following case describes a motivational problem occurring in a restaurant. After reading it, describe the action to be taken using the different theories of motivation. Then indicate which theory you think is most appropriate, and why.

Over the past years, the food at the restaurant has been deteriorating. The current chef has been on board for several months, and although he is working hard himself, he is not getting the support that he needs from his staff. The cooks seem to take little pride in their work. They do not follow the recipes the chef has developed, maintain sanitation standards, or properly portion the food. They are all experienced and have been with the restaurant for several years. Good cooks are hard to find, and so he cannot just fire them all and start again.

1. Achievement Motivation.

2. Goal Setting.

3. Behavior Modification.

4. Motivation-hygiene Theory.

5. Which theory do you think would be most appropriate in this situation, and why?

Word List

cellar /'selə/ *n.* 地窖; 酒窖

vintage /'vɪntɪdʒ/ *n.* (优质品牌的) 葡萄酒

stiff /stɪf/ *a.* (酒等) 浓的, 烈性的

crisp /krɪsp/ *n.* 油炸马铃薯片

liquor /'lɪkə/ *n.* 烈酒

fragrant /'freɪgrənt/ *a.* 芳香的

barley /'bɑ:lɪ/ *n.* 大麦

sorghum /'sɔ:gəm/ *n.* 高粱

productivity /prɒdʌk'tɪvɪtɪ/ *n.* 生产力, 生产率

concise /kən'saɪs/ *a.* 简明的, 简洁的

reinforcement /ri:ɪn'fɔ:smənt/ *n.* 加强; 增援

crucial /'kru:ʃəl/ *a.* 决定性的, 重要的

baseline /'beɪsləɪn/ *n.* 基线, 底线

trigger /'trɪgə/ *v.* 扣扳机; 触发

intervention /ɪntə'veɪnfən/ *n.* 插入; 介入

assess /ə'ses/ *v.* 估定价值

Notes

- soft drink 软饮料, 一般包括 cola(可乐), juice(果汁), aerated water(碳酸汽水), beer(啤酒), mineral water(矿泉水)等。
- traditional drink 传统饮料, 一般包括 tea(茶), coffee(咖啡), cocoa(可可)三大类。
- Amer Picon: French aromatic wine made from quinine and aromatic
Dubonnet: French aperitif made from grape and aromatic
Chateau Haut Lafite: French red wine
Barsac: French white wine
- I think a Barsac goes very well with your pan-fried fish fillet.
I'd recommend Chateau Haut Lafite for your T-bone.
You will have a better understanding of these two sentences by reading the following material:
Red wines, are served at room temperature with red meats, such as beef, lamb, and game. White wines, well-chilled, are served with fish, chicken, port (white meat). Rose wines, well-chilled, can be served with all meat and fish.
- Crème de Cassis: Black currant liqueur made of black currant
Cointreau: Orange-colored liqueur made of orange
Triple Sec: Colorless sweet liqueur made from orange peel
- on the rocks: 把酒倒在杯中的小方块冰上
- Scotch: Famous Scotch whisky

Bourbon: Famous American whisky

8. Remy Martin, Hennessy: Famous French brandies

9. XO: Extra Old (特醇)

☆	One-star	一星白兰地(为三年之白兰地)
☆☆	Two-star	二星白兰地(为四年之白兰地)
☆☆☆	Three-star	三星白兰地(为五年之白兰地)
V.O.	Very Old	十分陈年(为十至十二年之白兰地)
V.S.O.	Very Superior Old	十分优质陈年(为十二年至二十年之白兰地)
V.S.O.P.	Very Superior Old Pale	优质佳酿(为二十年至三十年之白兰地)
X.O.	Extra Old	特醇(为三十年以上之白兰地)

10. dry: 干

“dry” means wine containing a very low percentage of sugar or none at all.

11. It never goes to the head. (不管喝多少)它也不冲脑。

IV Consolidation

A. Role-play

- Bartender:** You greet the guest and seat him.
 You suggest Witz Cocktail — a mixture of real Chinese ingredients.
 You tell the guest how to make it. (e.g. certain portions of Wu Liang Ye, Laoshan Mineral Water, Great Wall Red Wine, etc.).
- Guest:** You want to have the speciality of the bar.
 You want to know how to make the cocktail.

B. The following lists are of some drinks. Please tell what classifications they belong to. (liquor, grape wine, brandy, whisky, soft drink, traditional drink, etc.)

- beer
- vodka
- Martell
- Remy Martin
- jasmine tea
- bourbon
- Burgundy
- black coffee
- mineral water
- Scotch
- Mao Tai

C. Reading Comprehension

Food and Culture

We all have ideas about what kind of foods are good to eat. We also have ideas about what kinds of foods are bad to eat. As a result, people from one culture often think the foods that people from another culture eat are disgusting or nauseating. When the famous boxer Muhammad Ali visited Africa, for example, one member of his group became quite sick when he saw someone pick up a butterfly and eat it. Many people would find it disgusting to eat rats, but there are forty-two different cultures whose people regard rats as appropriate food.

Some people in Africa think African termites make a delicious meal. Many other people would probably be sick if they had to eat termites, but one hundred grams of termites contain more than twice as many calories and almost twice as much protein as one hundred grams of cooked hamburger.

However, food likes and dislikes do not always seem related to nutrition. For example, broccoli is first on a list of the most nutritious common vegetables, but it is twenty-first on a list of vegetables that Americans like most to eat. Tomatoes are sixteenth on the list of the most nutritious vegetables, but they are first on the list of vegetables that Americans like most to eat.

But dislike is not the only reason why some cultures will not eat a certain food. In some cultures, certain foods are taboo. Taboo is a word from the language of the Fiji Islands that is used to describe something that is forbidden. Some foods are taboo in certain religions, but there are also other food taboos that are not connected to a religion. We do not usually think about why certain things are taboo in our culture. We may not even know why they are taboo. Anthropologists try to discover the hidden reason for taboos. For example, the sacred cows of India are well known. Cows can go wherever they want to in the streets of India, and they can eat anything they want from the supplies of the food sellers on the street. As a result, the cows are a problem. However, no one in India would kill them or eat them. It is taboo to do so. This custom seems strange to other people, but anthropologists believe that there are three reasons for it. First, cows are valuable because the farmers need them to help plow their fields. Second, cow manure is used as a fertilizer on the fields. In India, many farmers cannot afford to spend money on fertilizer. Third, the cow manure can be dried and burned to make cooking fires. Therefore, farmers that kill their cows for meat soon find that they cannot plow or fertilize their fields or make a cooking fire.

Another example is that Americans do not eat dogs, although people from some other cultures regard them as good food. In the United States, dogs are very important to people as pets. They are usually regarded as part of the family, almost like a child in some cases. In addition, dogs have value as protection against criminals. Thieves will not usually enter a house where there is a dog because the dog will bark and possibly attack a stranger who is trying to get into a house. Apparently, the dog's place in society as a companion and as a protection against criminals makes the dog taboo as food.

The taboo against eating pork occurs in more than one culture. There is some evidence that some ancient Egyptians did not eat pork. The ancient Israelites also regard pork as taboo. One explanation for the pig-eating taboo is that if it is not cooked sufficiently may spread a disease called trichinosis. However, most people no longer think that this is a good explanation for the pork taboo.

Anthropologists believe that most food likes and dislikes are a result of the way of life of different people. Some people live in areas where there are both large animals and many insects. It is difficult for these people to kill large animals, and it requires a lot of energy. It is easier for them to use insects for food because it is not difficult to catch insects and it does not require a lot of energy. Nomadic people who move around will not want to keep pigs for food. People will not eat pets such as dogs. Americans eat a lot of beef because there is plenty of land for raising cattle and their meat can be shipped cheaply for long distances by railroads.

Decide whether the following statements are true (T) or false (F) according to the passage.

1. People of different cultures may have different ideas about what kinds of food are appropriate to eat.
2. Sometimes people don't like to eat a certain kind of food because they don't have any idea about the nutrition of the food.
3. Taboo foods are something harmful to our health so that we are not allowed to eat them.
4. Anthropologists know the reason why some of the foods are considered taboos.
5. Different ways of life may lead to different food likes and dislikes.

D. Writing

Look at the picture given below. Write a few lines to describe the bar.



- Outline:**
1. Location
 2. Service hours
 3. Furnishings
 4. Facilities

E. Translation

Cocktails are an important part of the restaurant business, and it takes time to learn how to properly mix and serve hundreds of different drinks and combinations. Many people have their own preferences for certain cocktail recipes, and bartenders are often asked to mix drinks to suit a customer's taste. In addition to serving mixed drinks, bartenders also serve wine, draft or bottled beer, and a wide variety of non-alcoholic beverages.

LEARNING GOALS

1. What foreign tourists are most likely to buy.
2. How to promote Chinese Culture.
3. Shop assistant's job procedures.
4. Whether curios can be taken out of the country.

GALAXY OF TERMS

food stuff 食品

arts and crafts 工艺品

blue-and-white 青花(瓷)

egg-shell 薄胎(瓷)

the capital of porcelain 瓷都

young pilose antler 鹿茸

patent medicine 成药

medical classic 医典

audio-visual 音像

Peking Opera 京剧

tourist shopping 旅游购物

shopping tour 购物旅游

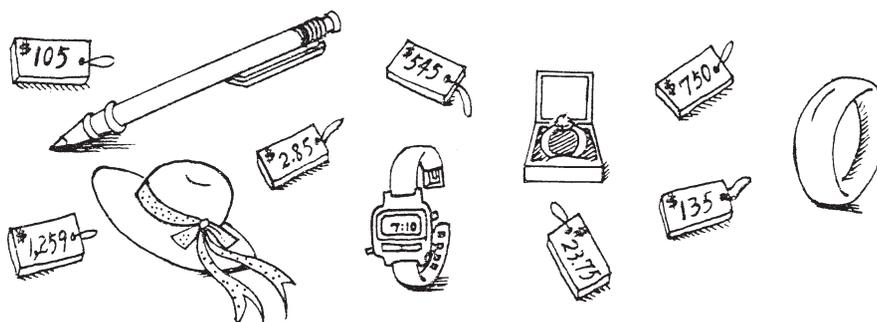


I What Is to Be Sold in Our Shopping Arcade

A. Listen to the dialogs, decide what each short conversation is about and mark (✓) where appropriate.

	Food Stuff	Garments	Medicine	Jewelry	Arts & Crafts
Dialog 1					
Dialog 2					
Dialog 3					
Dialog 4					
Dialog 5					

B. Listen to the dialog and match each object with its correct price tag.



C. Listen to the dialog again and complete the following conversation with the information you hear.

(A=Shop Assistant G=Guest)

- A: Can I help you, madam?
 G: Yes, I need something for my daughter. _____, so I want something special.
 A: Well, how much did you want to spend?
 G: Oh, money _____!
 A: Oh? Well, how about a nice ring?
 G: That's a good idea. Mmm ... how much is this one?
 A: That's, er, \$1,259.
 G: Oh, er, not _____ for my daughter.
 A: Well, here's a beautiful bracelet. It's only \$545. It's eighteen carat gold.
 G: Hmm. Well, ... no, that's not quite right. I don't like _____.
 A: I know. How about this gold pen? It's only \$135, and it will last forever!
 G: Mmm. No, no, I don't think so. It's, oh, dear, it's _____!
 A: Too heavy! I see. Well, how about a watch?

G: How much is _____?

A: Let's see. Oh, here's one for, er, \$23.75 — that's twenty three dollars and seventy- five cents.

G: Ah. No. I don't think she would like that watch. It's too big! Ah ha! How about that hat over there?

A: The hat? But I thought you wanted ...

G: Oh, it's beautiful! How much is it?

A: It's er, \$2.85.

G: It's perfect! I'll take it! She'll love it!

D. There can't be many people who could manage to visit China and not be tempted to do any shopping. Discuss in class what gifts and souvenirs foreign tourists are most likely to buy from China.

II How to Promote Chinese National Culture

Dialog 1 At the Porcelain Counter

[A guest (G) at the porcelain counter is looking at the chinaware with great curiosity. The shop assistant (A) greets him.]

A: Good afternoon, sir. What can I show?

G: People say that porcelain is the greatest invention Chinese people made for the world, isn't it?

A: Right you are, sir. You really know one thing or two about our ancient civilization.

G: Thank you. *(Pointing to a set of blue-and-white tableware.)* I suppose it's of perfect traditional Chinese design, isn't it?

A: Yes, indeed. It's the best quality china — the famous egg-shell porcelain. It's not for use, but for show. It's made in Jingdezhen.

G: Jingdezhen? Isn't it called "the capital of porcelain"?

A: Yes, sir. There are few others like it. It's known to be "as white as jade, as thin as paper, as bright as mirror, and as melodious as qing".

G: Qing?

A: It's an ancient Chinese musical instrument which gives off beautiful musical rhythms.

G: Great! I'll take this set.

A: You have very good taste of art. Please pay at the cashier's desk over there. Shall I wrap them up together or separately?

G: Separately, please.

Dialog 2 At the Pharmacy Counter

[An elderly shop assistant (A) comes over to greet a guest (G) who is standing by the pharmacy counter.]

- A:** Good morning, madam. Are you being attended to?
- G:** No. Could you show me some Chinese tonics?
- A:** Do you want it for yourself, madam?
- G:** Yes. I've suffered from uneasiness and anaemia for years.
- A:** I'm sorry to hear that. But don't worry, madam. I suggest you get some bottles of young pilose antler tablets. This Chinese patent medicine suits those who are weak in health, suffering from uneasiness of body and mind, malnutrition and amnesia.
- G:** That's fine. How should I take it?
- A:** The directions are given in the specifications on the bottle. You'd better take the tablets constantly.
- G:** Good. Besides, could you recommend something for my aged father? He's suffered from poor appetite and asthenia of the heart and lung for nearly twenty years.
- A:** Oh, I'm sorry. I suggest he take some Chinese ginseng. Many ancient Chinese medical classics have valued it as a panacea which can eliminate general weakness and greatly improve health.
- G:** Oh, good. I'll buy four boxes of it. But how to eat this root-like herb?
- A:** Just cut it into small pieces. Then stew them with a hen. Or put some pieces into a glass, such as ginseng tea for him to drink.
- G:** Sounds interesting.
- A:** The usual dose is five to ten grams a day. Overdose may cause trouble. Also, please tell him not to drink strong tea or eat turnips while having ginseng.
- G:** I see. Thank you for your advice.

Dialog 3 At the Audio-visual Product Counter

[Mr. Johnson (J) and Mrs. Johnson (M) are approaching the audio-visual counter with greater interest. The shop assistant (A) receives them.]

- A:** May I help you, sir and madam?
- M:** We're going back to the States soon and I want some CDs of Chinese music to take home with me.
- A:** Would you like something classical or modern?
- M:** I'd prefer traditional Chinese music.
- A:** What about this CD? It consists of *Twin Spring Reflecting the Moon* played on *erhu* and *Ode to Triumph* played on *suona*.
- M:** What are *erhu* and *suona*?
- A:** They are typical traditional Chinese musical instruments. *Erhu* is somewhat like a 2-string fiddle while *suona* somewhat like your saxophone. Besides, there's in this CD, a particular

violin concerto *Liang Shanbo and Zhu Yingtai*, or to say *the Romance of Butterflies*.

M: What do you mean by that?

A: It's about an ancient love tragedy. People compare them to *Romeo and Juliet*.

M: Very nice! I'd take it. What do you want, darling?

J: I like DVD better. Could you find me one on Peking Opera? I know Peking Opera is one of your national treasures, isn't it?

A: Right you are. Here is a set of Peking Opera DVDs, containing two episodes performed by Mei Lanfang, two by Gai Jiaotian and two by Zhou Xinfang. They're all great masters of Peking Opera.

J: Great! I can have a feast to my eyes and ears.

A. Read the above dialogs carefully, and tell:

1. what China's porcelain means to the outside world.

2. the main characteristics of China's porcelain.

3. what a shop assistant should make clear when selling traditional Chinese medicines.

4. what cautions should be kept in mind when one is taking ginseng.

5. what trouble will be caused by overtaking ginseng.

B. Give each of the following sentences a more courteous expression.

1. What do you want to buy, sir?

2. You needn't bargain with me. I can't change the prices.

3. Can't you tell natural silk from man-made silk?

4. This is the cheapest sports suit. Why not take it?

C. Read the following conversation. The sentences are not in the right order.

- Decide which sentences are spoken by the GUEST (G) and which are spoken by the SHOP ASSISTANT(A). Mark the sentences with "G" or "A" on the lines provided.
- Write numbers in the brackets to show the correct order of the sentences.
- Act out the conversation with your partner.

- _____ Thank you. Are you looking for something special, sir? ()
- _____ Great! But I wonder if you can ship the goods to the States. ()
- _____ Yes, of course. We have a very efficient system. We can pack and ship anything for you. ()
- _____ I'm just browsing. ()
- _____ Good afternoon, sir. Welcome to our shop. May I help you? ()
- _____ Well, you can use credit card or pay RMB. ()
- _____ Good afternoon. The shop is that fascinating. ()
- _____ Well, there're many departments in our store. You can find all kinds of goods here. ()
- _____ Just one more thing, how can I pay for what I buy? ()

D. Complete the following dialog.

(A=Shop Assistant G=Guest)

- A:** _____?
- G:** I'd like to buy a garment closely related to Chinese culture as a token of my China trip. What do you think will be nice on me?
- A:** Well, Miss. You have very good shape. _____.
- G:** Qipao? What's that? Could you show me, please?
- A:** _____.
- G:** Oh, they're all so nice!
- A:** _____, brocade or velvet?
- G:** Brocade, please.
- A:** _____?
- G:** A short-sleeved one, please.
- A:** Then what about this one?
- G:** Beautiful indeed. But what are the flowers on the chest?
- A:** They're peonies, symbols of _____.
- G:** Good. May I try it on?
- A:** _____.
- G:** It fits me nicely. I'll take it. But is it colorfast?
- A:** Yes, all the garments here are colorfast. But please wash it in lukewarm soap water and rinse well. Please don't rub or wring it.

E. Read the following list carefully and make a dialog with your partner based on these procedures.

Service Procedures

Receiving shoppers

1. Greet the customer;
2. Introduce and recommend the products;
3. Show the samples;
4. Explain the quality, sizes, styles, colors or features;
5. Offer cautions;
6. Accept the customer's payment;
7. Pack the goods.

III Summary of Our Work

The Urge to Shop

Could the urge to shop, to gather, and to collect, be instinctual, relating to the nesting behavior seen in many animals, and perhaps, man? To be able to pursue, to examine, to feel, and to think of the joys derived from purchasing certain merchandise is indeed pleasurable to millions of people, and may for them be a minor, if not a major, reason for travel. Hordes of cruise passengers descend upon Kingston, Jamaica, St. Thomas, Curacao, Hong Kong, the Bahamas, Singapore, and other tax free emporiums to give witness to the strength of the shopping drive. Nearly everyone likes a bargain; nearly everyone likes to buy; nearly everyone likes to have a reason for going some place different to do so.

The tourist who has just spent \$500 vacationing in St. Thomas gleefully totes five fifths of rum at considerable effort to the plane, through customs, and finally home, saving \$20 ~ 30 in the process. The suit purchased in Hong Kong is some kind of prize to be exhibited for years to come. The bizarre straw hat acquired in Jamaica labels the owner as a true traveler. What better evidence of a trip to Hawaii than an Aloha shirt? A sombrero and serape have got to mean that the owner has been to Mexico. The gift of Chanel No. 5 to a friend takes on added glamour when the perfume is purchased in an exotic port (besides it doesn't cost as much).

Bargain hunting can be an end in itself. Go to Portugal for a fisherman's sweater; Chile has bargains in copper; blankets are cheap in Ireland, and everybody knows about those hand-tailored suits from Bangkok for \$70. Buy your reading glasses in Germany, your tweeds in Scotland, and your leather goods in Mexico. Being able to get special merchandise at low cost adds purpose to the trip.

For persons living in high cost areas, travel and vacationing in low cost countries can indeed save money. It is possible for an Englishman to rent his home in London for \$500 a month and live in Spain or Portugal for little more than his rental income. Tourists are forever seeking out those places that are inexpensive.

Following the war, Austria was a low-cost vacation spot. Supply and demand raised the prices

○ somewhat and the budget-conscious switched to Spain and Portugal. Within the same country, costs may vary widely and the true bargain hunter is soon informed about the differences. Dublin hotels are about as expensive as hotels in New York City, but a room in Irish farmhouse costs only six dollars with breakfast.

Within an area, rates may vary tremendously. Hotel tariffs in Puerto Rico and the Bahamas are high, while relatively inexpensive on some of the other islands and in Costa Rico and Columbia. Acquiring such knowledge is part of the travel game and is fun in itself.

Shopping in a native bazaar has its own allure; the sounds, sights, and smells are different. Somehow, the fruit purchased from the floating market in Bangkok or Singapore is more romantic than that bought at the local supermarket back home.

Millions of foreigners, overseas Chinese, Hong Kong, Macao and Taiwan compatriots visit mainland of China every year on business, for sightseeing, or exchanges in the fields of economy, trade, sports, science, and culture. Many of them return home loaded with souvenirs and gifts. In fact, there cannot be many people who could manage to stay in China and not be tempted to do any shopping.

At the same time, the domestic tourism is also in full swing. The tourists are not only fascinated by the beautiful scenery, but also fond of the local specialties. Tourist shopping and shopping tour have become the indispensable part of China's economy, which has resulted in the booming of outbound tourism. More and more Chinese citizens are traveling abroad. Shopping is a must of their itineraries.

Therefore, tourist-shopping business has become one of the pillars that support China's tourism, alongside travel agency business, hotel business and transportation business.

A. Answer the following questions.

1. What are the specialities in Portugal, Chile, and Ireland?
2. Why does shopping in a native bazaar have its own allure?
3. Why do so many foreign tourists visit China every year?
4. What are the pillars that support China's tourism?
5. Please give some examples of specialty shops in China.

B. Read the following service encounter and determine what has been done to turn a potential into a success.

A couple on vacation was staying in a large downtown hotel with their five-year-old and seven-year-old sons. The woman was in the gift shop with the boys and stopped for a moment to choose a magazine. When she looked back up, her sons had disappeared. In a panic, she searched the shopping area, and, unable to find them, went to the manager's office for help. The manager calmly notified the police and hotel security. Every available employee pitched in to help search the entire building and surrounding street. An hour later, one of the shop assistants found the children in the shop's storage room, happily tearing open packets of sweets and emptying them on the floor.

Word List

- jewelry** /ˈdʒu:əlri/ *n.* 珠宝
- bracelet** /ˈbreɪslɪt/ *n.* 手镯
- karat** /ˈkærət/ *n.* 开 (表示金子等的纯度)
- porcelain** /ˈpɔ:slɪn/ *n.* 瓷器
- chinaware** /tʃaɪnəweə/ *n.* (总称) 陶瓷器
- civilization** /sɪvɪlaɪˈzeɪʃən/ *n.* 文明
- rhythm** /ˈrɪðəm/ *n.* 节奏, 韵律
- pharmacy** /ˈfɑ:məsi/ *n.* 药房
- tonic** /ˈtɒnɪk/ *n.* 补药
- anaemia** /əˈni:miə/ *n.* 贫血症
- pilose** /ˈpaɪləs/ *a.* 多毛的, 覆有软毛的
- antler** /ˈæntlə/ *n.* 鹿角, 鹿茸
- malnutrition** /ˈmælnju:ˈtrɪʃən/ *n.* 营养失调
- amnesia** /æmˈni:ziə/ *n.* 健忘症
- asthenia** /æsˈθi:niə/ *n.* 无力
- ginseng** /ˈdʒɪnsɛŋ/ *n.* 人参, 人参制品
- dose** /dəʊs/ *n.* (药物等的) 一剂, 一服
- reflect** /rɪˈflekt/ *v.* 反映, 表现
- ode** /əʊd/ *n.* 颂歌, 颂诗
- triumph** /ˈtraɪəmf/ *n.* 胜利, 凯旋
- instrument** /ˈɪnstɹəmənt/ *n.* 仪器
- saxophone** /ˈsæksəfəʊn/ *n.* 萨克斯管
- romance** /rəˈmæns/ *n.* 浪漫; 罗曼史
- butterfly** /ˈbʌtəflaɪ/ *n.* 蝴蝶
- tragedy** /ˈtrædʒɪdɪ/ *n.* 悲剧
- compare** /kəmˈpeə/ *v.* 比较, 对照
- episode** /ˈepɪsəʊd/ *n.* 一段情节; 插曲
- browse** /braʊz/ *v.* 浏览; (在商店) 漫不经心地看商品
- brocade** /brəˈkeɪd/ *n.* 织锦缎
- velvet** /ˈvelvɪt/ *n.* 丝绒; 天鹅绒
- colorfast** /ˈkɒləfɑ:st/ *a.* 不退色的
- instinctual** /ɪnˈstɪŋktʃʊəl/ *a.* 本能的 (=instinctive)
- horde** /hɔ:d/ *n.* 群, 一大群 (人或动物)
- emporium** /ɪmˈpɔ:riəm/ *n.* 商业中心
- gleefully** /ˈgli:fʊli/ *ad.* 极快乐地, 欢乐地
- bizarre** /bɪˈzɑ:/ *a.* 奇异的, 异乎寻常的
- sombrero** /sɒmˈbreərəʊ/ *n.* 墨西哥帽
- serape** /səˈrɑ:pɪ/ *n.* 一种华丽的毛毯 (常用作披肩或外衣)
- tweed** /twi:d/ *n.* (粗) 花呢
- bazaar** /bəˈzɑ:/ *n.* 小商品市场

Notes

1. 本单元三则情景对话在系统引进售物服务流程的同时, 分别介绍了中国优秀的陶瓷文化、医药文化和戏曲音乐。
2. A shop assistant's job mainly include these procedures: receiving and greeting the customer, introducing and recommending the products, showing the samples (出样), explaining the quality, sizes, styles, colors or features, offering cautions (指明注意事项), accepting the customer's payment, packing the goods, etc.
3. "as white as jade, as thin as paper, as bright as mirror, and as melodious as qing".
白如玉, 薄如纸, 明如镜, 声如磬。
as ... as ... 是英语中常见的明喻表示法, 例如:
as firm as a rock 坚如磐石
as bright as day 亮如白昼
as simple as ABC 像ABC一样简单

- as happy as a lark 欢喜雀跃
4. *Twin-Spring Reflecting the Moon* 《二泉映月》
Ode to Triumph 《得胜令》
Liang Shanbo and Zhu Yingtai/the Romance of Butterfly 《梁山伯与祝英台》/蝴蝶恋曲
Romeo and Juliet 《罗密欧与朱丽叶》
5. compare A to B 把A比作B
 compare A with B 把A与B作比较
6. Even antiques which have been cleared for sale to foreigners can be taken out of the country. When you buy an item more than 100 years old, it will come with an official red wax seal attached. You'll get a sale receipt which you must show to the Customs.
 凡卖给外国人的古玩都可以带出境。凡有100年以上历史的古玩都要盖有官方的红蜡图章,而且还要有收据,收据要给海关查验。
 (请注意,每一位从事文物古玩销售工作的营业员都应学会用英语表示上述这点。)

IV Consolidation

A. Role-play

- Shop Assistant:** You greet the guest.
 The local newspaper rates your shop as one of the best in the city.
 There are many counters in your shop.
 There will be no problem at the Customs.
 You have a good selection of mahogany furniture in Ming Dynasty style.
 You have a very efficient shipping system.
 The postage is extra.
- Guest:** You are looking around the shop.
 You are quite interested in the imitation of Terra Cotta Warriors of the Qin Dynasty.
 You wonder if there will be trouble at the Customs.
 You also want to buy some mahogany furniture for your parlor.
 You leave your name and address.

B. Decide whether the following statements are true (T) or false (F).

1. Egg-shell porcelain is made from egg shell and china.
2. When we help the customers ship the goods he has bought, we should ask for postage.
3. If a guest says that something is too expensive, the shop assistant may answer, "The price is reasonable."
4. Ginseng has a magic power, so the more you take it, the better.

5. China is the homeland of many products, such as silk, tea, porcelain, etc.
6. People usually wash silk fabrics in hop soup water, but they don't rub or wring them.

C. Reading Comprehension

From today, Internet users will be able to order and pay for Oxford books and publications online. Oxford University Press (OUP), working in partnership with the software developer CommerceNet, and the communications company Cable and Wireless, has reinforced its commitment to its private customers in the UK and Ireland with the launch of a new credit card payments system at <http://www.oup.co.uk>.

The new credit card payments system will enable private individuals, in the UK and Ireland initially, to order books simply by entering the catalog section on the OUP web-site, choosing a book, and then clicking onto a BUY NOW. Button, which will appear close to every available publication in the catalog. This will connect to an OUP order form at a Cable and Wireless secure server, which the customer will then complete. The secure-service provider will undertake online credit card validation and the order will then be relayed to OUP's UK distribution center at Corby, Northamptonshire, for delivery of the publications.

Subject to its success in the UK and Ireland, the new system is planned to be extended to the rest of Europe and the Middle East. The OUP web-site has been running since 1995. OUP has one of the most comprehensive online catalogs of any publisher in the UK. The site received nearly 30,000 visitors from around the world in January 1998, with over 56,000 searches performed on the online catalog. Both figures are increasing by about 10 percent each month.

Kate Jury, Marketing Director, Humanities and Social Science group, said: Oxford University Press is committed to providing its customers with a variety of ways of obtaining Oxford books and publications. This new method is the most up-to-date means and will provide some of our customers with the flexibility and ease they need.

1. The new credit card payment was launched by _____.
 - a. Oxford University Press
 - b. CommerceNet
 - c. Cable and Wireless
 - d. All of the above.
2. In the very beginning, the new system is designed to cover _____.
 - a. the UK and Ireland only
 - b. the UK only
 - c. the Middle East
 - d. Europe
3. Which of the following is TRUE according to the passage?
 - a. A customer does not have to fill out any form if he buys an OUP book on Internet.
 - b. All the customer has to do is to click onto a BUY NOW. Button if he wants to purchase a book.
 - c. A customer will be able to buy an OUP book without having to leave home.

LEARNING GOALS

1. What activities the hotel's Recreation Dept. provide.
2. The best way to lose weight.
3. Sauna and massage ABC.
4. When a foreigner invites you out.

GALAXY OF TERMS

body building 健身,健美

locker room 更衣室

long-stay guest 长包房客人

lose weight 减肥

on diet 节食

resident coach 常驻教练

shallow area 浅水区

Pink Lady 红粉佳人(一种鸡尾酒)

shadow boxing/Taijiquan 太极拳



I What Activities Can We Go in for Here

A. Listen to the dialogs, decide what each short conversation is about and mark (✓) where appropriate.

	Sports	Body Building	Entertainment	Outdoor Activities	Beauty Creation
Dialog 1					
Dialog 2					
Dialog 3					
Dialog 4					
Dialog 5					

B. Listen to the dialog and fill in the following table with the information you hear.

Service Time	
Water Temperature	
Water Depth	
Frequency of Changing Water	

C. Listen to the dialog again and complete the following conversation with the information you hear.

(C=Clerk G=Guest)

(The telephone rings.)

C: Good evening. Recreation Dept. May I help you?

G: Yes, I'd like to go swimming this evening. Is your swimming pool _____?

C: Yes, we don't close until 11:00 p.m.

G: In such weather, I'm afraid the water is _____.

C: Oh, don't worry. Ours is a heated swimming pool. The temperature is about 28°C.

G: That's great! But I'm not _____. I was wondering how deep the pool is.

C: Its depth is 1 meter to 2.5 meters. There're separate locker rooms, where you can _____.

G: Thank you. But how often do you change the water?

C: We change it every other day. We just changed it _____.

D. Discuss in class the importance of leisure and recreational activities in the modern life, the facilities and apparatus you might find in a hotel's Recreation Dept., and your favorite items.

II How to Do Service Here

Dialog 1 In the Gym

[A long-stay guest (G) enters the hotel's gym. The attendant (A) greets him.]

A: Good morning, sir. May I help you?

G: Yes, please. I want to lose some weight, but I hate to be on diet.

A: I think the best way is to do some exercises in our gym every day. We have aerobics and Taijiquan training classes every day.

G: What's Taijiquan?

A: It's an important branch of Chinese martial arts. It is used for life enhancement, health building, and combat.

G: I see.

(The guest looks around.)

A: Besides, we have all the latest recreational sports apparatus. Here're the bar bells, dumb bells, spring grips, and the wall bars. Over there you can see the race apparatus, stationary bike, recumbent cycle, rowing machine, muscle builder set, chest expander, and the aerobic stair climber.

G: But do you have a coach here to supervise the exercises?

A: Yes, we have a resident coach here. He supervises all the activities.

G: Good. I'll get registered in your Taijiquan training class.

A: This way, please.

Dialog 2 Sauna and Massage

[A guest (G) comes to the sauna center. The attendant (A) greets him with a smile.]

(A=Attendant G=Guest M=Massagist)

A: Good afternoon, sir. Welcome to our sauna center.

G: Good afternoon. What kind of sauna do you have here?

A: Ours is a Finnish dry sauna.

G: What's the temperature in the sauna proper?

A: About 212 °F. If you feel too hot in there, please don't stay too long in case you can't stand the heat.

G: I see.

A: Here's the key to the locker and the towel.

(The guest enters the sauna proper. A few minutes later he rushes out, sweating all over.)

A: Sir, don't you want to cool off under a shower or have a quick swim?

G: Good idea.

(The guest cools off and returns to the sauna proper again.)

(On the third time he comes out.)

A: How are you feeling now?

G: I feel quite good.

A: Here's the robe. Please wrap yourself in it. ... Would you like a sauna snack in the sauna bar and have a massage?

G: Good idea. Do you have a masseuse for me?

A: I'm afraid we have only masseurs for gentlemen.

G: All right.

[The guest finishes sauna snack and makes for the massage room. The masseur (M) comes over.]

M: Would you please take off your robe and lie downward on the bed? I'll put on a little vanishing cream on your body and cover you with a toweling coverlet. The massage is given outside the coverlet.

G: OK.

M: The whole process will take about an hour. You might be sleepy after taking a massage. What time would you like me to wake you up if you fall asleep?

G: In two hours, please.

(The masseur massages the guest's head, neck, shoulders, arms, fingers, wrists, and massages the back, waist, legs, knees, ankles and underside of the feet.)

(After a thorough massage, the guest feels sleepy.)

G: It's marvelous! Thank you so much.

M: You are welcome. Have a nice nap.

Dialog 3 At the Swimming Pool

[A lady (L) approaches the hotel swimming pool. The attendant (A) receives her.]

L: How nice your swimming pool is! I'd like to have a dip here. But I'm afraid the water is too cold in such cold weather.

A: Don't worry, madam. Ours is a heated swimming pool. The temperature is 28°C.

L: That's good. Could you tell me how deep it is?

A: Its depth is from 1.5 to 2.8 meters. And we have put a special kind of salt in it so as to stimulate the skin.

L: Great! But I'm just a beginner. Where shall I start?

A: First of all, you'd wear a swimsuit, swim cap, and goggles. They're on sale today.

L: *(Laughing)* Right you are! But they can't make me a mermaid.

A: I understand. We have kickboards and buoys on loan. And you'd better begin in the shallow area.

L: May I have a complete set of them?

A: Yes, of course. Here you are.

(The lady pays the money.)

L: I'd like to get started now.

A: Here's the key to the locker.

L: Thank you. Do you have a woman coach here?

A: Yes. We have an experienced one. She'll make you a great swimmer in the shortest possible time.

A. Read the above dialogs carefully, and tell:

1. what the best way to lose weight is.

2. how many kinds of sauna there are.

3. why masseurs are for gentlemen while masseuses are only for ladies.

4. what is included in a sauna snack.

5. what the benefit of practicing Taijiquan is.

B. Correct the mistakes in both language and performance in the following dialog.

[A guest (G) comes to the ballroom in the evening.]

(A=Attendant G=Guest)

A: Hi, sir. Good evening. Welcome.

G: Hi, Miss. A table in the corner, please.

A: OK. This way. Sit down, please. What would you like to have?

G: A Pink Lady, please.

A: All right. Just a minute. ... Here you are, sir.

G: What melodious music! Would you care to have a dance with me, Miss?

A: I'd be glad to, but I'm working now, you see.

G: Oh, God. To tell you the truth, you are the most beautiful girl I've ever met. Can we be friends?

A: Why not? You are my friend already. But I don't know your name.

G: Fox. And yours?

A: Lisa Wang.

(Mr. Fox is about to leave.)

G: Lisa, this money is for you. Your service is excellent.

A: Thank you, Mr. Fox.

G: Can you go out with me to have drink?

A: Sorry, but the manager will punish me for it.

G: I won't tell if you don't tell. So please come.

A: In such a case, I'll go with you after work at 10:00 PM. Here's my mobile phone number and address.

C. Read the following conversation. The sentences are not in the right order.

1. Decide which sentences are spoken by the GUEST (G) and which are spoken by the WAITER (W). Mark the sentences with “G” or “W” on the lines provided.
2. Write numbers in the brackets to show the correct order of the sentences.
3. Act out the conversation with your partner.

_____ Yes. This way, please. ... Please take your seats. Here's the drink list, the song order book, and the song order slip. ()

_____ Do you use video cassettes or laser discs? ()

_____ Laser discs. That makes it easier to locate the songs. ()

_____ Good evening, sir and madam. Welcome to our Lark Karaoke Bar. ()

_____ Please write down the code and the name of the song you wish to sing on the slip and I'll come to collect it. When it is your turn, the DJ will announce it through the microphone. ()

_____ How can we order the songs? ()

_____ Have you got a table for us two? ()

D. Complete the following dialog.

(A=Attendant G=Guest)

G: People say that your hotel's Recreation Dept. is really fantastic. What do you have?

A: Well, we have a nightclub, a gym, a swimming pool, a bowling room, a billiard room, and so on.

G: What do you have in the nightclub?

A: In the night club, you can enjoy _____
_____.

G: Great! How about the fitness center?

A: It is equipped with _____
_____.

G: Terrific! I want to lose weight. Do you organize any training classes?

A: Yes, we have _____.

G: One more thing, is there a coach who supervises the exercises?

A: _____.

E. Read the following list carefully and make a dialog with your partner based on these procedures.

Service Procedures

Providing the swimming service

1. Greet the guest;
2. Introduce the water temperature, depth, and quality;

3. Show the guest to the locker room;
4. Offer cautions;
5. Show the lifeguard to the guest.

III Summary of Our Work

Recreation Center

Recreation may be defined as voluntary participation in leisure time activities that are meaningful and enjoyable to the person involved. The term embraces both indoor and outdoor activities and refers to sports and exercise as well as physically active pursuits. Consequently, recreation should be considered as one aspect of the broader term leisure, which encompasses not only the more sedentary hobbies but also the more vigorous pursuits as well as more active pastimes such as aerobics or swimming.

In this sense, recreational center has become one of the integral parts of a successful hotel. Recreational facilities are therefore very important features of many resorts and urban hotels. A swimming pool is quite common of these particularly in warmer climates and in resort areas. Other recreational facilities include sauna, bowling alleys, billiard room, beauty parlor and gymnastic center with various kinds of sports apparatus, such as racing apparatus, stationary bikes, rowing machine, muscle builder set, bar bell, dumb bell and so on. Tennis courts and golf courses may be provided at some hotels. Many resorts are designed for winter sports such as skiing and ice-skating, others provide horseback riding and some other outdoor activities. In addition, therapeutic recreation like aerobics and shadow-boxing has become an ongoing expansion.

All of these recreational activities require the employment of a number of people. Many 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.

The Recreation staff must be good at motivating guests and sensitive to their needs. Besides good health and physical stamina, they should know how to maintain recreational sports apparatus, supervise all exercises, and be able to make judgments.

A successful operation of combining recreation, hotel management is to train every employee to be gracious, neat and helpful to the guests. They will alleviate the problems associated with visitors encountering a problem with maintenance, food service, hotel service or recreation employees.

Properly planned organization that takes great care in both recreation and leisure management and hotel management can be expected to prosper greatly.

A. Answer the following questions.

1. What is the definition of recreation?
2. Please cite at least one example to explain sedentary hobbies.
3. What recreational sections are provided by the hotel/resort Recreation Dept.?
4. What facilities could Recreation Dept. provide?

5. Why is Recreation Dept. an integral part of a successful hotel?

B. Read the following situation, and answer the questions.

Robert has been manager of the Recreation Dept. at a hotel for three months. The manager that he replaced was very lax. He has been able to correct some of the problems he encountered, such as tardiness and poor grooming habits, but there are still too many complaints about the gym's cleanliness. The attendants are not cleaning the gym thoroughly; some apparatus are dusty; and one guest even found a pair of old socks under the chair of the bowling room.

Questions:

1. Does this problem sound like one that could be solved with additional training? How can Robert find out?

2. How can Robert sell the idea of training to her general manager?

3. Which of the training methods — lecture, role-play, case study, and so forth — would be most effective with this group?

4. How will Robert know if his training efforts are successful?

Word List

gym /dʒɪm/ *n.* 健身房

aerobics /iə'rəʊbɪks/ *n.* 有氧操

enhancement /ɪn'hɑːnsmənt/ *n.* 提高, 增加

combat /kəm'bæt/ *n.* 战斗, 格斗

apparatus /æpə'reɪtəs/ *n.* 器械, 设备, 装置

stationary /steɪʃ(ə)nəri/ *a.* 不动的, 静止的

recumbent /rɪ'kʌmbənt/ *a.* 斜倚的, 横卧的

Finnish /'fɪnɪʃ/ *a.* 芬兰(人)的, 芬兰语的

n. (总称) 芬兰人, 芬兰语

masseuse /mæ'sɜːz/ *n.* 女按摩师

masseur /mæ'sɜː/ *n.* 男按摩师

coverlet /'kʌvəlɪt/ *n.* 覆盖物; 床罩

melodious /mɪ'ləʊdiəs/ *a.* 旋律优美的, 悦耳动听的

encompass /ɪn'kʌmpəs/ *v.* 围绕, 包围

sedentary /'sedəntəri/ *a.* 坐着的, 不动的

vigorous /'vɪgərəs/ *a.* 精力充沛的

stimulate /'stɪmjʊleɪt/ *v.* 刺激

mermaid /'mɜːmeɪd/ *n.* 女子游泳健将

shallow /'ʃæləʊ/ *a.* 浅的

therapeutic /θerə'pjʊ:tɪk/ *a.* 治疗的, 有疗效的

hiker /'haɪkə/ *n.* 徒步旅行者

stamina /'stæmɪnə/ *n.* 体力, 精力

alleviate /ə'li:vɪeɪt/ *v.* 减轻, 缓和

Notes

- Taijiquan is used for life enhancement, health building, and combat.
太极拳用于益寿延年、强身健体和技击对抗。
- bar bell 杠铃 dumb bell 哑铃 spring grip 握力器
wall bars 肋木 race apparatus 跑步器 stationary bike 固定自行车
recumbent cycle 斜靠式脚踏器 rowing machine 划船器
chest expander 扩胸器 aerobic stair climber 爬楼器; 登楼增氧健身器
swimsuit 泳衣 swim cap 泳帽 goggles 潜水镜; 风镜
kickboard 浮板 buoy 救生圈
- dry sauna 干桑拿
Sauna can be classified into dry sauna and wet sauna. In dry sauna, where stones in the sauna proper are not sprinkled with water, the relative humidity is as low as 5 to 10 percent. In wet sauna, when water is ladled over the hot stones from time to time, the relative humidity rises steeply to 10 to 15 percent.
- 212°F: 212 Degrees Fahrenheit (华氏 212 度), 相当于摄氏 100 度。
摄氏温度与华氏温度换算公式: $C \times 9/5 + 32 = F$
- the sauna proper: 桑拿浴室
proper 为形容词后置定语, 意为“严格意义上的, 本身的”, 例如:
Shanghai proper 上海市区 (不包括郊区)
the dictionary proper 词典正文 (不包括附录)
the bridge proper 大桥主体 (不包括引桥)
- A sauna snack usually consists of iced beer and grilled sausage.
- Massage can fall into two categories: health keeping massage and therapeutic massage.

IV Consolidation

A. Role-play

(Mr. and Mrs. Bellow enter the hotel's gym.)

Mr. Bellow: You are interested in the keep-fit facilities.

Mrs. Bellow: You want to know more about the swimming pool.
You want to have your hair done after swimming.

Clerk: You greet the guests.
You show them around the gym.
Yours is a heated swimming pool.
You show the way to the beauty salon.

B. 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 in Column A with the words in Column B.

Column A

1. where guests checks in
2. where guests drink alcoholic or soft drinks
3. where bills are added up and money matters are dealt with
4. where guests can do body building exercises
5. where guests can have their hair dressed
6. where guests can book train tickets
7. where guests can dance
8. where guests can buy souvenirs
9. where guests can get a baby-sitter
10. where guests can send fax
11. where guests can get back lost belongings

Column B

- a. Room Center
- b. Business Center
- c. Bar
- d. Ball
- e. Reception Desk
- f. Fitness Center
- g. Cashier's Desk
- h. Beauty Salon
- i. Hotel Shop
- j. Concierge Desk
- k. Lost & Found

C. Reading Comprehension

Modern Sun Worshippers

People travel for a lot of reasons. Some tourists go to see battlefields or religious shrines. Others are looking for culture, or simply want to have their pictures taken in front of famous places. But most European tourists are looking for a sunny beach to lie on.

Northern Europeans are willing to pay a lot of money and put up with a lot of inconveniences for the sun because they have so little of it. Residents of cities like London, Copenhagen, and Amsterdam spend a lot of their winter in the dark because the days are so short, and much of the rest of the year in the rain. This is the reason the Mediterranean has always attracted them. Every summer, more than 25 million people travel to Mediterranean resorts and beaches for their vacation. They all come for the same reason: sun!

The huge crowds mean lots of money for the economies of Mediterranean countries. Italy's 30,000 hotels are booked solid every summer. And 13 million people camp out on French beaches, parks, and roadsides. Spain's long sandy coastline attracts more people than anywhere else. 37 million tourists visit yearly, or one tourist for every person living in Spain.

But there are signs that the area is getting more tourism than it can handle. The Mediterranean is already one of the most polluted seas on earth. And with increased tourism, it's getting worse. The French can't figure out what to do with all the garbage left by campers around St. Tropez. And in many places, swimming is dangerous because of pollution.

None of this, however, is spoiling anyone's fun. The Mediterranean gets more popular every year with tourists. Obviously, they don't go there for clean water and solitude. They tolerate traffic

jams and seem to like crowded beaches. They don't even mind the pollution. No matter how dirty the water is, the coastline still looks beautiful. And as long as the sun shines, it's still better than sitting in the cold rain in Berlin, London, or Oslo.

1. The writer seems to imply that Europeans travel mostly for the reason that _____.
 - a. they want to see historic remains or religious spots
 - b. they are interested in different cultural traditions and social customs
 - c. they would like to take pictures in front of famous sites
 - d. they wish to escape from the cold, dark and rainy days at home
2. In paragraph 2, cities like London, Copenhagen, and Amsterdam are mentioned _____.
 - a. to show that they are not good cities in terms of geography and climate
 - b. to tell us how wealthy their residents are
 - c. to suggest that these cities lack places of historic interest and scenic beauty
 - d. to prove that they have got more tourism than they can handle
3. According to the passage, which of the following countries attract more tourists than the others?
 - a. Italy.
 - b. Spain.
 - c. France.
 - d. Greece.
4. The latter half of the last sentence in paragraph 3, i.e., "or one tourist for every person living in Spain" means _____.
 - a. all the 37 million people living in Spain are tourists
 - b. every year almost as many tourists visit Spain as there are people living in that country
 - c. every person living in Spain has to take care of a tourist
 - d. every Spanish is visited by a tourist every year
5. According to the passage, which of the following factors might spoil the tourists' fun at Mediterranean resorts and beaches?
 - a. Polluted water.
 - b. Crowded buses.
 - c. Traffic jams.
 - d. Rainy weather.

D. Writing

Write a bulletin to promote the fashion show to be held in the multi-function hall.

- Outline:**
1. Time
 2. Place
 3. Performers and models
 4. Charge
 5. Ways of ticket booking

E. Translation

As leisure time in people's lives increases and health becomes people's first consideration, opportunities for recreation become more important and practical. Therefore, more and more hotels make planned entertainment and recreational programs and complete facilities a feature of its operation. Guests of all ages, all degrees of emotional and physical health go to the recreation center to do exercises to relax themselves or enjoy their night life.

LEARNING GOALS

1. The Event Industry Basics.
2. Types of meetings and exhibitions.
3. How to handle the conference reservation.
4. How to set up the booth.
5. About the event equipment.

GALAXY OF TERMS

The Event Industry/MICE Industry 会展业

conference planner 会议策划者

annual convention/conference 年会

multi-function hall 多功能厅

service guide 服务指南

floor plan 平面图

raise tier 升降台

LCD screen 液晶屏幕

hi-fi AV 高保真视听设备

slide projector 幻灯片放映机

loudspeaker 扬声器; 扩音器

overhead projector 投影仪

roving microphone 漫游式话筒

simultaneous translation system 同声翻译系统

cordless headset receiver 无线头戴式接收机

spotlight 聚光灯

incentive travel 奖励旅游

professional ethics 职业道德



I What Are Provided for the Meeting Planner

A. Listen to the dialogs, decide what each short passage is about and mark (✓) where appropriate.

	Definition	Accessibility	Equipment	Catering
Dialog 1				
Dialog 2				
Dialog 3				
Dialog 4				
Dialog 5				

B. Listen to the passage and answer the following questions.

1. What is very profitable for the hotel industry?
2. What can a convention guarantee?
3. What are rented by the sponsoring organization for a fee?
4. Who can generate more business for the hotel?
5. Who is to handle all the particular arrangements for a convention?

C. Listen to the passage again and complete the following conversation with the information you hear.

The convention business is very profitable for the _____ industry. A convention guarantees a good _____ rate for the hotel over a period of at least several days. In addition, the special exhibit and meeting areas are _____ by the sponsoring organization for a _____, and the people attending the convention also generate more _____ in the hotel's restaurants, bars and shops. To ensure the success of conventions, many hotels also have a special manager to _____ all the particular arrangement that must be made once the convention has been _____ into the hotel.

II How to Work for the Event Business

Dialog 1 Arranging a Conference

[The Event Department manager (M) is receiving a call from a conference planner (P) to hold an annual conference.]

M: Good afternoon. This is the Event Department of Witz Hotel. May I help you?

P: Good afternoon. This is Jason Proust calling from ECI Company. We'd hold our company's

annual conference in your hotel.

M: We are glad to be at your service, Mr. Proust. How many attendees will you have?

P: There will be 120 attendees from home and abroad.

M: I think our multi-function hall can serve your purpose.

P: Good.

M: When will the event be held?

P: From March 20th to 23rd, four days in all.

M: Yes, I'm sure we can manage it. Would you like some guestrooms?

P: Yes, we'd like to reserve 60 TWBs and 3 junior suites.

M: Let me have a check, please. ... Sorry to have kept you waiting, Mr. Proust. The guestrooms and the multi-function hall you need are available then.

P: That's fine. One more thing, could you provide the catering service for our conference?

M: Certainly, sir. What can we do then?

P: The dinners on the first day and last day of the conference are banquets, while the other meals are buffets. Could you E-mail me your room tariff, catering price list and other expenses? My E-mail address is jiv@eci.com.

M: Thank you, Mr. Proust. Besides I'll send you a whole set of service guide and a floor-plan of the multi-function hall.

Dialog 2 Showing the Conference Equipment

[The Event Department Manager (M) is showing Mr. Proust (P) to the multi-function hall.]

M: Mr. Proust, this multi-function hall can seat 150 attendees. That's the center stage.

P: Is it movable? You know, there is to be an awarding ceremony. We need raised tiers for those prizewinners.

M: The center stage can be raised or lowered in tiers.

P: Great. We have some PPT presentations to make. Can our laptops be connected with the large LCD screen here?

M: Yes. It's also equipped with hi-fi AV. And we have slide projectors, loudspeakers and overhead projectors, too.

P: Fine. How can the attendees participate in the discussion?

M: Don't worry. A roving microphone will come in handy, which is connected to the audio system.

P: That's good. By the way, is there a simultaneous interpretation system?

M: Yes, of course. We have full simultaneous interpretation facilities. Each participant is provided with a cordless headset receiver, for a choice of ten languages. Besides we offer other conference supporting services such as fax, photocopying and secretarial services.

P: It sounds wonderful. I'm satisfied with these facilities.

Dialog 3 Setting up a Booth

[The Event Department Manager (M), is talking on how to build a hi-tech exhibition with Mr. Proust (P) from ECI Company.]

M: Glad to see you again, Mr. Proust.

P: Me too. My company will host a 2-day hi-tech exhibition in your hotel before we hold the annual conference here. What we care about most is the designing and the booth setting-up.

M: I understand. I think our multi-function hall is an ideal exhibition site.

P: Right you are. I've already checked your multi-function hall plan. It can be partitioned into two exhibition areas. Area A should be larger for our new hi-tech products show, and Area B for our company's development history show. But I'm not sure how to partition the whole area naturally.

M: Would you like to put some flowers and plants in a line to separate Area A from Area B?

P: Good idea. How many kinds of booth could you offer?

M: We can provide linear booth, corner booth, end-cap booth, peninsula booth, and island booth. Which would you prefer?

P: The new hi-tech products are to be displayed on the island booth, which should be a fully equipped 20 m² booth. The company's development history booths should be in the shape of a peninsula. Is that OK?

M: No problem.

P: One more thing, could you highlight our new hi-tech products?

M: Yes, sir. Should we use spotlights?

P: Oh, so much the better.

A. Read the above dialogs carefully, and tell:

1. what kind of meeting the ECI Company will hold.

2. what catering service the conference planner requests.

3. how the conference planner expects the center stage.

4. how the attendees participate in the discussion.

5. what theme the ECI company adopts for the exhibition.

B. Give each of the following sentences a more courteous expression.

1. Our multi-function hall can certainly meet your needs.

2. What kind of meeting you're gonna have in our hotel?

3. Just tell us the requirements of the meeting planner of arranging catering for the conference.

4. The catering service or the sit-down restaurant service?

5. When will the event be held?

C. Read the following conversation. The sentences are not in the right order.

1. Decide which sentences are spoken by the EVENT DEPARTMENT MANAGER (M) and which are spoken by the MEETING PLANNER (P). Mark the sentences with "M" or "P" on the lines provided.
2. Write numbers in the brackets to show the correct order of the sentences.
3. Act out the conversation with your partner.

_____ How many small meeting rooms do you need?	()
_____ Our company is going to hold an annual conference in the middle of March. We need a large hall for holding a convention and several small meeting rooms for discussions.	()
_____ That's all right.	()
_____ What can I do for you, madam?	()
_____ 2,000 <i>yuan</i> RMB for a large hall, 800 <i>yuan</i> for each small meeting room per day.	()
_____ That's fine!	()
_____ Four. May I know the terms, please?	()
_____ We have a multi-function hall that can hold 500 people.	()

D. Complete the following dialog.

(M=Event Department Manager P=Meeting Planner)

- P:** I'm here to _____ the equipment we ordered for our conference to be _____ in your hotel this afternoon.
- M:** I see. This way _____ the auditorium, please. We can check the facilities on the spot together.
- P:** OK.
- M:** Ah, here we are. _____ you, please. The overhead projector is on this table here.
- P:** I see. Do you have some extra pencils _____ different colors? We hope you can provide two colors pens for each seat at least. Our boss is very particular _____ that.
- M:** I'll inform our staff _____ fetching them after a while.

- P:** We shall also need a notice board in addition _____ the normal bulleting board in the lobby.
- M:** No problem.
- P:** Thank you very much.
- M:** You're welcome.

E. Read the following list carefully and make a dialog with your partner based on these procedures.

Service Procedures

Receiving a meeting reservation

1. Greet the guest;
2. Ask for the reservation information: the name of the company or the meeting planner, size of the conference, the number of attendees, the dates and the time, types of conference, the number and the type of meeting rooms, demands for the meeting facilities and special requests, the number of guestrooms, the catering service, etc.;
3. Introduce the facilities and services;
4. Make clear the charge;
5. Make sure the ways of contact with the meeting planner;
6. Express your best wishes;
7. Make a record.

III Summary of Our Work

The Event Industry

“Meeting” is a general term that indicates almost any type of get-together, including assembly, convention, conference, congress, forum, seminar, symposium, training session and workshop. Meetings are for people to gather for different purposes to share information, discuss together, solve a common problem and exchange activities, etc.

An established exhibition refers to a display, show or demonstration of something of beauty, value, skill or particular interest to a target audience. Exhibitions can be classified as non-profit exhibitions and commercial exhibitions. The latter consists of trade show and fair, consumer show and consolidation exhibition.

Different types of meetings are in many cases organized as events complimenting established exhibitions. In others cases, these meetings are the main events and exhibitions are appendages to them. Conferences and exhibitions can be considered as two distinct types of events, but links between them are increasing. The conference and exhibition business has evolved rapidly since the 1960's. As a result, the term MICE industry came into being in the mid 1990's, which means meetings, incentive travel,

conventions and exhibitions. It is also called Event Industry. The Event Industry has been the focus of much activity in the new century. It is a young and dynamic industry, which is growing and maturing at a rapid rate. The first decade of 21st century has seen significant development of both the facilities and infrastructure to support the expansion of this fast-growing industry. It is now a truly international industry, witnessing huge investments across most of the countries in the world. This industry is also generating a tremendous amount of revenue within the hospitality industry. The Event Department has become a more and more important part of the hotel operation and management.

Conferences, along with seminars and discussions, also often involve banquets, accommodation and different shows. These functions increase a hotel's income, but also test the mettle of its service administration. Just one slip-up within the complex arrangements necessary for one such function could ruin a hotel's reputation, sending it to the bottom of the competitive heap. Therefore, the event manager and his staff must meet the following qualifications: the possession of a unique body of knowledge; the command of performance standards; the accepted professional ethics.

A. Answer the following questions.

1. Why do people hold meetings?
2. What are the categories of the exhibitions?
3. What is the relationship between meetings and exhibitions?
4. What professional qualifications should the Event Department staff have? Why?
5. Please cite one or two examples to illustrate the development of the Event Industry in your city or region.

B. Please tell the difference in meaning between the two terms in each group. Cite an example for each term if possible.

1. congress
seminar

2. raw space
standard booth

3. convention
training session

4. linear booth
corner booth

Word List

event /ɪ'vent/ *n.* 活动; 事件

attendee /ə'ten'di:/ *n.* 与会者

prizewinner /'praɪz.wɪnə(r)/ *n.* 得奖人, 获奖人

cordless /'kɔ:dlɪs/ *a.* 无线的

partition /pɑ:'tɪʃən/ *vt.* 分割; 分隔

booth /bu:ð/ *n.* 展台

highlight /'haɪlaɪt/ *vt.* 强调; 突出; 使显著; 加亮

auditorium /ɔ:di'tɔ:riəm/ *n.* 礼堂, 会堂

assembly /ə'sembli/ *n.* 集会, 集会

convention /kən'venʃən/ *n.* 大会

conference /kɒnfərəns/ *n.* 专门会议

Congress /kɒŋgres/ *n.* 代表会议

forum /fɔ:rəm/ *n.* 论坛

Symposium /sɪm'pəʊziəm/ *n.* 专题学术讨论会

Seminar /semɪnɑ:/ *n.* 专业研讨会, 研究班

workshop /wɜ:kʃɒp/ *n.* 培训讲习会

training session 培训会议; 培训课

linear /'li:nɪə/ *a.* 线的, 线型的; 直线的

peninsula /prɪ'nɪnsjələ/ *n.* 半岛

appendage /ə'pendɪdʒ/ *n.* 附加物; 下属

infrastructure /'ɪnfɹə'strʌktʃə/ *n.* 基础设施; 公共建设

witness /'wɪtnɪs/ *vt.* 证明; 为...作证

mettle /'met(ə)l/ *n.* 勇气; 气质

Notes

- Convention: 通常为大型的乃至全国性的定期的正式会议, 议题可涉及各领域, 有的还附带展示会。

Conference: 通常指规模可大可小的各种专门会议, 尤指年会。议题通常较具体, 可在会上展开协商讨论。

Congress: 通常指立法机构及社会团体专业组织的定期会议。
- Forum: 通常指由一位会议主席 (Moderator) 主持的大型论坛, 会上有数个主题发言, 与会者展开讨论。

Symposium: 由某一领域内的专家构成的集会, 就某一特定主题发表论文, 并进行讨论交流, 与 Forum 近似, 但规模较小, 氛围却更正式。

Seminar: 这类会议必须有一名研讨主持人 (Discussion Leader) 主持协调, 使与会者达到训练、学习、交流的目的。其规模小于 Symposium。

Workshop: 常用于技能、技术培训, 从属于 Training Session。
- Non-Profit Exhibition 非营利性展览
此类展览以展示和信息交流为目的, 不进行货币交易。

Commercial Exhibition 商业性展览
此类展览通过展示来获取市场信息和购货合同, 进行展品销售。

Trade Show and Fair 贸易展览和交易会
此类展览针对行业开放, 主要目的是交流信息和洽谈贸易。

Consumer Show 消费者展会
此类展会对公众开放。参观者支付入场费用, 参展商直接向公众出售产品。

Consolidation Exhibition 综合展览
此类展览向行业买家和公众开放。但两者参观的时间有所不同, 一般是先安排行业买家或批发商参观。
- 展览会的展位通常分为: (1) Raw Space (光地展位), 一般无标配; (2) Booth (展台展位), 通常有标配。

展台展位按其面积的不同, 可分为: (1) Standard Booth (标准展台, 简称“标摊”), 面积为 $3 \times 3 \text{ m}^2$; (2) Special Booth (异型展位, 也称“特展位”), 指非标准的展位空间。

展台展位按其所处的位置,可分为:(1) Linear Booth(道边展台/单开口展台);(2) Corner Booth(角落展台/双开口展台);(3) End-Cap Booth(三面开口形展台);(4) Peninsula Booth(半岛形展台);(5) Island Booth(岛形展台)。

IV Consolidation

A. Role-play

You are the representative of a hi-tech company. Your partner is an Event Department Manager of a five-star hotel. Make up a conversation between you two based on the clues given in the following form.

Conference Room Reservation Form

Name of Company:		
Contact Person:	Title:	Mobile:
Tel:	Fax:	E-mail:
Type of activity		
Reserved Time		
Reserved Date		
Reserved Conference Room		
Estimated Number of Delegates		
A/V Requirements		
Room Set-up		
Food & Beverage Requirements		
Remarks		

Seal of the Company or authorized Signature:

Date:

B. Match the clients' requests with the Event Dept. Manager's responses.

Requests:

- _____ 1. How can the attendees participate in the discussion?
- _____ 2. There will be 120 attendees from home and abroad at the meeting.
- _____ 3. There is to be an awarding ceremony. We need raised tiers for those prizewinners.
- _____ 4. We'd like to give enough emphasis on our new hi-tech products.
- _____ 5. I wonder if you'll charge hi-fi A/V in the meeting room.

Responses:

- a. The center stage can be raised or lowered in tiers.

- b. No problem. We'll use spot lights.
- c. Don't worry. Yours is package book for the meeting room.
- d. A roving microphone will come in handy which is connected to the audio system.
- e. I think our multi-function hall can seat 150 attendees for the conference.

C. Reading Comprehension

Invitation

Room 41, No.689, Wuzhong Road
 Shanghai, 201103
 P. R. China
 Organizing Committee of
 the Third Shanghai Minhang
 International Business Festival

Dec. 12, 2011

Dear Sir/Madam,

The Third Shanghai Minhang International Business Festival will be held in Shanghai from Sept. 10th to 15th, 2012. Shanghai Minhang International Business Festival is a tremendous business activity organized for various aspects to understand the investment environment of Shanghai City and its Minhang District, to inspect cooperative projects and to extensively contact investment and financing cooperation partners. The Festival has developed a unique business brand with clear themes, rich activities and strong international nature, etc.

The theme of the Third Shanghai Minhang International Business Festival remains "business and culture, cooperation and communication". The Festival, besides reserving certain traditional items that are of strong influence, will offer new contents that will be of greater attraction to investors and the business world, provide more and better opportunities for the participants and further facilitate their discussions, talks and exchanges on capital introduction, business invitation, trade and culture.

We give our sincere welcome to investors and traders from all over the world. International Business Festival will be even more successful.

Wish to meet you in Shanghai, and wish to meet you at the Third Shanghai Minhang International Business Festival.

Yours truly,

Cheng Bijing
 Chairman of Organizing Committee
 of the Third Shanghai Minhang
 International Business Festival

1. The place for the Third Shanghai Minhang International Business Festival is in _____.
 - a. Shanghai
 - b. Beijing
 - c. Guangzhou
 - d. Wuhan

2. Which is **NOT** the purpose of the business activity organized this time?
 - a. To inspect cooperative projects.
 - b. To extensively contact investment and financing cooperation partners.
 - c. To propagate the local customs of arts.
 - d. To develop a unique business brand with clear themes.
3. Which is **NOT** the theme of the International Business Festival?

a. Business.	b. Culture.
c. Coordination.	d. Communication.
4. The time of the Festival held is in _____.

a. spring	b. summer
c. autumn	d. winter
5. Which is the purpose of the letter?

a. To propagate and promote.	b. To invite and probe.
c. To invest and bid.	d. To Inform and invite.

D. Writing

Please try to visit any of the convention centers or the exhibition halls in your city or region if possible. Then do the research of the venue (The Internet may be a good reference). Write a 200-word report and present it to your classmates.

E. Translation

The conference and exhibition industry has been an important part in modern exchanges all over the world. So, how to manage meetings effectively has been an essential program. The first step is to define the purpose of the meetings and conferences. Then we will decide if the meeting is the best way to solve the problem. To hold a meeting, we must consider the following elements: format, participants, meeting space, food and beverage events, role orchestration, registration, hospitality and recreation.

LEARNING GOALS

1. What marketing is.
2. Products sold by this department.
3. The marketing management process and action steps.
4. Sales negotiation and business talk.

GALAXY OF TERMS

peak season (旅游)旺季

preferential rate 优惠价

no-show 预订客未到

tariff /'tærɪf/ 报价单

open bar on a fixed price 定价包饮

internal selling 对内销售

external selling 对外销售



I What Products Should We Sell

A. Listen to the dialogs, decide what each short conversation is about and mark (✓) where appropriate.

	What our manager's duty is	What products we sell	Why we sell	What service/goods refer to
Dialog 1				
Dialog 2				
Dialog 3				
Dialog 4				
Dialog 5				

B. Listen to the passage and answer the following questions.

1. What are the two ways to raise sales?

2. What is thought of as a very important job of advertising and promotion?

3. How could a supervisor build its customer base?

4. What risk will you run if you raise prices?

C. Listen to the passage again and complete the following passage with the information you hear.

The two approaches to raising _____ are to sell to more people or to sell more to your present customers — or to do _____. Increasing the customer base is usually thought of as the job of _____ and _____. We should also note, however, that a superior operation that achieves a good reputation may build its _____ base through word-of-mouth referrals.

Another _____ to raising sales is to increase sales to the customers you now have; that is, to increase each customer's average. One obvious way to do this is simply to raise _____. But unless the price level of the competition is also going up, this will most probably result in _____ customers.

D. Now try to discuss what the Sales and Marketing Dept. Staff should sell and how.

II How to Sell Our Products

Dialog 1 Negotiating on Terms

[A travel agent Mr. Cooper (C) negotiates with the sales manager Mr. Li (L) on terms for group reservations.]

- C:** Good morning, Mr. Li. I have received the copy of agreement you sent me and I wish to discuss with you on some of the terms.
- L:** You are most welcome, Mr. Cooper.
- C:** Here are some points that I wish to discuss with you. First, it's about room rates for groups during the peak season. I wonder if you could give us some discount since we guarantee a series of group of next year.
- L:** Our tariff for group during the peak season is 100 dollars per room per night. If you could guarantee at least fifty groups next year, we would be pleased to offer you a preferential rate of 80 dollars per room per night, including breakfast. Moreover, there will be an extra room for every ten rooms you book.
- C:** The second point I want to discuss with you is about the cancellation charges. We wonder if you could exempt us from any compensation except for no-show on the same day. We presume rooms can readily be sold to other guests during the peak season.
- L:** The problem is that we cannot guarantee to have the rooms sold. However, we may try, and this should be written in the agreement; in case the rooms reserved by you are not sold out before six in the evening, we will have to charge you according to the agreement.
- C:** That sounds fair.
- L:** We'll make out an addendum and mail it to you. Please sign the agreement, keep the original and send us a fax copy.
- C:** Very well. Thank you, Mr. Li, for giving me your time. I believe our discussions this morning are fruitful and they will be beneficial to our further cooperation.

Dialog 2 A Convention Sales Visit

[The sales representative (R) visits a company. He is talking with Peter Smith (S), the chief officer.]

- R:** Good morning, Mr. Smith. You have told me that you will be conducting a new series of training sessions from January to April next year. I would be delighted if our hotel can be of service to you.
- S:** Thank you.
- R:** Now let me show you the floor plans and sketches of the recently renovated facilities so that you can see how it can serve your future needs. I believe you would be very interested.
- S:** Really. Each department of our company is to conduct its own training meetings. Do you have some smaller meeting rooms together with your big conference hall?
- R:** Certainly, Mr. Smith. Our smaller multimedia rooms will ideally suit to your needs.

- S:** You will not charge us for audio-visual equipment, will you?
- R:** We won't if you could guarantee 500 room nights. What's more, we can also sponsor your opening reception.
- S:** That's reasonable.
- R:** We will assign at least three experienced assistant convention managers to work directly with you to ensure the success of every meeting. They would be happy to shoulder these service details for you.
- S:** That would be fine. One more thing, our trainees are from different countries, so they have different cultural backgrounds and habits, you see.
- R:** I fully understand what you mean. We have a package of convention service. We will provide proper lodging and proper food and drink at most reasonable prices. Here is our tariff, so you can have an idea of the total price.
- S:** Thank you. I appreciate our talk very much. I have to inform the general manager of this and I'll see you in a week to discuss over the detail. Thank you for your visit.

Dialog 3 Arranging an Official Dinner Party

[A guest (G) is phoning the sales manager (M) of Witz Hotel.]

- M:** Good morning. Sales and Marketing. How may I help you?
- G:** This is Canadian Consulate calling. I am Norman James, third secretary. We'd like to hold a National Day dinner party.
- M:** Very well, Mr. James. When will it be held and how many people are coming?
- G:** 350 guests will come at 6:30 PM on June 30th.
- M:** Where do you want to hold the party, in our hotel or at your consulate?
- G:** In your hotel, please. We don't have a proper dining hall at our consulate.
- M:** Would you like long tables or round ones?
- G:** Round ones. And we need a VIP table. Besides, please set up a microphone for the speakers.
- M:** Yes. Shall we put fresh flowers on the tables?
- G:** Only on the table for the VIPs.
- M:** Do you want national flags of both countries hung up?
- G:** Yes. I'll bring you the flags tomorrow.
- M:** One more thing, have you decided on the menu or shall we make a few suggestions?
- G:** I'll come tomorrow to talk with you about the menu and the wine list. Your suggestions are of great importance to us. But, please remember that we have seven Moslems among our guests.
- M:** I understand. How much do you want to pay for each person?
- G:** 200 *yuan*, excluding drinks. We will pay drinks by "open bar on a fixed price".
- M:** Last but not least, shall we prepare dinner for the drivers?
- G:** Yes, please order a 20-*yuan* dinner for each driver.

A. Read the above dialogs carefully, and tell:

1. why hotels change rates for different periods of the year.

2. whether hotels offer preferential rates for group reservations.

3. what your understanding of a package of convention service is.

4. what key points you should get when receiving a banquet reservation.

5. the common ways of paying for the drinks at a dinner party.

B. Decide whether the following statements are true (T) or false (F):

1. Hotels always give preferential rates to group reservations.
2. Christmas time is in the peak season.
3. Hotels must be careful when arranging food for Moslems.
4. The Sales Department clerk is in charge of the external selling while the receptionist is responsible for the internal selling.
5. "Open bar on a fixed price" means that the host pays for all the drinks and guests can drink with no limit at the party.

C. Read the following conversation. The sentences are not in the right order.

1. Decide which sentences are spoken by the GUEST (G) and which are spoken by the SALES CLERK(S). Mark the sentences with "G" or "S" on the lines provided.
2. Write numbers in the brackets to show the correct order of the sentences.
3. Act out the conversation with your partner.

_____ From May 15th to 17th.	()
_____ Yes, we have a multi-media meeting room which can seat about sixty people.	()
_____ I think there will be forty people or more.	()
_____ How may I help you?	()
_____ Here is the price list.	()
_____ Go ahead, please.	()
_____ I have a meeting coming up and I need to book a meeting room.	()
_____ Just a moment. Let me just check the availability for that time.	()
_____ How many people will attend the meeting?	()
_____ We'd be glad to be at your service. When would this be for?	()
_____ That's good. What's the room price together with facilities?	()

D. Complete the following dialog.**(C=Client M=Sales Manager)****C:** I'm John Smith from Grand Circle Travel Service. We are going to bring about a hundred groups to China next year. I'd like to have _____.**M:** I'm glad _____. Here is a copy of our tariff. We have different rates for different periods of the year, that is _____, _____ and _____.**C:** May I know if you _____ to groups?**M:** For serial groups the prices are _____ and we offer _____ to travel agencies.**C:** What are your terms regarding payment?**M:** When _____ have been made we will bill you based on your credit limit and you do not have to pay _____.**C:** Do we have to sign some kind of _____?**M:** Yes, we'll send you a copy of _____ if you agree on the terms, please _____ and _____ to us.**E. Read the following list carefully and make a dialog with your partner based on these procedures.****Service Procedures****Sales negotiation**

1. Greet the customer;
2. Make clear the needs and requests of both sides;
3. Discuss each item in detail: offering, counter-offering, settling, ways of paying;
4. Reach the agreement.

III Summary of Our Work**Sales and Marketing**

Marketing is the performance of business activities which direct the flow of goods and services from producer to customer. The Sales and Marketing Department is the vanguard of and key to the success of any hotel.

As we all known, today's hotels not only provide lodging facilities but have become a total product-service mix package with a wide variety of facilities, goods and services. Therefore, it all depends on the hotel's Sales and Marketing staff to promote internal selling and external selling with other departments on the basis of the awareness of the market trend, the analysis of main market and segment markets,

the research of needs and requests of target customers, the study of competitors, and the knowledge of our own availability and flexibility. Internal selling is concerned with the hotel guests who are already staying at the hotel, while external selling involves promoting the hotel to prospective customers.

The key to the success of the Sales and Marketing service is determined in the marketing management process by three steps, which are planning, execution, and evaluation. Based on the market research and the evaluation of the local environment and competition, the Sales manager should prepare the marketing plan, set long-term goals and short-term objectives and present the strategy and tactics to fulfill the plan. Once the plan is completed, the next task is to put it into action and get the job done. This is the most enjoyable part of the challenge of sales and marketing. The tasks of the Sales and Marketing staff range from the least creative to the most creative types of selling. The least creative call for servicing accounts, receiving phone calls, faxes and E-mails, and taking new orders and reservations, while the most creative require finding sales leads and following upon them with personal sales visits and booking functions. That means they must go out of the hotel, participating in industry, community, and civil programs and events, visiting the customers, selling every day. When the marketing plan has been put into action, the evaluation phase begins. It involves the collection of the customers' feedback, the market research focusing on analyzing the variance between budgeted and actual performance, evaluation of the effectiveness of advertising, promotional and personal selling activities.

To sell effectively and productively, hotels adopt different means of personal selling, telephone selling, direct mail advertising, collateral materials, mass media advertising, public relations, and the online sales strategies.

A. Answer the following questions.

1. What is marketing?
2. How do you realize the importance of the Sales and Marketing Department of a hotel?
3. What is the difference between internal selling and external selling?
4. What are the major steps in the marketing management process?
5. Please name as many means of selling and marketing as you can.

B. Read the following case and answer the questions that follow.

Huatian Hotel was built in the 1990s, which is close to the financial district and the art-gallery community. In its first decade, Huatian Hotel enjoyed great success with record revenue performance every year. The boom in the financial markets was reflected in strong transient and group demand at high rates. The art market was experiencing strong interest from individual and institutional investors from across the world. Auction and other meetings were traditionally held at the hotel.

But since 2001, many hotels with all product types and sizes have sprung up around Huatian Hotel. New hotel concepts started to vie for traditional business of Huatian Hotel and its business kept declining.

The owner of the hotel became very nervous and asked Shelly, General Manager of Huatian

Hotel to make a solid plan to improve its performance.

Shelly was a “hands-on” general manager. She involved herself in all aspects of operations and sales. She was so involved in sales and marketing, and she saw no need for a director of marketing on her executive committee. The hotel had never needed to advertise, and the sales office seemed to run itself. After all, Shelly could make those decisions if needed, so why incur the extra salary cost?

Questions:

1. If you were Shelly, what would you do right away?

2. What factors should you consider when developing your marketing plan?

3. What means would you adopt when executing your marketing plan?

Word List

negotiate /nɪ'gəʊʃɪeɪt/ *v.* 协商, 谈判

term /tɜ:m/ *n.* 条件

preferential /ˌprefə'renʃəl/ *a.* 优惠的

exempt /ɪg'zempt/ *v.* 免除

compensation /kɒmpen'seɪʃən/ *n.* 赔偿, 补偿

presume /prɪ'zju:m/ *v.* 猜想

fruitful /'fru:tfəl/ *a.* 卓有成效的

addendum /ə'dendəm/ *n.* 附录

sketch /sketʃ/ *n.* 草图

renovate /renə'veɪt/ *v.* 整修, 翻新

consulate /kɒnsjʊlɪt/ *n.* 领事馆

vanguard /'væŋɡɑ:d/ *n.* 先锋, 先导

trend /trend/ *n.* 趋势

segment /'segmənt/ *n.* 部分, 片断

prospective /prəs'pektɪv/ *a.* 预期的

execution /ˌeksɪ'kjʊ:ʃən/ *n.* 执行

evaluation /ˌɪvælju'eɪʃən/ *n.* 评估

strategy /'strætɪdʒɪ/ *n.* 战略, 策略

tactics /'tæktɪks/ *n.* 战术

variance /'veəriəns/ *n.* 变化, 差异

collateral /kə'lætərəl/ *a.* 附属的, 辅助的

Notes

1. 本单元情景对话介绍了销售部进行销售时的商谈要点。

2. the peak season 旅游旺季

The months of the different seasons in hotel sales (宾馆销售季节分月):

The peak season (旺季): May, September, October

The shoulder season (平季): April, June, July, August, November

The low season (淡季): January, February, March, December

3. 加拿大国庆节为每年七月一日。
4. Open bar on a fixed price (定价包饮): the organizer fixes a drink price and guests can drink freely during the fixed hour within the fixed price.

此外,宴会中酒水的付款方式还有:

On consumption to master account (实报实销): the organizer pays for all the drinks for the guests with no limit.

Cash on delivery (自饮自付): guests pay for the drinks themselves, in short it is called COD.

5. collateral materials: usually enclosure materials contained in the direct mail envelope and in the form of folders, brochures, reprints of newspaper/magazine feature stories, advertising reprints, testimonial letters, rate cards, and many others.
6. The online sales strategies focus on promoting your brand or specific products like rooms through websites. There are two kinds of ads: banner and contextual text based. Banner ads are pictures placed in areas of websites that you think your customer will see. Contextual text based ads are placed next to search results like in Google or Baidu.

IV Consolidation

A. Role-play

Sales Representative: You greet the customer.

You ask for the necessary information about the banquet: date, time, the number of people, banquet style.

You ask about the minimum charge for each person, excluding drinks.

You talk with the customer about the beverage to be consumed and how to pay for the drinks.

You tell the customer the total expenses.

Customer: Your company plans to hold a New Year banquet for the staff.

The banquet is to be held on New Year's Eve, from 6:00 to 8:00.

You need a big banquet hall for 300 people.

You prefer Shanghai cuisine and you plan to spend 100 *yuan* for each person.

You order Chinese wine and local soft drinks.

You will pay the drinks in the way of "open bar on a fixed price".

You promise to give the decision in three days.

B. Cloze

Marketing to leisure travelers is big business for Spain's hotels. Nearly 84% of Spain visitor arrivals in 1998 were _____ holiday. Therefore, the rooms are spacious since leisure travelers usually spend more time in their guestrooms than _____ travelers. Bathrooms are larger than in _____ business hotels. Case goods were selected as much for comfort _____ style. The architects made the buildings so that all rooms have a sweeping _____ of the surrounding golf course. Depending on locations, some rooms have balconies; _____ have terraces with tables large enough for dining.

- | | | | |
|---------------|-------------|-----------|--------------|
| 1. a. at | b. in | c. on | d. during |
| 2. a. busy | b. business | c. others | d. another |
| 3. a. typical | b. another | c. used | d. given |
| 4. a. as | b. than | c. so | d. like |
| 5. a. way | b. view | c. point | d. spot |
| 6. a. other | b. another | c. others | d. any other |

C. Reading Comprehension

It is very important for us to realize the necessity for cooperation and coordination among the various hotel departments. Practically every service offered requires the efforts of two or more departments. To get an incoming guest from the lobby to his freshly cleaned room involves the Front Office, the Uniformed Service, and the Housekeeping Department whether it be the serving of a single meal in the coffee shop or the handling of a large convention, the joint efforts of several departments must be coordinated to assure successful and satisfactory service to the customer failure on the part of any one department or any one person in that department means unsatisfactory service and a dissatisfied guest.

For example, the hotel sales manager sells a local businessman a meeting room for a sales meeting and arranges for a luncheon in the coffee shop and an evening banquet in the convention hall. The sales manager makes the arrangements, but the actual setup of the rooms, the preparation and service of the meals, and the general decorative arrangements are handled by departments over which the sales manager has no control. Should anything prove unsatisfactory, however, the customer would hold the sales manager directly responsible.

- Every service offered in a hotel requires the efforts of _____.
 - two departments
 - more than two departments
 - two or more departments
 - more departments
- To get an incoming guest from the lobby to his room involves _____.
 - the Front Office, and the Uniformed Services
 - the Front Office, the Uniformed Services and the Housekeeping Department

- c. several departments
- d. the Housekeeping Department only
- 3. When the hotel sales manager sells a meeting room to a customer _____.
 - a. he makes all the arrangements
 - b. the specific details are handles by other departments concerned
 - c. he arranges for the setup of the rooms
 - d. he also controls over the different departments concerned
- 4. Should anything prove unsatisfactory the customer would _____.
 - a. complain to the general manager
 - b. hold the sales manager directly responsible
 - c. hold the general manager responsible
 - d. refuse to pay the bill

D. Writing

With the reference of Summary and Case Study, please develop a marketing plan for promoting your hotel's Christmas party. Your plan should include the following key points: time, place, indoor and outdoor activities, Xmas feast, favorable fees, and ways of booking.

E. Translation

Marketing is more than business techniques and economic activities; it is a social process that fulfills a basic social need. What forms it will take in the future depend on political and economic changes, but one thing is certain: marketing will always be with us in an important way.

LEARNING GOALS

1. Major causes of guests' complaints.
2. Principles of dealing with complaints.
3. Main procedures of settling complaints.
4. If guests make unreasonable even groundless complaints...

GALAXY OF TERMS

heart attack 心脏病发作

construction team 施工队, 工程队

room changing form 换房表

service charge 服务费

time slot 时间段



I What Will the Guests Complain About

A. Listen to the dialogs, decide what each short conversation is about and mark (✓) where appropriate.

	Slow Service	Bad Attitude	Mischecking	Misserving	Poor Facilities
Dialog 1					
Dialog 2					
Dialog 3					
Dialog 4					
Dialog 5					

B. Listen to the dialog and mark (✓) where appropriate.

	Goldfish Hotel		Melody Hotel	
	Good	Poor	Good	Poor
Service				
Telephone				
Night Life				
Food & Drink				
Room Facilities				
Work Efficiency				

C. Listen to the dialog again and complete the following conversation with the information you hear.

A: I stayed at the Goldfish Hotel. I could not get a drink sent to my room _____. The refrigerator was not working.

B: I stayed at the Melody Hotel. There was a good, inexpensive restaurant _____.

A: I _____ from the hotel room to my parents in Canada. They were very happy to _____.

B: Oh, you were that lucky. But when I phoned there was never any reply.

A: I had nothing to do at night except to have some drinks _____.

B: I could go to the bar, the recreational center or the disco hall at night, but the TV set in my room doesn't work well.

A: A guest in the next room had a heart attack, and the hotel _____ immediately.

B: Oh, what efficiency!

D. Discuss what customers may complain about, under the headings.

The food: for example, cold

- The service:** for example, slow
The equipment: for example, TV set is not working
Environment: for example, air-conditioning is too cold
Accident: for example, wine spilt on guest's jacket

II How to Settle Complaints

Dialog 1 A Complaint About the Guestroom

[A guest (G) comes to the reception desk to make a complaint. The receptionist (R) receives him.]

- R:** Good morning, sir. May I help you?
G: I'm Nelson in Room 2212. I have been woken up by the noise from the top floor at 8:30 AM this morning. What's the matter?
R: Mr. Nelson. I'm very sorry about that. The noise is from the 23rd floor, where we are having the room renovation. Normally the construction team performs their work from 8:30 AM to 5:30 PM. I do apologize for this. Is there anything I can do for you, or would you like to change a room?
G: Well, if you can arrange the room change for me, that'll be fine.
R: Please wait a moment, Mr. Nelson. Let me have a check. ... How about Room 1012? It's rather quiet. It's of the same standard and rate as Room 2212.
G: OK.
R: Would you please fill in this room changing form?
(Mr. Nelson goes through the formalities.)
R: Here's the key to Room 1012. The bellman will help you with your baggage. Please return him the key to Room 2212. As a remedy, we'll exempt you from the service charge.
G: Fine. I hope I'll have a sound sleep this evening.
R: Be sure, Mr. Nelson. If there is anything more you need, please let us know.

Dialog 2 A Complaint in the Restaurant

[A couple (M/W) come to the restaurant. The hostess (H) greets them.]

- H:** Good evening, sir and madam. Welcome to our restaurant.
M: I'm Richard Ford. I reserved a table here.
H: Just a moment, please. Let me have a check. ... I'm sorry, but there's no record of it and the restaurant is full now.
M: What do you mean? You're full and there's no table in my name? I told you I rang this afternoon and made a reservation.
H: I'm very sorry, sir. There must be some mistake. But we have a pleasant table in the Blue

Room.

M: Oh, that's really irritating. But I don't want to be in the Blue Room. I want a table here.

H: I'm sorry. But would you please have a drink in the waiting room for about 15 minutes? One table over there is almost ready. I'll call you then.

W: All right. It seems we'll have to wait.

(The hostess leads them to the waiting room and offers each of them a complimentary drink.)

(15 minutes later)

H: I'm sorry to have kept you waiting. Now we have a table for you. This way, please.

(The guests are seated at the table.)

W: Oh, we have a table at last.

H: I'm sorry to have caused you so much trouble. I assure you it will never happen again. Here's the menu. Please take your time.

Dialog 3 A Complaint in the Front Office

[Mr. White (W) is talking to the Lobby Assistant Manager (M) unhappily.]

M: Good evening, sir. May I help you?

W: Of course. You can. Just now I came to check in for the single room. I booked weeks ago. But your receptionist said my room was let to someone else and there were no other rooms available.

M: I'm sorry about it, sir. May I have your name?

W: Bill White.

M: Mr. White, would you please tell me when you arrived at our hotel?

W: At about 10 PM.

M: Just a moment, please. Let me have a check. ... Sorry to have kept you waiting, Mr. White. Since yours is a non-guaranteed reservation, I'm afraid you should have checked in before 6 PM. Our computer reservation system has canceled your booking automatically.

W: The flight was delayed, you see.

M: I understand, Mr. White. But this is the situation. I wonder if we could book another room in a nearby hotel. We'll arrange the transfer.

W: Mm, that's the least you can do. Well, go ahead. I've got to sleep somewhere right away.

M: *(After contacting the nearby hotel)* Mr. White, I've booked a single room for you at Huatian Hotel, which takes five minutes drive. Is it all right?

W: OK. Thank you.

M: My pleasure. The bellman will call a taxi for you. The taxi fare is on the house. Sorry to have caused you so much inconvenience. I do hope to see you again.

A. Read the above dialogs carefully, and tell:

1. how to listen to the complaint to make clear of the fact.

2. how to apologize to the unhappy guests.

3. how to summarize to the unhappy guest.

4. how to give necessary or possible explanation.

5. how to deal with unreasonable complaints.

B. Give each of the following sentences a more courteous expression.

1. Don't you see I'm busy receiving this gentleman? Be patient, madam.

2. Nothing wrong here. Don't be so fussy.

3. Why didn't you tell us that you wanted a quiet room when you checked in?

4. I'm quite sure that our computer will never make any mistake.

C. Read the following conversation. The sentences are not in the right order.

1. Decide which sentences are spoken by the GUEST (G) and which are spoken by the FLOOR ATTENDANT (A). Mark the sentences with "G" or "A" on the lines provided.
2. Write numbers in the brackets to show the correct order of the sentences.
3. Act out the conversation with your partner.

_____ Besides, please give me two more chairs. ()

_____ It's too thin. I can feel all the springs in it. ()

_____ May I help you? ()

_____ No problem. I'll bring them to you right away. ()

_____ I'm awfully sorry. I'll bring another one at once. ()

_____ What seems to be the problem? ()

_____ Would you change a mattress for me, please? ()

D. Complete the following dialog.

(W=Waiter D=Diner)

W: May I help you, sir?

D: I ordered my steak to be prepared medium, but this one is absolutely raw.

W: _____
_____.

D: _____.

W: About ten minutes. Would you like some complimentary drink while waiting?

D: I'm afraid I don't have enough time to wait for the next steak to be prepared. I have an appointment in my room in fifteen minutes.

W: Oh, you are staying at our hotel. May I have your name and room number?

D: James Pile. Room 611.

W: _____
_____.

D: Shall I pay for two steaks?

W: No, you should pay only for one. _____
_____.

E. Read the following list carefully and make a dialog with your partner based on these procedures.

Service Procedures

Settling the complaint

1. Greet the guest;
2. Listen attentively;
3. make clear the facts and mark down the notes;
4. Apologize;
5. Assure and explain to the guest what, how and when you will/can do to settle the complaint;
6. Take the responsibility for handling the complaint yourself or refer the work to the relevant person and department;
7. Follow up and get the feedback;
8. Make a record.

III Summary of Our Work

Handling Guest Complaints

No matter how complete the quality assurance or how well managed the hotel, mistakes will be made. Preparing for the complaint, readying the staff, establishing the procedures, and resolving the issue means that a framework for guest service is in place.

Many times the complaint is the hotel's own doing. Rules are established without concern for their

anti-service impact. “Sorry, sir, we don’t cash checks between 2:00 and 3:00 o’clock because the shift is closing.” “Yes, miss, it’s true there are rooms, but there is a rule about extending late check-outs beyond 2:00 PM.”

Complaints should never be glossed over or taken flippantly. Remedies are usually simple and easily administered. Arguments and positive statements of fact accomplish nothing but irritation. A simple situation is soon magnified into a major issue. Listen and avoid arguments. Swallow the clever retort. Tact, courtesy, and a quiet voice reduce the anger in the guest and open the way toward a satisfactory adjustment. The louder and more abusive the guest, the softer and more conciliatory the clerk must become. The ability to satisfy a complaint, especially one that has no real solution, often rests with the attitude of the person receiving it.

Handling complaints is, at best, a difficult situation. The proper handling of complaints generally includes the following procedures. Listen to the guest while maintaining a calm, attentive demeanor. Recognize the guest’s feelings, apologize, and empathize. Acknowledge the complaint, restate the facts, and thank the guest for bringing it to the hotel’s attention. Attempt to resolve the situation by offering several options within the scope of authority. Never hesitate to include management when the guest appears distraught or the problem exceeds the boundaries of the position. Once agreed upon, take immediate steps to implement the solution. When appropriate, contact the guest to assure satisfaction.

Unable to resolve the complaint, the clerk, or even the supervisor, must refer the guest to a higher level of management. Merely through their presence, higher levels of management indicate interest and concern, and this might be enough to correct the situation.

Hotels that respond to complaints develop a loyal group of followers. Satisfied complainers exhibit a special kind of brand loyalty, which often turns them into boosters, and does so at a very low cost. Settling a complaint and retaining the guest is far less expensive than advertising and marketing for a new guest. Hotel managers know this. That is why they usually settle promptly the small sums that typically are the basis of dispute in angry letters directed “to the top”.

A. Answer the following questions.

1. Why do we say that guests’ complaints are not surprised?
2. Why should the hotel staff deal with and settle the guests’ complaints?
3. What are the principles in dealing with complaints?
4. What are the procedures of settling complaints?
5. What if a hotel clerk can’t resolve the complaints?

B. Read the following service encounter and determine what was done to turn a potential problem into a success.

(H=Hostess G=Guest)

H: Good evening, sir. Welcome to our restaurant.

G: My name is Jones, and I want a table for four, overlooking the lake.

- H:** I'm sorry, sir, but those tables are reserved. I can seat you in a very comfortable booth near the fireplace.
- G:** What do you mean I can't have a table with a view? I'm an important attorney in this town. I have clients to entertain. How dare you try to shove me in a corner booth?
- H:** I'm sorry, sir, but the other tables are already taken.
- G:** What's your name? I'm going to let your manager know what an incompetent he has working for him!
- H:** We'll need to continue this discussion over here.
(*The hostess leads Mr. Jones to a more private area.*)
- H:** Now, as I've said, the lake view tables are reserved. Our next slot time available is 9:30 PM. I can seat you elsewhere now, or you can have drinks in the bar and wait for the window table.
- G:** I've told you that I have clients to entertain. I can't expect them to sit in the bar all night waiting for a table. Can't you make an exception?
- H:** I can certainly understand your predicament. But all of the lake view tables are reserved, and people have even left deposits to hold them. If you had gone to all that trouble, you wouldn't want to come in and find your table had been given to someone else, would you?
- G:** No, I guess not. You can give me a booth by the fireplace now?
- H:** Yes, Mr. Jones. I can seat you right away.
-
-

Word List

refrigerator /rɪ'frɪdʒəreɪtə/ *n.* 电冰箱

irritating /ɪrɪ'teɪtɪŋ/ *a.* 令人恼怒的, 令人烦躁的

fussy /'fʌsi/ *a.* 大惊小怪的

mattress /'mætɪs/ *n.* 床垫

impact /'ɪmpækt/ *n.* 影响

gloss /glɒs/ *v.* 掩盖, 掩饰

flippantly /'flɪpəntli/ *ad.* 轻率地, 没礼貌地

magnify /'mæɡnɪfaɪ/ *v.* 放大, 扩大

retort /rɪ'tɔ:t/ *n.* 回嘴, 反驳

abusive /ə'bjʊ:sɪv/ *a.* 辱骂的

conciliatory /kən'sɪlɪətəri/ *a.* 安抚的

option /'ɒpʃən/ *n.* 选择

brand /brænd/ *n.* 烙印

booster /'bu:stə/ *n.* 推进器

booth /bu:ð/ *n.* 隔开的雅座, (餐厅的)包间

attorney /ə'tɜ:nɪ/ *n.* (美) 律师

shove /ʃʌv/ *v.* 推, 撞

incompetent /ɪn'kɒmpɪtənt/ *n.* 无能的人

Notes

1. 本单元三则情景对话简要介绍了处理客人投诉时的一般操作规范和步骤。
2. Our computer reservation system has canceled your booking automatically.
本店电脑预订系统已经自动取消了您的预订。

客房预订的有关知识请参阅本书Unit 2的注解4。

3. I'm afraid you should have checked in before 6 PM. 您本该在下午六点前就登记入住的。
此句使用了虚拟语气, *should have done* 表示过去本该发生的动作或行为实际没有发生。
4. The taxi fare is on the house. 出租车费由宾馆支付。
on the house 由宾馆支付, 意为免费。

IV Consolidation

A. Role-play

1. Create a role-play based on the topic *Settling Complaints* between a customer and a server. The problem may happen at the Front Desk, in the restaurant, or in the guestroom, etc.

Situation: _____

Guest: _____

Server: _____

2. Perform the role-play with your partner.

B. Decide which of the following should a hotel clerk say or do if a guest complains.

1. Apologize to the customer
2. Be polite and calm
3. Listen carefully to the customer
4. Ask questions to find out more about the problem if necessary
5. Tell customer that he or she is wrong
6. Explain the hotel's problems in detail
7. Talk more loudly than the customer
8. Take prompt action
9. Suggest that the customer is complaining about something that is not very important
10. Call a senior member of staff (e.g. manager), if you feel that you cannot deal with the problem
11. Tell the customer what you are going to do

12. Maintain the customer's confidence in the hotel
13. Say nothing and continue serving
14. Thank the customer for bringing the matter to your attention

C. Reading Comprehension

Easy Ways to Avoid an Argument

My five-year-old son and I stopped at our local ice-cream store to get dessert for his birthday party. The place was crowded with people. A high-school girl was alone behind the counter. Though working as fast as she could, she seemed to be falling further and further behind.

At last she called our number, and I asked for three quarts of chocolate ice-cream. "Three quarts!" she said. "Do you know how hard it is to scoop three quarts?"

I was tempted to let loose with "Well, excuse me! I thought this was an ice-cream store!" Instead I held my tongue and asked myself a question often raised when I'm on the brink of an argument: Why would she say something like that? Realizing then how overwhelmed she must have felt, I asked, "Has it been one of those days?"

Her hostility melted. "It's been nonstop since this morning. I'm all alone, and I was supposed to get off at one o'clock, but ..." She continued to unburden herself as she packed out ice-cream. When we left, she gave us a big smile and friendly wave.

It's natural to take offense if someone is rude. You may think: What a jerk! But blurting out how you feel only make matters worse. Dealing with difficult people is a part of everyday life, and there are ways you can stand up for yourself without starting an argument. I call these techniques "Tongue Fu!"

Handle arguments with humor. All of us tend to lose our temper. If you find yourself in a difficult situation, try having fun with it.

As an IRS worker explained to me, "Almost everyone who comes in here is hostile. Instead of taking offense, we've posted bulletin boards with comic strips that poke fun at the IRS, which we jokingly call the Income Removal Service. When taxpayers see these, their attitudes change for the better."

When people complain, don't explain. The phone rings at work. You pick up and the caller launches into a complaint, "I asked for a catalog three weeks ago and I still don't have it! What kind of business are you running, anyway?"

Don't bother explaining that half the staff is out with the flu. Well-intentioned though they may be, such explanations usually add to the complainer's anger because they come across as excuses. Avoid explaining in detail what went wrong. Instead, agree, apologize and then move on to what can be done about it. Simply say, "You are right. I'm sorry you haven't received it yet. If I can have your name and address again, I'll personally put it in the mail to you today."

Agree to disagree. A man I know said he and his wife went to her parents' house for dinner one night. "While we were eating," he recalled, "I mentioned that the highway construction was stalled again. My father-in-law said he was glad. 'That highway never should've been built! It's destroying an important historical valley.'"

“Well, I spend over an hour each way commuting to work. I told him I thought the highway was a necessary evil because there are four times as many cars as there were ten years ago, on the same number of road. My wife’s dad grumbled that it was typical of my selfish generation to think more about our commuting time than a significant archeological site.

“I lost my patience and said, ‘You can’t stop progress.’ That did it. My father-in-law stood up and walked away, saying ‘I don’t have to sit here and listen to this at my own dinner table.’”

“I wish the whole thing had never happened. If I had been alert to his feelings about the matter, I could have prevented the whole unfortunate incident by saying, ‘Let’s agree to disagree about this,’ and politely directing the conversation to something else.”

One effective way to avoid an argument is to say, “We’re both right!” and move on to a safer topic. For example, you and your wife disagree about how to discipline your teenager, and your discussion is turning into an argument. Just you aren’t seeing eye to eye doesn’t mean you’re enemies. Saying “Hey, we both want the same thing” can get you out of the quarrelsome mode and get you working together again.

No matter what the situation, arguments are a waste or, at best, a misuse of time. By avoiding meaningless arguments, everybody wins.

- On hearing the author’s order for three quarts of ice-cream, the girl working in the store got angry because _____.
 - she was a hot-tempered girl by nature
 - she did not like her job in the ice-cream store
 - she had been working long hours without a break and felt almost exhausted
 - the author ordered a large amount of chocolate ice-cream
- At the girl’s somewhat rude utterance, the author would have liked to say, “Well, excuse me! I thought this was an ice-cream store!” in _____ tone.
 - a playful
 - an indignant
 - a critical
 - a sarcastic
- The girl became very friendly eventually because _____.
 - the author showed his sympathy
 - the author suffered in silence
 - the author provided her with a chance to vent her bitterness
 - the author reduced the size of his order
- “Tongue Fu” is obviously coined by the author, based on the term “Kung Fu” (Martial Arts), which most probably means _____.
 - ways to hold one’s tongue
 - techniques to deliver an impressive and eloquent speech
 - ways to make clear your feelings and opinions without starting an argument
 - techniques to convince people of what you are saying
- When we describe something as “a necessary evil” we mean that _____.
 - something is a necessity though it has harmful or unpleasant aspects
 - something, however harmful or unpleasant, is inevitable

- c. something brings both good and bad effects
 - d. something is exactly what we need and we have to put up with for all its evil consequences
6. "Let's agree to disagree about this" means _____.
- a. "Let's put aside our differences and come to a compromise"
 - b. "Let's stop arguing and keep our opinions to ourselves"
 - c. "Let's talk this through until we can decide who is right"
 - d. "Let's put an end to this meaningless argument"

D. Writing

1. Read the following letter of complaint.

Dear Sir or Madam,

I am writing this letter to complain about the poor services we received during our stay in your hotel from April 3rd to 4th.

When we got to your hotel, the bellmen were chatting over cigarettes and they pretended not having seen us. As a result, we had to get the baggage up to our room.

When we got to the restaurant to have dinner, the hostess told us that the restaurant was full and suggested the Peony Garden on the third floor. But actually there was not any restaurant on the third floor. Besides, the waiter misserved a dish and said that it was our fault not to have told him clearly what we wanted.

The room was very dirty and when I asked the floor attendant for an extra pillow, he refused by saying that he had finished his shift. Actually, he was busy playing cards with some other attendants.

At 4:30 AM we were woken up by the telephone call. When I told the operator that I had not ordered any morning call, she insisted that we had. I suspect she got the room number wrongly input.

I feel that the description of the hotel in your brochure was misleading. We had looked forward to a good time, and we were very disappointed.

Sincerely,
Thomas Wilson

2. Write a reply to this letter of complaint.

- Outline:**
- 1) Apologies and sympathies
 - 2) What action you are going to take
 - 3) What compensation you are going to make for the guest
 - 4) Your resolutions to better your services

E. Translation

A large hotel is somewhat like a mini-United Nations hosting so many customers with such different needs and opinions. In fact, at any hotel, occasional errors are a natural part of doing business even under the best conditions. Never view the customer complaints as an unwelcome surprise. It is far better for a hotel to receive too many complaints than none at all. This is because each complaint may highlight an area of inefficiency in management or service; each complaint is an opportunity to better our work and reestablish the good relations between the customer and the hotel. Therefore, the hotel staff must be ready all the time to settle the customers' complaints.

LEARNING GOALS

1. What management is.
2. The functions of management.
3. The relationship between hotel service and hotel management.
4. The way management works.

GALAXY OF TERMS

chief security officer 安保部经理

social effects 社会效益

economic effects 经济效益

morning briefing 晨会

occupancy rate 客房出租率

World Expo 世界博览会

financial statement 财务报表

rebate form 减免表

pigeon hole 文件架上的小间隔

Human Resources Director 人力资源部总监

Finance Controller 财务总监

leadership style 领导方式

do it my way 按我说的去做

by the book 照本办理

let's vote on it 让我们来表决

hands-off 撒手不管



I What Does Hotel Management Mean

A. Listen to the dialogs, decide what each short conversation is about and mark (✓) where appropriate.

	General Manager	Head Waiter	Housekeeper	Security Officer	Controller
Dialog 1					
Dialog 2					
Dialog 3					
Dialog 4					
Dialog 5					

B. Listen to the passage and match the functions of management in Column A with their definitions in Column B.

Column A

1. planning
2. organizing
3. staffing
4. leading
5. controlling

Column B

- a. to determine what organization structure should be
- b. to control in accordance with the furnished structure
- c. to discuss how most efficiently to lead and direct people
- d. to make rational approach to the selected goal
- e. to find what kind of people we need, when we need them and how to train them

C. Listen to the passage again and complete the following short passage with the information you hear.

The functions of management are planning, organizing, staffing, leading, and controlling. Its practitioners will do best if they can _____, in the light of situations, the theory and practice of _____.

Planning is to make a rational approach to the selected goals — bringing _____. Organizing is to determine what the organizational structure should be. Staffing is to find what kind of people we need, when we need them and _____, while leading is to discuss how most efficiently _____. Controlling means to control in accordance with the furnished structures.

D. Now try to discuss what management is, what its functions are, and cite some examples to support your opinions.

II How Is the Hotel Management Working

Dialog 1 Morning Briefing by the General Manager

[The General Manager (GM) and all the department heads, such as the Sales Manager (SM), PR Officer (PR) and Finance Controller (FC) are holding a morning briefing.]

GM: Let's call the morning to order. Ladies and gentlemen, this morning I would like to call your attention to our recent occupancy rate. What was last week's figure?

SM: A daily average of 450 rooms, including suites; it was 55%.

GM: Well, it seems that our occupancy is dropping. I would like to have your ideas for boosting the occupancy.

SM: A World Expo seminar is going to be held in Shanghai at the end of this month. 30 delegates from different countries and regions will be attending. We're contacting the government department concerned right now for their confirmation.

GM: I'm aware of that. Any other good ideas?

SM: We have already arranged with Shanghai TV Station for a 5-minute program in the evening for a week on our hotel services.

GM: What are the special terms we are going to offer?

SM: We offer 20% discount on bridal suites and family suites.

GM: Very well.

PR: The Australian Food Suppliers' Association is contacting us about holding an exhibition in our hotel. They like our location.

GM: This is probably good for our publicity.

PR: Many local people will come to see the exhibition and will probably have meals in our restaurants.

GM: Good. By the way, I would like to get last month's financial statement as early as possible.

FC: You'll get the statement before the 5th of this month.

GM: Good. That's all for today. See you.

Dialog 2 Daily Income Audit

[The income auditor (A) calls the permanent guest service manager (M).]

M: Good morning. May I help you?

A: John here. May I speak to Peter, please?

M: Speaking.

- A:** Hi, Peter. Would you check Room 1104's status for me, please?
- M:** Yes, just a moment, please. Room 1104 ... the status had been changed from FIT to permanent yesterday. The guest, Mr. Mueller, will stay with us for another three months.
- A:** I see. That's why the night auditor did a 10% discount for his telephone bill according to the rebate form. But how can there be no backup for this status's change? Would you find the status's change for me, please?
- M:** You haven't got the status form for Room 1104? I did change and sign the form and put it into the night auditor's pigeon hole.
- A:** I have gone through all the backup coming from the night auditor already, but I cannot find this one.
- M:** Anyway, I'll send you a copy immediately.
- A:** Thank you very much, Peter.

Dialog 3 Employee Motivation

[The Human Resources Director (D) is conferring with the managers (M) from different departments.]

- D:** This morning we would like to discuss employee motivation. I think it's time to revise our regulations guiding reward and discipline for employees.
- M1:** I suggest we should put up posters on our bulleting board to commend good work and outstanding workers. An appraisal on work should be done every quarter. Bonuses should be based on the actual benefits of the hotel and a higher percentage for outstanding merits.
- D:** What percentage would you suggest?
- M1:** 100% more for outstanding works.
- D:** Let me think it over and we'll discuss it at the next manager's meeting.
- M2:** There should be more specific rules guiding unsatisfactory work and undisciplined behavior, such as leaving work early and smoking in the locker room.
- D:** Late arrival for work and earlier leave from work should be marked down in the person's record and three times of such offence will lead to deduction of the bonus. As for smoking in the locker room, it's a serious offence. He should be warned at first, and for repeated offences he should be dismissed.
- M3:** I suggest we hold a weekly work team appraisal to commend good work and criticize the poor.
- D:** That's a good idea. Let's do it every weekend. I have here letters of commendation and complaints from our customers. I would like to call your attention to those for your own departments and let me have the results at our next meeting.
- M4:** What about tipping for bellman service? Should it be to the person's credit or to the collective?
- D:** I think it should be for the collective of the bellmen. So much for today. See you at our next meeting.

A. Read the above dialogs carefully, and tell:

1. what “morning briefing” in a hotel is.

2. how an international convention helps to raise the hotel’s occupancy.

3. how an exhibition helps to raise the hotel’s business.

4. how the mass media help to promote the hotel’s business.

5. how different segments of the hotel management coordinate the work with each other.

B. Study the following dialog and answer the questions.

[This is Gary’s (G) first time as an interviewer (I) since his promotion to Human Resources manager. Though he has had no formal training in selection, he has attended several interviews himself and feels that he knows the process. The following is an excerpt from Gary’s interview.]

G: Why did you leave your last position?

I: Business was just too slow; I wasn’t making enough in tips. Oh, by the way, what type of service do your waitresses do?

G: Mostly American, but some dishes require tableside cooking. Can you handle that?

I: Sure, that won’t be any problem. How big are the stations?

G: Each server has five tables. Will that be too much for you?

I: No, no problem.

G: Tell me a little about your situation at home. Does your boyfriend mind if you work on Saturday nights?

I: Well, I’m married, but my husband will stay with our son when I work nights.

G: You know, this place really gets hectic. I’m just not sure if a little lady like you can handle the pace.

I: Oh, I’ve worked in busy places before. I’m sure I’ll be able to keep up.

G: Well, I guess we’ll give you a chance. Come in tonight at 5:00 PM, and we’ll see how you do.

I: Great. I’m sure you won’t regret it.

Questions:

1. Was Gary or the interviewee in control of the interview?

2. What risky questions did Gary ask? Why were these discriminatory?

3. How could Gary improve his interview technique?

C. Read the following conversation. The sentences are not in the right order.

- Decide which sentences are spoken by the TRAINER (T) and which are spoken by the LEARNER(L). Mark the sentences with “T” or “L” on the lines provided.
 - Write numbers in the brackets to show the correct order of the sentences.
 - Act out the conversation with your partner.
- | | | |
|-------|-------------------------------------------------------------------------|-----|
| _____ | What are they? | () |
| _____ | It's also termed “do it my way”. | () |
| _____ | A bureaucratic leader always does things “by the book”. | () |
| _____ | That do you mean by the autocratic style? | () |
| _____ | Well, it relies on the participation of all members of the team. | |
| | “Let's vote on it” is its trait. | () |
| _____ | I suppose “laissez-faire” is a French work, isn't it? | () |
| _____ | I see, and what is the democratic style? | () |
| _____ | They're autocratic, bureaucratic, democratic, and laissez-faire styles. | () |
| _____ | There are several leadership styles. | () |
| _____ | Yes, it means “hands-off”. | () |
| _____ | Then how about bureaucratic? | () |

D. Complete the following dialog.

(M=Duty Manager G=Guest)

G: Listen, the air-conditioner is out of order in my room. When are you going to come and repair it?

M: _____
_____.

G: You'd better. It's so hot here. And everything in my room is in a mess.

M: _____
_____.

G: And another thing, what are you going to do about those countrymen in my next door? They were playing mahjong, talking, and laughing all night. It shouldn't be allowed.

M: _____
_____.

G: Yes, do that right now.

M: I'm very sorry you've been disturbed, sir, but ...

G: And one more thing. The food in your restaurant is too expensive and the service is terrible, too.

M: _____
_____.

If there is anything else I can do to make you stay here more enjoyable, please don't hesitate to ask me.

G: Don't worry, I'll tell you right away!

E. Read the following list carefully and make a dialog with your partner based on these management functions.

Management Functions

1. Planning;
2. Organizing;
3. Staffing;
4. Leading;
5. Controlling.

III Summary of Our Work

Hotel Management

The hotel is a highly organized commercial unit. Both in its operational departments and supporting departments, teamwork is essential in the running of a good hotel. Therefore, its employees must be cooperative with each other and loyal to the management. Both the employees and the management are working hard to provide their guests with a variety of products, of which service is the most important.

What is service? Service is to help people in a courteous way. The employees' job skill, job knowledge and good attitude enable them to offer good service effectively. Moreover, the best way to improve service in a hotel is to see how the business itself is well managed.

What is management? In a sense, management means to get things done by the right people. Then, what is hotel management? Internally, hotel management needs people as individuals and in groups to work with each other. Furthermore, to provide working capital to meet expenses, to pay wages, and to ensure an adequate supply of new materials. A hotel manager has to draw on finance resources. On the other hand, based on his or her study of the state of economy, the hotel manager will budget for the cost and profit in the coming year.

Management is the process of getting the results. And management activities and functions are undertaken by those called managers who get things done through the agency of other people in the organization. Then, what is a hotel manager, and what does he or she do? A hotel manager is the leader, motivator and decision maker with interpersonal and technical skills and efficiency.

In this respect, hotel management is a process of getting things done through hotel staff members organized in formal groups. All the staff are clearly indicated where they stand in the hierarchy of the

hotel to fulfill their tasks according to the job descriptions set by the hotel management. The work of hotel managers encompasses a wide range of responsibilities or activities. All hotel management activities may be grouped under five functions, which embrace, though by no means all-inclusive, planning, organizing, staffing, leading, and coordinating.

A. Answer the following questions.

1. What is service?
2. What is management?
3. What is hotel management?
4. What are the duties of hotel management?
5. How can you be a good manager?

B. Design a case study to be used to train servers. It should pertain to their job duties and facilitate problem solving. Include several discussion questions to encourage interaction.

CASE STUDY

DISCUSSION QUESTIONS

1.

2.

3.

Word List

practitioner /præk'tɪʃənə/ *n.* 从事者, 实践者

publicity /pʌb'lɪsɪti/ *n.* 宣传

auditor /'ɔːdɪtə/ *n.* 审计员

backup /'bækʌp/ *n.* 附件

excerpt /'eksɜːpt/ *n.* 引用, 摘录

hectic /'hektɪk/ *a.* 兴奋的, 忙乱的

autocratic /ɔːtə'krætɪk/ *a.* 专制的

bureaucratic /'bjʊərəʊ'krætɪk/ *a.* 教条的; 官僚的

democratic /demə'krætɪk/ *a.* 民主的

laissez-faire /leɪ'seɪ'feər/ *a.* (法) 放任主义的; 自由放任的

trait /treɪt/ *n.* 特征, 特点

internally /ɪn'tɜ:nəli/ *ad.* 内部地

interpersonal /ɪntə'pɜ:sənəl/ *a.* 人际的; 人与人之间的

hierarchy /'haɪərə:ki/ *n.* 等级制度

embrace /ɪm'breɪs/ *v.* 拥抱

Notes

1. The functions of management are planning, organizing, staffing, leading, and coordinating.
管理的五大职能是: 计划、组织、人员配备、领导和协调。
2. morning briefing: a management routine meeting held at 8:30 AM every morning. The people to participate the morning briefing are all the department heads.
The General Manager needs to spend a lot of time attending the different meetings, such as morning briefing, weekly department heads meeting, monthly credit meeting, monthly marketing & sales meeting, monthly QA meeting, monthly safety & security meeting, monthly project meeting, etc.
3. Let's call the meeting to order. 让我们开会吧。
4. operational departments: (一线) 营业部门
supporting departments: (二线) 辅助部门

IV Consolidation

A. Role-play

LOCAL AND INTERNATIONAL PLACEMENT SERVICE HOTEL AND CATERING DIVISION

We are seeking for superior establishments:

BANQUETING SUPERVISOR for conference center: 150-cover banqueting room.

Enthusiastic young HEAD WAITER/WAITRESS with some experience and a knowledge of wines, capable of running a 60-cover à la carte restaurant in the manager's absence.

CHEF DE RANG with at least two years' experience in a quality establishment for distinguished country house hotel with outstanding reputation for fine cuisine and restaurant service.

WAITER/WAITRESS with college training or previous experience for distinguished country house hotel good opportunity to become involved in food and drink service and front of house duties.

Write with two copies of C.V., certificate and recent photograph to:

LIPS, 6 Bridge Square, Shanghai

Work with a partner.

1. Choose one of the jobs in the advertisement and write your letters of application. Discuss your letters of application, and improve them if you can.
2. Together, draw up a list of what the employer probably wants from the applicants, and what the employer might ask during the interview.
3. Take turns to be the interviewer and the applicant. Prepare suitable questions. Role-play the interviews.
4. You and your partner can then separate and each work with another student. When you are the interviewer, ask for your new partner's C.V. (curriculum vitae) and letter of application. Then interview him or her.
5. Alternatively, you and your partner can together join another pair. Take turns to be:
 - A — the interviewer
 - B — the applicant
 - C and D — observers, who make notes of the good and bad points in B's performance

B. Decide whether the following statements are true (T) or false (F).

1. A leader can use power to force people to do whatever he orders in the organization.
2. Position means power. In order to get more power to control people and to reach your personal goals, you have to do whatever your leader likes.
3. Without directing and motivating, the working team can't meet personal and organizational goals.
4. Supervisors should be tough and watch over the staff all the time.
5. Each leadership style affects morale in a different way and each style might be the worse method at certain times, because it depends on the situation and how to use it.
6. The operational departments are more important than the supporting departments in the hotel business.
7. Service knowledge, management skill and culture awareness are very important to the supervisors and managers in hotel business.
8. The purpose of learning the art of management is that we can handle both employees and our leaders properly in the future.

C. Reading Comprehension**Business Ethics**

Related to the issue of social responsibility is the question of business ethics. Ethics are defined in Webster's dictionary as "standards of conduct or moral behavior". Business ethics can be thought of as a company's attitude and conduct toward its employees, customers, community, and stockholders. High standards of ethical behavior demand that a firm treat each of these constituents in a fair and honest manner. A firm's commitment to business ethics can be measured by the tendency of the firm and its employees to adhere to laws and regulations relating to product safety and quality, fair employment practices, fair marketing and selling practices, the use of confidential

information for personal gain, community involvement, bribery, and illegal payments to foreign governments to obtain business.

There are many instances of firms' engaging in unethical behavior. For example, in 1988 employees of several prominent Wall Street investment banking houses were sentenced to prison terms for illegally using insider information on proposed mergers for their own personal gain, and E.F. Hutton, the stock brokerage firm, lost its independence through a forced merger after it was convicted of cheating its banks out of millions of dollars in a check kiting scheme. Also, Drexel Burnham Lambert recently agreed to a settlement with the Securities and Exchange Commission for alleged securities-law violations in connection with the operations of its junk bond department. However, the results of a recent Business Roundtable study indicate that the executives of most major firms in the US believe that their firms should, and so, try to maintain high ethical standards in all of their business dealings. In fact, most executives believe that there is a positive correlation between ethics and long-run profitability. For example, Chemical Bank suggested that ethical behavior has increased its profitability by allowing the firm (1) to avoid fines and legal expenses, (2) to build public trust, (3) to gain business from customers who appreciate and support its policies, economic viability of the communities in which it operates.

Most firms today have in place strong codes of ethical behavior, and they conduct training programs designed to ensure that all employees understand the correct behavior in different business situations. However, it is imperative that top management — the chairman, president, and vice president — be openly committed to ethical behavior, and that they communicate this commitment through their own personal actions as well through company policies, directives, and punishment/reward systems.

Decide whether the following statements are true (T) or false (F).

1. A firm has only one objective: to make a profit.
2. Business ethics require that a firm treat its employees, customers, community, and stockholders fairly and honestly.
3. There are no standards for measuring whether a firm's conduct is ethical or not.
4. A firm's ethical behavior may bring long-run profitability.
5. A socially responsible company may pay too much for its ethical actions and therefore may lose the competition.
6. Most firms encourage their employees to obtain business no matter what they do and how they do it.
7. When making policies, top management should take business ethics into consideration.
8. It is proved that ethical behavior of a firm can keep and attract customers as well as its employees.

D. Writing

1. Read the advertisement given in the Role-play of this unit. Write an advertisement to recruit new employees.

- Outline:**
- 1) Where personnel are needed
 - 2) Necessary qualities of applicants
 - 3) Certificates and documents needed
 - 4) Means of applying

2. On Wed, Feb 8th, 2012, Ms. Cheng Qin, Chief of the GM Office of Witz Hotel, has distributed the GM meeting summary to all relevant department heads, but none of them have raised any questions. She sends an E-mail to F&B Manager Guoying, FO Manager Ciqi, and Event Manager Xiaomeng to ask for response from them. She attaches the meeting summary to her E-mail again. She hopes that they'll read it carefully and raise their questions as soon as possible. Now please write an E-mail based on the information given above.

From:
To:
Cc:
Subject:
Attachment:
Date:

E. Translation

A leader is responsible for the job in charge. In order to influence people, he must use power. Employees don't follow unless they have a reason. The reason usually is the power that a leader has. Without power, he can not lead. But not all people can handle power correctly. When power is used in the wrong way, employees become hateful and act in ways harmful to the hotel.

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