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ENGLISH FOR HOTEL BUSINESS



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Державний заклад
«Луганський національний університет
імені Тараса Шевченка»

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ENGLISH FOR HOTEL BUSINESS

*Навчальний посібник для студентів
вищих навчальних закладів спеціальності
«Готельно-ресторанна справа»
денної форми навчання*

Луганськ
ДЗ «ЛНУ імені Тараса Шевченка»
2012

УДК 811.111(075.8)

ББК 81.2 Англ-923

К43

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К43

English for Hotel Business : навч. посіб. для студ. вищ. навч. закл. ден. форми навч. / Катерина Володимирівна Кіреєнко ; Держ. закл. «Луган. нац. ун-т імені Тараса Шевченка». – Луганськ : Вид-во ДЗ «ЛНУ імені Тараса Шевченка», 2012. – 104 с. – англ. мовою.

Навчальний посібник створено на основі аутентичних матеріалів закордонних наукових джерел та ЗМІ, що дає можливість не тільки вдосконалити навички володіння англійською мовою, але й дізнатися багато корисного про сучасні тенденції розвитку індустрії туризму в світі. Пропонований матеріал та завдання активізують пізнавальну та творчу діяльність студентів, спонукають їх до участі в дискусіях, симпозіумах-форумах, проектних роботах. Посібник допоможе студентам систематизувати вже набуті знання з індустрії туризму та поглибити їх, а викладачам – посилити комунікативну спрямованість процесу навчання та підвищити його ефективність.

Адресовано студентам II курсу спеціальності «Готельно-ресторанна справа» вищих навчальних закладів денної форми навчання. Може бути корисний студентам I, III, IV курсів вищезазначеної спеціальності.

УДК 811.111(075.8)

ББК 81.2 Англ-923

*Рекомендовано до друку навчально-методичною радою
Луганського національного університету
імені Тараса Шевченка
(протокол № від січня 2012 року)*

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Kireienko K. V. English for Hotel Business : course book for university students majoring in “Hotel and Restaurant Business” / Kateryna Volodymyrivna Kireienko ; State Institution “Luhansk Taras Shevchenko National University”. – Luhansk : Publishing of the SI “Luhansk Taras Shevchenko National University”, 2012. – 106 p. УДК 811.111(075.8) ББК 81.2 АНЗЛ-923

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Preface

The proposed textbook is calculated for a language course for students majoring in “Hotel Hospitality”. The course concentrates on the main aspects of hotel business, its regulation, research and development, latest trends and future prospects, awareness of which is essential for professionals in hotel industry. The *goals of the course*, therefore, are:

- to get a systematic knowledge of hotel business; perspectives of making different careers in hotel industry;
- to become aware of recent developments, latest trends and future prospects in hotel business;
- to get acquainted with the major aspects of hotel, its origins, operations and types;
- to learn about regulation, research and development in hotel business;
- to get acquainted with the major aspects of hotels promotion, its methods and types;
- to learn to objectively evaluate the information presented in the Ukrainian and foreign media;
- to acquire basic skills of serving customers in English, paying attention both to verbal and non-verbal languages;
- to become aware of sales conversation and its set pattern;
- to build confidence in working in English with effective communication strategies;
- to improve the skills of group discussion, applying knowledge from different tourism-related disciplines;
- to broaden thesaurus of tourism terms.

The knowledge gained from the course will also contribute to students’ all-round economic and tourist education. Such a knowledge and skills will allow prospective hotel managers to fluently orient in professional resources in English; to think in professional categories and solve professional tasks; to deal

with customers and partners; and, therefore, to integrate into tourism research and development on the global scale.

The course is intended for students who already have a basic knowledge of English. It comprises theoretical fundamentals of tourism and provides for the input in a wide range of contexts relevant to the field. The choice of topics and varied tasks are suited to the needs of prospective tourism professionals, providing many opportunities for students to speak English, applying their knowledge from different professionally-oriented disciplines. The teaching material comes from a wide range of sources related to the tourism industry, including Ukrainian, Russian, British and American textbooks in tourism, travel- and tourism-related websites, travel and hotels brochures, journals, etc.

In tourism industry English language skills are both a daily requirement and essential for career advancement. In addition, the tourist industry is very customer-focused, so speaking skills are of the utmost importance. Therefore, we have provided a wide range of communicative practice.

The textbook can also be used for self-studying or for the purpose of all-round education.

We hope that our coursebook will be useful for teachers and students who are interested in language, tourism and hotel business.

Module 1

Unit 1. At a Hotel

Topical Vocabulary

1. **to get a reservation** – принять заказ (на бронирование)
2. **to have a reservation in the name of** – забронировать на имя ...
3. **stay** – пребывание, остановка
4. **to rent a flat (an apartment)** – снимать квартиру
5. **to take in a boarder** – брать жильца
6. **to stay at a hotel** – жить в гостинице, останавливаться в гостинице
7. **to put up at a hotel** – останавливаться в гостинице
8. **to check in at a hotel** – поселиться (зарегистрироваться) в гостинице
9. **to check out of a hotel** – выехать из гостиницы, освободить номер
10. **check-out** – выезд из гостиницы
11. **check-out time** – расчетное время
12. **hotel is full up / booked out** – в гостинице нет свободных мест
13. **guest-house** – гостиница для путешественников, дом для приезжих
14. **inn** – гостиница (обычно за городом)
15. **B&B (bed and breakfast) hotel** – небольшая гостиница, предоставляющая ночлег и завтрак
16. **boarding house** – пансион; меблированные комнаты с питанием
17. **board and lodging** – пансион; квартира и питание
18. **half-board / full board** – полу-пансион (завтрак и ужин) / пансион (полное питание)
19. **hotel manager** – директор гостиницы

20. **floor manager** – дежурный по этажу
21. **reception** – стойка администратора, регистратура, приемная
22. **receptionist** – дежурный (регистрирующий администратор)
23. **(chamber)maid** – горничная
24. **doorman** – швейцар
25. **porter / baggage man** – носильщик, портье
26. **page / bellboy / bellman / corridor boy** – коридорный, посыльный
27. **waiter (waitress)** – официант (официантка)
28. **switchboard operator** – телефонист
29. **registration form** – регистрационный бланк
30. **no rooms available / no accommodation** – нет свободных номеров
31. **to accommodate** – размещать
32. **single room** – одноместный номер
33. **double room** – двухместный номер (с двухместной кроватью)
34. **twin room** – двухместный номер (с двумя одноместными кроватями)
35. **for single occupancy** – для проживания одного человека (в номере с большим количеством мест)
36. **to share a room with smb** – жить в комнате (номере) с кем-то, “делить комнату”
37. **suite** – номер-люкс (несколько комнат)
38. **triple** – трехместный номер
39. **quad** – четырехместный номер
40. **to face a side street / thoroughfare / courtyard** – выходить в переулок / на трассу / во двор (об окнах)
41. **affordable price** – приемлемая цена
42. **rate** – тариф, цена (комнаты)
43. **inclusive of breakfast** – завтрак входит в стоимость номера

44. **VAT (value added tax)** – НДС (налог на добавленную стоимость)
45. **with private bath / shower** – с ванной / душем
46. **hospitality tray** – поднос с пакетиками чая, растворимого кофе, сахара и т. п. в номере (в виде бесплатного угощения)
47. **direct dial telephone** – телефон прямого набора
48. **room service** – обслуживание номеров
49. **beauty parlor** – косметический салон
50. **hairdresser's (shop)** – женская парикмахерская
51. **barber's (shop)** – мужская парикмахерская
52. **laundry** – прачечная
53. **dry cleaning** – химчистка
54. **attendance / servicing** – обслуживание
55. **room maintenance** – уход за номером
56. **to book a call** – заказать разговор
57. **to make a wake-up call** – разбудить по телефону

Phrases / Questions

1. **Do you have a reservation with us?** – Вы забронировали номер в нашей гостинице?
2. **Will you spell your name?** – Назовите по буквам свое имя.
3. **May I have my key, please?** – Дайте, пожалуйста, мой ключ.
4. **What's the price of the room?** – Сколько стоит номер?
5. **How much do you charge for a double room?** – Сколько стоит двухместный номер?
6. **Will you pay cash or by credit card?** – Как Вы будете рассчитываться – наличными или по кредитной карточке?
7. **When do you expect to be checking out?** – Когда Вы собираетесь выезжать?

8. **We have a reservation for a single room in your name.** – На Ваше имя забронирован одноместный номер.
9. **We can book a room for Mr. ... for the 21st of May (for the week of the 21st May).** – Мы можем зарезервировать номер для господина ... на 21 мая (на неделю с 21 мая).
10. **I may stay longer than that.** – Я, возможно, останусь дольше.
11. **We are booked out (we have no rooms available).** – У нас все места заняты (у нас нет мест).
12. **Guests are kindly requested to vacate their rooms by noon on the day of departure. Please leave your key with the Hall Porter.** – Просьба к выезжающим из гостиницы освободить номера к полудню в день отъезда и оставить ключи у дежурного портье.
13. **I'd like breakfast in my room, please.** – Я хотел бы завтракать в номере.
14. **Extra ... % will be charged for meals served in the room.** – За предоставление завтрака в номер взимается ... % дополнительно.
15. **Is this room service?** – Это обслуживание номеров?
16. **Will you send two cups of coffee and two lemonades to my room, please?** – Пришлите, пожалуйста, 2 чашечки кофе и два лимонада в мой номер.
17. **At what time are the meals served?** – В какое время у вас завтрак, обед и ужин?
18. **I want this sweater sent to the dry-cleaners.** – Пошлите этот свитер в химчистку.
19. **I'd like to have my things washed and pressed.** – Мне нужно постирать и погладить эти вещи.
20. **Shall I fill in the order for the laundry?** – Заполнит заказ для прачечной?
21. **I'd like to have a stain on my shirt removed.** – Мне нужно вывести пятно на рубашке.

- 22. Can you sew on this button?** – Пришейте, пожалуйста, пуговицу.
- 23. My shoes need cleaning. Could you arrange for it, please?** – Мне нужно почистить обувь. Вы не могли бы это устроить?
- 24. Excuse me, but the door of my room doesn't lock.** – Извините, но дверь моего номера не закрывается.
- 25. Excuse me, but the bathtub is clogged.** – Извините, но слив ванны забит.
- 26. Will you bring me an extra pillow, a blanket and a hanger?** – Принесите, пожалуйста, дополнительную подушку, одеяло и вешалку.
- 27. Change the bed clothes, please.** – Смените, пожалуйста, постельное белье.
- 28. What is the voltage here? – 110 V. Everywhere in the US you need an adapter to use your electric shaver.** – Какое напряжение в сети? – 110 вольт. Везде в США Вам необходим адаптер для пользования электробритвой.
- 29. I would like a taxi by 7 o'clock tomorrow morning.** – Я хотел бы заказать такси на завтра к семи утра.
- 30. Could you call me over the phone in case I oversleep?** – Разбудите меня по телефону, если я просплю.
- 31. Would you wake me up at 6 o'clock?** – Разбудите меня в 6 часов.
- 32. I want to settle the account. – Cash or charge?** – Я хочу расплатиться. – Наличными или занести на счет?
- 33. When must I check out?** – Когда я должен освободить номер?

Dialogue Patterns

1

- Hello, could I speak to the receptionist, please?
- Speaking.
- My name is ... I'd like to make a reservation at your hotel.
- For how many people?

- For three.
- What kind of rooms would you like?
- One double room and one single.
- When for and for how long?
- For the week of the 14th May.
- I've got your reservation, Mr. Welcome to our hotel!
- Thank you.

2

- Can I help you?
- Yes, I'd like a room, please.
- Single or double?
- Single, please.
- For one night?
- No, two nights.
- With bath or with shower?
- With shower, please. How much is the room?
- \$ 50 a night, including breakfast.
- Can I pay by credit card?
- Yes, of course. Could you register, please?
- Pardon?
- Could you fill in the form, please?
- Oh, yes.
- Your room number is 403. Have a good stay.
- Thank you.

3

- Here's your key. That's room 322, and you'll find it on the third floor. Take the lift just to your left there up to the third floor.
- Thank you. And what time is breakfast?
- From seven to ten, in the Garden Restaurant on the ground floor.
- Seven to ten. And could I have an early call, please?
- You certainly can. What time?
- At seven o'clock, please.

- Seven o'clock early call.
- Right. Thank you.

Find the equivalents from the dialogues to the following:

1. попросите к телефону дежурного администратора –
2. заказать номер в гостинице –
3. на какое число и на сколько дней? –
4. сколько стоит номер? –
5. в стоимость номера входит стоимость завтрака –
6. заполнить анкету –
7. когда завтрак? –
8. прошу Вас разбудить меня по телефону –
9. в какое время? –

Translate into Russian:

1. Is your hotel far from the center / the railway station?
2. Is there a laundry / hairdresser's / sauna / swimming pool / night bar at your hotel?
3. What recreation facilities are there?
4. What facilities have you got for the entertainment?
5. Is there air conditioning / heating / television / hot water / telephone in the room?
6. Does the room face a side street / main thoroughfare / courtyard / garden?
7. What is the price for the room (without meals; including attendance (service charge))?
8. Will you register your name, please?
9. We have kept numbers 35 and 36 for you.
10. Where is the floor manager?
11. Sorry, but the hotel is full up.
12. I do not need the room any longer.
13. Please have all my luggage sent up.
14. Should I leave the key at the desk with the Hall Porter?

15. Can I book a double room from now until Friday next week?
16. Do you have any vacancies for a week?

Reading

At a Hotel

When people travel they almost always stay at hotels or guesthouses. The first thing to do is to book a room in advance by letter, telephone or e-mail. Otherwise you may arrive at the hotel and be told that there are no rooms available. On arrival at the hotel go to the reception desk and confirm your reservation. The clerk will then give you a registration form to fill in and sign. Let the hotel manager know in advance the day and the time of your departure.

All the hotels run a special laundry service for their guests. You can have your laundry done and your clothes pressed. The maid who does your room will also make your bed. Some hotels also provide computerized safes for their guests' documents and valuables. In all hotels you can make a request for an early call to wake you up.

Hotels offer a lot of facilities, such as 24 hours daily room service, coffee bars for quick meals and grill-rooms, beauty parlors, barber's shops, laundry, dry cleaning, etc. For conferences and banquets some hotels can accommodate participants and guests, and there are smaller rooms for seminars and individual parties. Among other facilities, there are swimming pools, saunas, other recreation facilities. Hotels can organize car hire sightseeing tours, entertainments.

available – имеющийся в наличии

to fill in – заполнить

to sign – подписывать

valuables – драгоценности

Unit 2. The Accommodation Industry

Topical Vocabulary

1. **accommodation industry** – индустрия размещения
2. **accommodation** – размещение, ночлег
3. **clientele** – клиентура, потребитель
4. **commercial hotel** – коммерческий отель
5. **convention** – конференция, симпозиум
6. **deluxe category** – высшая категория
7. **deluxe / luxury hotel** – отель высшего разряда, отель класса люкс
8. **employee** – рабочий, служащий, работающий по найму
9. **equipment** – оборудование, снаряжение, аппаратура
10. **facilities** – удобства, средства обслуживания, оборудование, средства, устройства, установка, аппаратура
11. **furnishings** – обстановка, меблировка
12. **inn** – гостиница (обычно за городом), кафе, *истор.* постоялый двор, трактир
13. **labour-intensive** – трудоемкий
14. **means of transportation** – средства передвижения
15. **motel** – мотель, гостиница для автотуристов
16. **rating** – отнесение к классу, разряду, категории
17. **recreation** – отдых, развлечение
18. **resort hotel** – курортная гостиница, курортный отель
19. **seaside resort** – морской курорт
20. **summer resort** – летний курорт
21. **transient** – временный жилец (в гостинице или пансионе)

Dialogue

Read, memorize and dramatize the dialogue:

Peter and Mary Almar arrive at the Hotel International in Athens, where they have reserved a room; they go to the reception desk and address the receptionist.

Peter: Good evening. My name is Almar. I reserved a double room with bathroom for three nights. Can we check-in now?

Receptionist: Mr. Almar... I'll check your reservation record... Yes, room 312. Would you like to register, please? Just fill in this form.

Peter: OK.

Receptionist: And could I see your passports, please?

Peter: Here you are.

Mary: How much do you charge for a double room?

Receptionist: The rate of this room is \$ 150 a night, which includes a service charge.

Mary: Can we get dinner this evening?

Receptionist: Yes, we are serving dinner in the Roof garden.

Mary: And what time is breakfast?

Receptionist: Breakfast is from 7.30 to 9.00 in the ground-floor restaurant.

Peter: And could we have a call in the morning, please?

Receptionist: Certainly. What time would you like it?

Peter: 8 o'clock, please.

Receptionist: Of course, sir. And here's your key. Room 312.

Peter: Thank you. Oh, are there any letters or telephone messages for us?

Receptionist: No, sir, nothing. I'll just get a porter to take your luggage up. Enjoy your stay with us.

Speaking Practice

I. Ask the things you want according to the model:

You want a 7 o'clock call. – **Could I have a 7 o'clock call, please?**

- | | |
|----------|---|
| You want | <ol style="list-style-type: none">1. a tin of beer2. a glass of mineral water3. a taxi4. a city map5. a weekend return to Oxford6. a room with a shower7. your bill8. a wake-up call9. a morning paper10. your key |
|----------|---|

II. Ask questions according to the model:

You'd like to know if it is allowed to smoke in the lobby. – **May I smoke in the lobby?**

- | | |
|-------------------------------------|---|
| You'd like to know if it is allowed | <ol style="list-style-type: none">1. to pay when you check out2. to bring in a guest3. to make a long distance call from the room4. to pay by credit card5. to book a table in advance6. to fill in the form in Russian7. to arrange a party in your room8. to keep the room key9. to have the hotel booklet10. to bring children in the bar |
|-------------------------------------|---|

III. Ask questions according to the model:

There are three restaurants in the hotel. – **How many restaurants are there?**

1. The price is \$ 30.

2. Lunch is from 12.30 to 2.30.
3. The restaurant is on the third floor.
4. Your room is number 425.
5. You have to pay extra for another night.
6. The bar is opposite the entrance door.
7. English breakfast costs \$ 3.
8. Your suitcases are over there.
9. Everybody has to register.
10. Porters take your luggage to your room.

Vocabulary Focus

Match the words or word-combinations with their definitions

1. Accommodation	a) in modern usage, a place that serves alcoholic drinks. Formerly, it was an alternate term for an inn;
2. Inn	b) requiring a large number of people for the services that are provided by a business or an industry;
3. Tavern	c) made according to the latest fashion;
4. Motel	d) provides everything necessary for large meetings and conferences, with a lecture, theatre and exhibition facilities;
5. Resort hotel	e) is situated in pleasant scenery and provides comfortable but informal accommodation for people who want to relax in a quiet place;
6. Convention	f) a small hotel, a kind of boarding house, which provides home-like low-priced accommodation and the morning meal for visitors;
7. Luxury hotel	g) an establishment offering shelter and food for travelers. The term was

	customary in the days of travel by horse; it has been revived because it conveys an idea of old-fashioned hospitality;
8. Labour-intensive	h) a means or a system of carrying passengers or goods from one place to another;
9. Commercial hotel	i) is situated in a place or an area to which people travel for recreational purposes, often near the sea, lake or in the mountains;
10. Congress hotel	j) things such as buildings, shops or services that are useful or help one to do something;
11. Airport hotel	k) provides low-priced accommodation, usually on a small scale for holiday visitors or for long-stay guests;
12. Country house hotel	l) provides accommodations for a traveler and a parking place for his or her automobile;
13. Guest house	m) reasonable in price;
14. B&B	n) provides accommodation for people going to or coming from other countries, usually only staying for one night;
15. Transportation	o) is often situated in a town center and provides accommodation for traveling businessmen, staying only one or two nights;
16. Facilities	p) a meeting of a business or a professional group for the purpose of exchanging information, electing officers and discussing;

17. Fashionable	q) a seat or a place to sleep; a place to live or work in; house, flat, hotel room, etc.; lodging, food, drink and other services for travelers or transients;
18. Inexpensive	r) provides every facility a wealthy guest might need.

Reading

The Accommodation Industry

A hotel is a temporary home for people who are traveling. In a hotel the travelers can rest and have access to food and drink. A hotel may also offer facilities for recreation, such as a swimming pool, a golf course or a beach. In many cases a hotel also provides free space for the travelers' means of transportation. All of these services are designed to accommodate a traveler, so the hotel business is often referred to as the accommodation industry.

Travel and hotels have always been closely related. In Europe and America inns and taverns were spaced along the roads at the distance a horse could travel in a day. Inns were primitive by modern standards. A traveler usually had to share his bed with at least one other person and as many as four other persons in some remote areas. Old-fashioned inns, however, did provide food and shelter for both men and horses and therefore became a symbol of hospitality. Indeed, the word "inn" has been used recently by many modern hotels and motels.

Modern mass transportation, i. e. the movement of large numbers of people at relatively low prices, began with the development of the railroads in the 19th century. Up to that time, accommodation had been provided by country inns or by family-owned and -operated hotels in the cities. As the railroads carried larger numbers of people further and more

rapidly, large hotels were constructed near the train stations. The cluster of hotels around Grand Central terminal in New York is a good surviving example of this stage of development of the hotel industry.

The other means of transportation – the automobile and the airline – resulted in the growth of corresponding accommodation facilities. In the case of automobile, motels that serve people traveling by car have sprung up along highways all over the world.

The word “motel” was created by combining “motor” and “hotel”. When automobiles were first used, flimsy and inexpensive tourist cabins were built beside the highways. Then, as people demanded greater comfort, the cabins were replaced by tourist courts and then by the modern hotels. Motels or motor hotels providing parking facilities for cars were also constructed in many large cities where they now compete with the other commercial hotels.

The air travel extended the distances that people could cross in a short period. For the accommodation industry it was a boom in the construction of resort hotels. A resort is a place to which people travel for recreation. It may offer mountain scenery, the combination of sun and sea or features that are entirely man-made such as Disneyland in California.

All hotels do not serve the same clientele, i. e. the same kind of guests. In fact, it is possible to place hotels in four broad categories. The first is the *commercial hotel* which provides services essential for transients, many of whom travel on business. A lot of city hotels and diversely located motels fall into this group. The second category is *resort hotels*. Located in vacation areas, they often provide recreational facilities of their own as well. A third type of hotels aims its services largely at the *convention trade*. Conventions are meetings, usually held yearly, of various business or professional groups. Not so long ago most conventions were held in large urban

centers such as New York and Washington D. C. The fourth category is *resident hotels*. People who do not wish to keep house themselves can rent accommodation on a seasonal basis or even permanently in many hotels.

No firm distinction exists between different kinds of hotels. In large cities that are also tourist centers, such as New York, Paris, Tokyo, London and Rome, one hotel may offer all types of service. And even a small hotel may have banquet rooms and meeting rooms in addition to its accommodation for transients.

Another way of categorizing hotels by is the quality of service they offer. At the top are the luxury hotels which generally offer their guests the greatest comfort and convenience possible. At the bottom are those that provide merely a place to sleep. A system of rating hotels according to quality is widely used in France and a number of other countries. This system puts the top hotels in a special deluxe category, with other receiving from five stars to one star or "A's". The standard features include private bathrooms, room telephones, recreational facilities and so on.

The difference in quality between hotels is not entirely a matter of equipment or furnishings. The proportion of employees to guests and guest rooms is also a matter of prime importance. In general, the accommodation industry is labour-intensive, i. e. it employs a large number of people to perform its services. In a luxury hotel there may be three employees for every guest room. In a large commercial hotel in a big city the ratio is usually closer to one employee per guest room. Obviously, the services offered by a small hotel will be far more restricted than those provided by a luxury hotel.

The larger and more luxurious the hotel, the greater the variety of jobs that it offers. Nevertheless, the administration and organization of a small hotel is similar to a large one. Engineering and maintenance of a small establishment may be

done by contract with local firms, whereas a large hotel will hire its own staff for these functions.

Generally, the problems and opportunities in all hotels are comparable, since all provide shelter, food and other services for the traveling public.

Questions to the text above

1. What is a hotel? What does it provide for a traveler?
2. In the age of travel by horse, how were inns and taverns related to travel?
3. Why did old-fashioned inns become symbols of hospitality? What kind of image do they bring to mind for many people even at the present time?
4. What is meant by modern means of transportation? When did it begin?
5. What new development in the location hotels did the railroads bring about? What is the surviving example?
6. Do many people travel by car?
7. From what words was the word "motel" derived? What kinds of accommodation were offered?
8. What are some of the attractions that a resort may offer? Give your examples.
9. What are four broad categories in which it is possible to place hotels?
10. Are there any firm distinctions between hotels in the different categories?
11. What is the other way of dividing hotels into categories? What kind of hotels are at the top? At the bottom?
12. Why are there comparable problems and opportunities in all hotels?

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. By modern standards inns were a sort of luxury hotels with all kinds of recreational facilities.
2. The word “motel” was created by combining “motor” and “hotel”; it usually provides parking facilities for cars.
3. All hotels do not serve the same kind of guests.
4. There is a sharp distinction between different kinds of hotels.
5. Luxury hotels are at the bottom of the list comparing with the other kinds of hotels.
6. The services offered by a luxury hotel are far more restricted than those provided by a motel.

Find English equivalents from the text above to the following:

1. временный кров –
2. предоставлять возможности для отдыха –
3. средства передвижения –
4. разработаны для размещения путешественников –
5. индустрия размещения –
6. примитивны по современным стандартам –
7. отдаленные районы –
8. старомодные гостиницы –
9. символ гостеприимства –
10. относительно низкие цены –
11. требовать большего комфорта –
12. рукотворный –
13. предоставлять обслуживание –
14. банкетный зал –
15. качество обслуживания –
16. оборудования и обстановка –

17. работники –

18. вопрос первоначальной важности –

Fill in the spaces in the following sentences with the appropriate word or phrase:

1. The word “motel” is a combination of the words _____ and _____.
2. _____ include such things as shelter, food and special services for travelers.
3. _____ and _____ were places for the accommodation of travelers in Europe and America when most people traveled by horse.
4. A _____ is an establishment that provides not only accommodation for travelers but also parking space for their cars.
5. A _____ area is a place that people visit for recreational purposes.
6. A _____ hotel provides accommodation for people who do not wish to keep house themselves.
7. The accommodation industry is _____ because it employs a large number of people.
8. A hotel in the _____ category may employ as many as three staff members per guest room.

Project

List several hotels and give them ratings from deluxe to one star hotel on the basis of their facilities and the quality of service that they offer. Briefly give the reason for your classification in each case.

Unit 3. Hotel Facilities and Other Services

Topical Vocabulary

1. **personnel / staff** – персонал, личный состав, сотрудники
2. **family room** – комната, рассчитанная на семью
3. **health club** – фитнес клуб
4. **lounge** – 1) салон; комната для отдыха с удобными креслами, диванами; гостиная в отеле; 2) вестибюль (в гостинице, ресторане); 3) бар первого класса (в некоторых пивных; также *lounge bar*)
5. **packaged hotel** – комплексный отель
6. **auditorium** – зрительный зал, аудитория, конференц-зал
7. **casino** – казино
8. **catering** – поставка продуктов, обслуживание обедов
9. **exhibit area** – выставочная площадка
10. **gambling** – азартная игра, игра на деньги
11. **self-contained complex** – самообслуживающийся, независимый, автономный комплекс
12. **snack bar** – закусочная, буфет
13. **trend** – общее направление, тенденция

General Services

- 24-hour hall-porters
- 24-hour room service
- safety deposit boxes available
- currency exchange
- security staff on duty 24-hour
- a staff to guest room of 2:1
- multi-lingual staff
- minimum twice daily maid service
- non-smoking rooms

- lifts
- bar
- restaurant
- car hire
- chauffeur driven car service
- doctor on call
- baby cots
- interconnecting rooms
- laundry and dry cleaning
- shoe cleaning
- luggage unpacking and packing
- valet service
- valet parking

Beauty and Fitness

- gentlemen's barber and ladies' hair salon
- indoor swimming pool
- fully equipped gym with weight training machines, sauna, steam room and massage service
- fitness center
- aerobics classes
- health spa facilities with hydrotherapy bath, European style Vichy shower
- facial treatment, manicure and pedicure facilities

Business and Technology

- business trolley with printer, scanner, word processor, facsimile machine and manual typewriter available
- direct dial telephone and voicemail
- USA and UK modem points

In-room facilities and services

- toiletries, bathrobes, slippers and hairdryers in every room
- bedside panel with radio, light, TV and air conditioning control

- mistfree bathroom mirror
- in-room safe
- newspaper twice daily

When visiting another place, business people often have to stay one or more nights at a hotel. What do they look for in a hotel? Mark what you think is:

- ✓ *essential*
- ✓ *preferable*
- ✓ *unimportant*

- good food
- access to a fax
- friendly staff
- double bed
- bar
- sauna
- car park
- room service
- sport facilities
- fridge in the room
- conference facilities
- private bathroom
- central location
- telephone in the room
- hotel as a part of a well known chain
- restaurant open to non-residents
- proximity to an airport or station
- in-room safe
- newspaper twice daily
- facial treatment, manicure and pedicure facilities
- chauffeur driven car service
- doctor on call
- baby cots
- car hire

Describe the accommodation and catering services that are available in your country or region, including the different varieties.

- ✘ Are they suitable for serving large numbers of tourists?
- ✘ Do they offer special features?
- ✘ Can they be improved?

Vocabulary Focus

Match the words or word-combinations with their definitions

1. Full board or enpension	a) to provide and serve food and drink at a public or a private party;
2. Half-board or demi-pension	b) the rate for a room alone, with no meals included at all;
3. European plan	c) to risk (money, property) on the result of the uncertain such as a card game, a horse race etc.;
4. To cater	d) includes the room plus breakfast and one other meal (lunch or dinner);
5. To gamble	e) a place where people play cards or other games for money;
6. Casino	f) a room and all meals included.

Reading

Special Services and Hotel Facilities

Nowadays large modern hotels contain not only guest rooms, but many other facilities as well, i. e. restaurants and cocktail lounges, shops and recreational facilities for social functions, conventions and conferences – ballrooms, auditoriums, meeting rooms of different sizes, exhibit areas and so forth.

Not so long ago convention facilities were ordinarily found only in large cities or in intensively developed resort areas like

Miami Beach. Nowadays they are more often included in resort hotels so that people who attend conventions there could combine business with pleasure.

Another trend in the hotel industry is the construction of the self-contained resort complexes. Recreational facilities are another feature of many hotels and motels. A swimming pool is the most common of these, particularly in warmer climates and in resort areas. A swimming pool in front of the building is a form of advertisement for a motel in places such as Florida, California, Egypt, Turkey and other resorts. Other recreational facilities include tennis courts and golf courses at resort hotels. Many resorts are designed for winter sports such as skiing and ice skating; others provide horseback riding and other outdoor activities.

Casinos, wherever they are legal, are another feature of some hotels. In Las Vegas, Nevada, the hotels feed, house and entertain guests, but the real profits come from the casinos. In Puerto Rico and other places gambling usually acts as an additional rather than principal attraction for hotels.

A few hotels, most of them in resort areas or large cities, include nightclubs as a part of their operation. Sometimes the nightclub is rented out to a concessionaire, but in other hotels it is the responsibility of the food and beverage department or of a special staff. A nightclub offers such entertainment as a singer, a band, dancing, a floor show in addition to food and drink. The engagement of a well-known entertainer obviously gives the hotel an excellent promotional opportunity. The hotels in such gambling resort as Las Vegas, Nevada, publicize not only the entertainers in their nightclubs, but also the huge salaries that they receive, perhaps on the theory that the higher the fee, the better the entertainer.

All of these recreational facilities require the employment of additional personnel. Necessary swimming pool maintenance is often contracted out. Golf courses must be carefully tended by

a special staff of groundskeepers. Horses require stables and grooming. Many resort hotels hire professional athletes to give lessons to the guests in tennis, golf and skiing. Other employees include riding instructors and guides for hikers and campers. Lifeguards are often necessary at swimming pools and beaches.

Catering, i. e. providing food and drink for transients, has always gone together with accommodation. Food services are a feature of hotels. The typical modern “package hotel” includes a restaurant, a coffee shop for quicker and less expensive meals, a bar or a cocktail lounge. Many larger hotels have several restaurants, often featuring different kinds of food, as well as different prices. Hotels also normally provide “room service” – food and drink that are brought to the guests’ rooms. In addition, catering service is provided in the hotel’s recreational areas. A poolside bar and a snack bar for quick food are normal parts of the service at a resort hotel. So, restaurants, bars and nightclubs outside the hotels are a standard feature of the resort scene. They provide not only catering, but also some kind of entertainment for a tourist who is bored with the limits of the hotel life.

Large urban hotels also provide special services for businessmen. A commercial hotel, for example, can provide a stenographer to take dictation and do typing for the travelling businessman. Some hotels also give guests access to coping, Internet, modem points, facsimile machines, computers with printer, scanner, word processor and other machines. Many large hotels also have a notary public on the staff to verify the signatures on documents.

The list of special services offered by hotels is long. These services differ according to the location and the clientele of the hotel; luxury hotels offer the greatest range of services. This is, in fact, what makes them luxury hotels.

Questions to the text above

1. What are some of the different varieties of accommodation that are available to travelers nowadays?
2. What facilities are usually available in large modern hotels?
3. What is a “self-contained resort complex”? Give examples.
4. What is the relation between hotels and gambling in some places?
5. Give examples of a resort development that includes many different kinds of accommodation.
6. What catering services are available in different kinds of hotels?
7. What business facilities can big hotels provide?
8. How and why are hotel nightclubs operated? What do nightclubs offer?
9. What promotional opportunities does a nightclub give to the hotel?
10. What are some of the personal services offered by hotels?
11. What are some of the services hotels offer for travelling businessmen?
12. What kind of hotel offers the greatest range of special services?

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. In the 20th century convention facilities were ordinarily found in all cities throughout the world.
2. Resort hotels do not provide convention and conference facilities.
3. Nowadays there is a trend in the hotel industry to construct self-contained resort complexes.

4. A tennis court is the most common form of advertisement for a motel in places such as Florida, California, Egypt, Turkey and other resorts.
5. In Las Vegas hotels make profit mostly out of golf courses.
6. A nightclub in a hotel may be rented out to a concessionaire.

Find English equivalents from the text above to the following:

1. условия для отдыха –
2. выставочный комплекс –
3. условия и оборудование для проведения конференций –
4. быстро развивающийся курорт –
5. сочетать дела и отдых –
6. направление –
7. реальный доход –
8. питание –
9. обслуживание в номере –
10. законный бизнес –
11. катание на лошадях –
12. отдых на свежем воздухе –
13. развлекать гостей –
14. скорее дополнительный, чем основной доход –
15. более быстрая и дешевая еда –
16. бар, расположенный у бассейна –
17. специальные услуги для деловых людей –
18. доступ в Интернет –
19. нотариус –
20. факсимильный аппарат –
21. заверять подписи –

Activities

I. Here are three ads of the hotels. Read the descriptions of the locations and hotel facilities and compare them. Answer the questions:

Which hotel:

	<i>Helena Hotel</i>	<i>Alexander Hotel</i>	<i>Apollo Hotel</i>
is the biggest			
is the most luxurious			
has the best facilities			
has the widest choice of restaurants			
has the best transportation			
is the cheapest			

Helena Hotel ☆☆☆
 320 rooms
 restaurant, bar, tennis court
 15 minutes' walk from beach
 \$ 290 (for 7 nights)

Alexander Hotel ☆☆☆☆☆
 420 rooms
 2 restaurants, bar, 2 pools, 6 tennis courts,
 2 squash courts, Jacuzzi
 10 minutes' walk from beach
 \$ 380 (for 7 nights)

Apollo Hotel ☆☆☆☆☆
 540 rooms
 restaurant, pool, 2 tennis courts, shop
 5 minutes' walk from beach
 \$ 310 (for 7 nights)

II. Read the passages about the **Oriental hotel** in Bangkok and the **Argao Beach Club Hotel** in the Philippines.

Compare the following features of the two hotels. Use the adjectives in brackets to help you.

- ⊗ room facilities (*luxurious*)
- ⊗ choice of restaurant (*wide*)
- ⊗ location (*peaceful*)
- ⊗ shopping (*convenient for*)
- ⊗ price (*cheap or expensive*)

The **Oriental** in Bangkok is named as one of the top three hotels in the world. Its 394 rooms are spacious and tastefully decorated. All have private bathroom, air-conditioning, hairdryer, TV, DVD player and mini-bar. Guests have a choice of seven restaurants including the “Normandie Grill” for French cuisine, the “Lord Jim” for seafood and the “Sala Rim Nam” which serves exotic Thai cuisine.

The hotel has also two swimming pools, and across the river is the **Oriental’s** fully-equipped sports complex which offers tennis and squash facilities, a gym, a sauna, a jogging track and a fitness center. There is entertainment most evenings, including a regular disco.

The informal **Argao Beach Club Hotel** is the perfect place for a “get-away-from-it-all” holiday. It is hidden in a coconut grove on the beautiful Dalguete coastline in the Philippines. The white coral beach stretches for 2 km and the hotel’s three coves have crystal-clear waters, rich in tropical marine life.

The hotel restaurant overlooks the sea and offers both native seafood specialties and a high standard of international cuisine. The hotel’s 135 bedrooms are simply furnished with separate shower and WC, air-conditioning and patio. A full range of watersports is available. There are also tennis courts, a games room, a sauna, and a Jacuzzi. There is local entertainment with occasional floor shows and a disco.

III. Read the following advertisement on weekend breaks. Some words have been left out. Fill in the gaps with the words below. Use each word once:

every / especially / picturesque / reduced / leisure / international / private / colour / elegant / historic

A Weekend Break

Choose from over 50 hotels in _____ towns and _____ countryside. Families are _____ welcome – most children stay at a _____ rate and some even stay for free. Each bedroom has a _____ bathroom, _____ TV, radio, telephone, and a hairdryer. In _____ bedroom you will find a courtesy tray with facilities for making tea and coffee. Many hotels have _____ centers with sauna, minibar, gym, Jacuzzi and solarium, along with a light refreshment lounge. They may also offer golf, tennis, swimming pool and much more. Of course every hotel has a superb bar and restaurant facilities – _____ dining rooms and _____ cuisine.

IV. *Sunny Tours* are thinking of including the **Marine Hotel** in their list of Turkish hotels. Read the dialogue between the **Sunny Tours Representative (SR)** and the **Marine Hotel General Manager (GM)** and then write “n” next to the features which the hotel has now, and “p” next to the features which are planned:

- ❖ twins / doubles with balcony and beach view
- ❖ twins / doubles with garden view
- ❖ deluxe doubles
- ❖ family rooms
- ❖ interconnecting rooms
- ❖ restaurant
- ❖ poolside bar
- ❖ use of watersports club facilities
- ❖ swimming pool

- SR:** ...So, you've got a swimming pool and a restaurant. Any other facilities?
- GM:** Not yet. But we are going to try to negotiate a deal with the watersports club so that our guests can use their facilities. And we are also going to build a poolside bar during the winter.
- SR:** Good idea. Now, let me see... you've got 120 rooms altogether, is that right?
- GM:** Yes. At the moment there are 120 rooms plus two suites, each with its own Jacuzzi and private bar. Our twins and doubles are divided into two categories. There are some with balcony and beach view, and then there are a number of rooms with garden view.
- SR:** What about family rooms?
- GM:** We have eleven family rooms. At the end of this season we are going to start building an extension with thirty deluxe doubles.
- SR:** I see. Are all the current rooms en suite?
- GM:** Yes. They all have got private bathrooms with bath and shower.
- SR:** Good. Are any of the rooms interconnecting?
- GM:** Yes. There are some interconnecting doubles on each floor. Twenty altogether.
- SR:** OK. We need some time for consideration. We will call you back. Goodbye.
- GM:** Goodbye.

V. Read the dialogue between the Marine Hotel Reservation employee (R) and Mr. White's secretary (S). Complete the FAX given below.

- R:** Good morning. Marine Hotel Reservations. Can I help you?
- S:** Yes, please. I'd like to book a single room for four nights from the 4th March.

- R:** Right. I'll check that... Yes, madam. We can do it for you.
- S:** How much will that be?
- R:** \$ 65 per night, including full English breakfast.
- S:** That's for a room with a bathroom?
- R:** Yes, madam. All our rooms have private bathroom, television, radio, DVD player, telephone, tea- and coffee-making facilities.
- S:** That's fine.
- R:** Could I have your name, please?
- S:** The booking is for Mr. White of Oliver Electronics, Paris.
- R:** That's a single room for four nights from 4th March. Would you confirm that by Fax, please?
- S:** Yes, I'll do that. Mr. White will probably arrive quite late. Can you hold the room until 10.00?
- R:** Yes, of course.
- S:** Thank you. Goodbye.
- R:** Goodbye.

Now complete the FAX sent by Mr. White's secretary to confirm the reservation:

SENT BY: Xerox Telecopier 7021
11.02.2012; 12:17; Oliver El. *0865310423*

Hotel booking for Mr. White, Oliver El.

Dear Sir,

I wish to _____ the reservation of a _____ room for _____ nights starting from the _____ in the name of White.

Mr. White _____ probably arrive late _____ the evening.

Please _____ the room until _____ pm.

Yours sincerely,
Joan Fletcher

VI. Three families are going to Amsterdam on a weekend break:

1. Mr. and Mrs. Brown: a young couple on their honeymoon. They would like somewhere quite and romantic, with a good restaurant. They would prefer a room with a bathroom rather than a shower.
2. Mr. and Mrs. Wilkinson: an elderly couple who want somewhere as central and as cheap as possible.
3. Mr. and Mrs. Green: a couple in their middle-thirties, with a son aged 11 and a daughter aged 12. They have friends in Amsterdam so they won't often be eating in the hotel. Mr. Green likes to go jogging in the morning. Their children want a hotel where there will be other young people.

Study the information about the hotels below. Which hotel would you advise each family to stay at?

White Horse ☆ ☆ ☆

A small hotel of only 16 rooms. Situated in a quiet, residential area behind the Vondel park, it overlooks a small canal and the park itself. The bedrooms have their own shower, TV and radio. Twin rooms with bath are available at a supplement. Although the hotel has neither restaurant nor bar, the dining room is very pleasant and drinks are served on request.

We recommend early booking because of the limited accommodation available.

No charge for 1 child under 12 sharing room with 2 adults. (Meals payable direct.)

Supplement per person per night:

Twin with bath – \$ 4.00.

Single with shower – \$ 8.00.

Tavern ☆ ☆ Superior

Once a private house with a rich history, this hotel is highly recommended for the standard of its accommodation. Because of the nature of the building all rooms are different, each with its own character. And they are on a number of levels. There are larger, superior rooms with a view of the canal (available at a supplement).

Downstairs you will find a quiet bar and a small breakfast room. The hotel has no lift and some of the stairs are quite steep so please request a downstairs room if the stairs could be a problem for you. All rooms have private shower.

Supplements per person per night:

Superior twin with canal view – \$ 7.00.

Single room – \$ 11.00.

Royal ☆ ☆ ☆ Luxe

An international deluxe hotel in one of the Amsterdam's most fashionable areas. The Royal has 250 guest rooms and suites which either overlook the canal or the gracious tree-lined Apollolaan. All the bedrooms have telephone, minibar, TV and hairdryer. The hotel has 2 restaurants, "The Vrandá" which serves international cuisine and "The Santori", an elegant Japanese restaurant. The bar overlooking the canal, a disco and a casino complete this wonderful hotel.

No room charge for 1 child under 12 sharing room with 2 adults. (Meals payable direct.)

Single room supplement – \$ 24.00 per night.

VII. *Work with the partner and make up a dialogue. You may use some of the phrases from the dialogues given above.*

Receptionist: You work at the Holiday Palace Hotel. Study the extract from the hotel brochure. Help the caller with his/her inquiry. Make sure you find out the name and address, the dates wanted and the number of people. Ask him/her to confirm in writing.	Guest: Your name is Mr./Mrs. Kiel. Telephone the Holiday Palace Hotel to enquire about a week holiday in June for yourself, your husband/ wife and one child. Ask about the hotel's facilities. Give exact dates and agree to confirm in writing.
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Holiday Palace Hotel

This luxurious hotel has exceptional facilities for leisure, sport and entertainment. The superb new Leisure Club has a heated swimming pool, squash courts, sauna, Jacuzzi, fully equipped gym and 3 tennis courts.

All 178 bedrooms have a private bathroom and are luxuriously furnished and fitted with TV, DVD player, radio, direct dial telephone, hairdryer and tea and coffee making facilities.

Project

Present several hotels in your city. Make lists of their facilities and write the advertisements of the hotels. Make comparisons between 2 chosen hotels, using as many adjectives as you can.

Unit 4. Conference Facilities

Topical Vocabulary

1. **a worldwide enterprise** – предприятие, имеющее всемирную известность
2. **arrangements** – меры, мероприятия, приготовления
3. **assembly** – ассамблея, собрание
4. **attendance** – посещаемость
5. **bargain** – торговая сделка, договор о покупке, договоренность
6. **business session** – деловое заседание (собрание, совещание)
7. **congress** – конгресс, съезд
8. **exhibit** – показ, экспозиция, выставка
9. **loading and storage facilities** – помещения для хранения
10. **negotiations** – переговоры, обсуждение условий
11. **occupancy rate** – «плотность занятости» (число людей, фактически пребывающих в помещениях или зданиях)
12. **profitable** – прибыльный, выгодный, доходный, рентабельный
13. **seminar** – научная конференция, совещание специалистов
14. **sponsoring organization** – субсидирующая организация
15. **workshop** – семинар, симпозиум
16. **entertainment program** – развлекательная программа
17. **book-display sale** – выставка-продажа книг
18. **sightseeing coach tour** – экскурсионный автобусный тур
19. **convention equipment** – оборудование для проведения встреч, конгрессов
20. **amplifier/loudspeaker** – громкоговоритель, репродуктор
21. **announcement** – объявление, анонс, сообщение
22. **autocue** – телесуфлер (приспособление для незаметного чтения текста)

23. **cordless microphone (mike)** – беспроводной микрофон
 24. **earphones** – наушники
 25. **notice board** – доска для объявлений
 26. **press booth** – места для представителей прессы
 27. **radio equipment** – радиоаппаратура
 28. **registration area** – место регистрации участников
 29. **rostrum** – трибуна, кафедра
 30. **to transmit** – передавать, сообщать
 31. **visual aids** – наглядные средства (фото, кинофильм, видеозапись, рекламный ролик и т. п.)

Vocabulary Focus

Match the words or word-combinations with their definitions

1. Conference	a) an occasion when a group of people meet and work together in order to share and develop ideas about a particular subject or activity (for example, a two-day _____ on management techniques);
2. Congress	b) to show in public;
3. Symposium	c) a large meeting where a lot of people discuss important matters such as business or politics, especially for several days;
4. Workshop	d) to be present at, to go to;
5. To exhibit	e) to give a promise;
6. To guarantee	f) a meeting between scientists or other people experienced in a particular subject, in order to talk about a certain area of interest;
7. To require	g) to need or make necessary;
8. To attend	h) a formal meeting of representatives of societies, countries in order to exchange information and opinions.

Reading

Conference Facilities

A convention is a meeting of members of a business or a professional group, such as dentists, booksellers or language teachers. It is held to exchange information in the field and consider other business of the organization. A typical convention lasts three or four days and includes business sessions, workshops and seminars, professional exhibits and special events. The facilities required for the convention are extensive. A large auditorium or hall is usually necessary for group meetings and events such as banquets. In addition, smaller rooms, probably of a variety of sizes, are required for workshops and seminars. An exhibit area, with adjacent loading and storage facilities, is almost always provided as well.

Attendance at conventions runs to a thousand or more people. In fact, a figure of three or four thousand is not unusual. In some cases the attendance is even higher and the facilities of more than one hotel are required. Attendance figures normally include only the people who actually register for the convention and do not take into account wives or other relatives or friends who may accompany the group members.

Until recently most conventions were held in one of a few large cities that were also transportation centers. In the US such cities as New York, Chicago and Washington D. C. were typical locations for conventions. Other popular cities for conference meeting are Paris, Tokyo, Moscow, Rome and some other European capitals. The growth of the airline industry has made the convention business a worldwide enterprise. Conventions are held every year in a greater variety of places than ever before. Many resort hotels nowadays have complete convention facilities and most new city hotels have also been designed with the convention business in mind. Even some motels have facilities for group meetings.

The convention business is very profitable for the hotel industry. A convention guarantees a good occupancy rate for the hotel over a period of at least several days. In addition, the special exhibit and meeting areas are rented by the sponsoring organization for a fee, and the people attending the convention also generate more business in the hotel's restaurants, bars and shops. In many cases the business and professional people who are members of the sponsoring group are accompanied by their families, and this means still more business for the hotel. For most people, in fact, a convention is a combination of business and pleasure, a chance to get away from the usual daily routine. This is one of the major reasons behind the increasing shift of conventions to resort areas.

A hotel that handles conventions has several specialized people on the staff, perhaps the most important of whom are the salesmen who are responsible for bringing in the business. Most of them have special contacts among the groups that sponsor conventions. Negotiations for a convention may take place over a long period, particularly today, when the sponsor have numerous choices and can shop around for the best bargains. Standard arrangements include reduced room rates and the lowest possible fee for other facilities and services that are required. The salesmen must coordinate their efforts carefully with their requirements for space in the hotel.

Many hotels also have a special manager to handle all the particular arrangements that must be made once the convention has been booked into the hotel. Conventions follow a general pattern, but they always create special problems because each one differs in detail from all others. All the arrangements must be coordinated with other departments of the hotel. The front desk must prepare for a surge of arriving guests and the housekeeping department must make sure the rooms are ready when needed. The food and beverage service and the maintenance and engineering staff must also do their parts. The

installation of the exhibits may require mechanical and electrical work, and loading and unloading equipment may call for an additional work force. If a banquet is to be served, as it usually is, the menu must be planned; tables, napery and table silver must be provided and set up. Experienced banquet waiters must also be on duty.

A banquet is a large formal luncheon or dinner that is customarily followed by speeches and/or a ceremony. A banquet is often the final event of many conventions. Other banquets are sponsored by local groups for special purposes, such as presenting awards, honoring an individual, or raising funds for a political campaign. Hotels that are equipped to handle conventions generally attract banquet business as well, but any hotel with a sufficiently large dining room, ballroom or meeting room can attract banquets. The arrangements for preparing the banquet are normally the job of the banquet manager who is sometimes responsible for the sales effort as well.

Questions to the text above

1. How long does a typical convention last? What activities does it include?
2. What facilities are required for a convention?
3. What are the usual attendance figures for conventions? What sometimes happens when attendance is higher than predicted? Who is not included in the attendance figures?
4. How has the growth of the airline industry changed the convention business?
5. Why is the convention business profitable for the hotel industry?
6. What is the reason for the shift of conventions from large cities to resort areas?
7. Who are some of the hotel employees who specialize in convention activities?

8. What are some of the special inducements that may be offered to attract convention business?
9. Who on the hotel staff oversees the arrangements for a convention once it has been booked into the hotel?
10. Why must convention arrangements be coordinated with other departments of the hotel?
11. What are some of the groups that may sponsor banquets?
12. Can only hotels with convention facilities handle banquets?

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. Conventions require extensive facilities, such as a large hall or an auditorium, several rooms for meetings of smaller groups and an exhibit area.
2. There are seldom more than a thousand people at a convention.
3. Conventions today are almost always held in a few large cities that are transportation centers.
4. A convention is a great deal of trouble for a hotel because it usually does not bring in an adequate return of income.
5. Hotels often give lower room rates to people attending conventions.
6. It is necessary for the convention department to inform other departments of the hotel about its activities.
7. Only hotels that can accommodate conventions are also equipped to attract banquet business.

Find English equivalents from the text above to the following:

1. проводится с целью обмена информацией –
2. выставочная площадь –
3. примыкающие помещения –

4. хорошая наполняемость отеля –
5. группа устроителей –
6. снижение цены на проживание –
7. самая низкая цена за обслуживание –
8. установка экспонатов –
9. дополнительная рабочая сила –

Activities

I. Greta Mueller (GM) is trying to arrange a conference for Tonini International. She is talking to the sales manager (SM) of the Plaza Hotel in Monte Carlo.

GM: Yes. As I said on the telephone, we are planning a three day conference in April next year for about 150 people. Now, we will need one large room for the main conference and three smaller rooms for round table discussions for around 40 delegates each.

SM: I see. Well, the ballroom is big enough to hold 200 theatre-style. We do have a number of rooms next door to the ballroom, but they are probably a little too small for 40 people.

GM: But presumably, do you have some other meeting rooms?

SM: Yes, we do. We can certainly accommodate you elsewhere in the hotel.

GM: Fine. What about equipment?

SM: We can supply most things – overhead projector, cordless microphones...

GM: What about autocue?

SM: No, I am afraid not.

GM: And support services – secretaries, interpreters, photographers?

SM: We can arrange full support services through an outside contractor.

GM: Good. Will it be possible to get detailed room plans?

SM: Certainly. Our conference pack has all that sort of information, as well as a full list of our menus and room rate.

Now look at the Greta Mueller's checklist of requirements. Tick the items that the hotel can provide.

Conference Requirements

- ✓ main room – theatre seating for 150
- ✓ 3 syndicate rooms
- ✓ autocue
- ✓ photographer
- ✓ secretarial help
- ✓ interpreter

II. Read the passage in which the Yorkshire and Humberside Tourist Board promotes conferences in the region.

***Yorkshire – Humberside
We'll welcome you in style!***

The location of your conference can play an important role in its success and failure.

The Yorkshire and Humberside region is an all-year-round location for conferences, business meetings and seminars of any size and any duration. It is an area which can truly claim "It's all here!"

The conference organizer can choose from a superb range of venues and accommodation, from peaceful country-house settings to large, but never impersonal, luxury hotel; from purpose-built conference centers with the most modern facilities and equipment to highly individualized locations.

Wherever you go you will find a warm Yorkshire welcome, a concern for comfort of your delegates and a personal commitment to ensuring the success of your conference.

Away from the conference floor, delegates and their partners can relax and enjoy many attractions that Yorkshire and Humberside has to offer.

It is easier than you think to bring your conference to Yorkshire and Humberside thanks to the network of major motorways, a high-speed British rail link, two airports and a major ferry port. A conference that really will be a “Breath of Fresh Air”.

Now summarize the extract by writing notes under the headings below:

⚙	Best time of year: _____
⚙	Types of venue on offer: _____
⚙	Other attractions: _____ _____
⚙	Getting there: _____

III. Work in pairs.

Conference Organizer, Gresham International	You are trying to arrange a conference for Gresham International. Study the company’s requirements, then find out about the conference facilities at the Panorama Palace Hotel.
Conference Manager, Panorama Palace Hotel	Study the table showing conference rooms and facilities at the Panorama Palace Hotel. Try to persuade the conference organizer from Gresham International to hold his/her company’s conference in your hotel.

Conference for Gresham International

- ✓ 1 meeting room for 200 theatre-style – 5 days
- ✓ 1 meeting room for 40 classroom-style – 3 days
- ✓ 2 rooms for board meetings (15 each) – 2 days
- ✓ 1 overhead projector and a screen
- ✓ 3 cordless microphones
- ✓ 1 stage for main room
- ✓ 2 secretaries

Panorama Palace Hotel

<i>Capacities</i>	Ballroom	Churchill room	Chaplin room	Keaton room
Theatre	350	100	50	40
Classroom	150	40	20	18
Board room	110	35	16	15
<i>Price per day</i>	700	300	250	220

Equipment: We can supply stages, overhead projectors, 35 mm slide projectors, video recorders.

Support services: Full support services, including photographers and interpreters, are available.

Project

Promote your city or region as a center for conferences. Make a list of the conference facilities and create an advertisement of some hotels to attract visitors and organizers of a conference. Take into account a cultural program for conference participants.

Questions for Module Control 1

1. What is a hotel? What does it provide for a traveler?
2. In the age of travel by horse, how were inns and taverns related to travel?
3. Why did old-fashioned inns become symbols of hospitality? What kind of image do they bring to mind for many people even at the present time?
4. What is meant by modern means of transportation? When did it begin?
5. What new development in the location hotels did the railroads bring about? What is the surviving example?
6. Do many people travel by car?
7. From what words was the word “motel” derived? What kinds of accommodation were offered?
8. What are some of the attractions that a resort may offer? Give your examples.
9. What are four broad categories in which it is possible to place hotels?
10. Are there any firm distinctions between hotels in the different categories?
11. What is the other way of dividing hotels into categories? What kind of hotels are at the top? At the bottom?
12. Why are there comparable problems and opportunities in all hotels?
13. What are some of the different varieties of accommodation that are available to travelers nowadays?
14. What facilities are usually available in large modern hotels?
15. What is a “self-contained resort complex”? Give examples.
16. What is the relation between hotels and gambling in some places?
17. Give examples of a resort development that includes many different kinds of accommodation.

18. What catering services are available in different kinds of hotels?
19. What business facilities can big hotels provide?
20. How and why are hotel nightclubs operated? What do nightclubs offer?
21. What promotional opportunities does a nightclub give to the hotel?
22. What are some of the personal services offered by hotels?
23. What are some of the services hotels offer for travelling businessmen?
24. What kind of hotel offers the greatest range of special services?
25. How long does a typical convention last? What activities does it include?
26. What facilities are required for a convention?
27. What are the usual attendance figures for conventions? What sometimes happens when attendance is higher than predicted? Who is not included in the attendance figures?
28. How has the growth of the airline industry changed the convention business?
29. Why is the convention business profitable for the hotel industry?
30. What is the reason for the shift of conventions from large cities to resort areas?
31. Who are some of the hotel employees who specialize in convention activities?
32. What are some of the special inducements that may be offered to attract convention business?
33. Who on the hotel staff oversees the arrangements for a convention once it has been booked into the hotel?
34. Why must convention arrangements be coordinated with other departments of the hotel?
35. What are some of the groups that may sponsor banquets?
36. Can only hotels with convention facilities handle banquets?

Module 2

Unit 5. Food and Beverage Service

Topical Vocabulary

1. **chef** – шеф-повар
2. **assistant chef** – помощник шеф-повара
3. **beverage** – напиток
4. **busboy** – помощник официанта, убирающий грязную посуду со стола
5. **captain = maitre d'hôtel** – метрдотель
6. **cashier** – кассир
7. **dishwasher** – посудомойка
8. **electrical appliances** – электроприборы
9. **hostess** – сотрудница ресторана или кафе, встречающая и усаживающая гостей
10. **income** – доход
11. **kitchen suppliers** – поставщики
12. **premises** – недвижимость, здание, помещение
13. **sommelier / steward** – официант, заведующий винами
14. **spirits** – спиртные напитки
15. **soft drinks** – безалкогольные напитки
16. **storekeeper** – кладовщик
17. **to be leased** – сданный в аренду (внаем)
18. **bartender = barman** – бармен
19. **cocktail lounge** – коктейльный зал
20. **counter** – стойка, прилавок
21. **pantry** – буфетная, кладовая
22. **space for storage** – место для хранения
23. **to cut down on** – сокращать, снижать
24. **to fill out a slip** – заполнить бланк, карточку
25. **to simplify** – упрощать
26. **to speed up** – ускорять

27. **bill** – счет

28. **bottled / draught beer** – бутылочное / бочковое пиво

29. **to brew** – варить пиво

30. **dressing** – приправа, заправка (с растительным маслом)

31. **main course** – основное блюдо

Vocabulary Focus

Match the words or word-combinations with their definitions

1. Maitre d'hôtel/ Captain/ Hostess	a) a form of license, granted for a fee by the hotel owner to an outside company, to conduct business on the hotel premises (for example a company that contracts to operate the hotel's restaurants is said to have the food _____);
2. Chef	b) the supplying, on demand, of food and beverage service to the guest rooms of a hotel;
3. Sommelier/ Steward	c) a skilled, usually male cook, especially the head cook in a hotel or a restaurant who plans and supervises the work of other cooks;
4. Waiter	d) a person in charge of a restaurant who tells guests where to sit and waiters what to do;
5. Room Service	e) an employee in a restaurant who goes to the customers' tables, takes their orders and then brings the prepared food to the tables;
6. Concession	f) a restaurant employee who serves wines.

Reading 1

Food and Beverage Department: Restaurants

Every modern hotel offers some form of food and beverage service. In some, facilities are available only for a continental breakfast (a light meal of bread or rolls and coffee) while others have a small coffee shop or a restaurant on the premises. In many small hotels or motels these food services are often operated on a concession basis: the facility is leased to an outside operator, called the concessionaire, who pays the owners of the hotel either a fixed rent or a percentage of the income. Many other hotels have complete restaurant service and also offer room service for guests who desire food and beverages served to them in their rooms. Large hotels, including luxurious resort hotels, usually offer a great variety of restaurants and bars for their guests to choose from. The restaurants may have different price ranges and/or different menus.

Food and beverage service is a major factor in hotel operation. In some large hotels the income derived from this source actually exceeds the income from room rentals. The food and beverage income in many hotels is increased by providing service for banquets and conventions.

Because of the large proportion of income contributed by hotel's bars and restaurants *the food and beverage manager* is a key member of the management staff. He has the overall responsibility for planning the food and drink operation and purchasing hundreds of items that are necessary for restaurants and bars. Food can spoil quickly, that is why ordering supplies is a daily activity. In a large establishment two people may be assigned to this task – one to order food and the other to order wines and spirits. The food and beverage manager's staff may

also include a *storekeeper* who stores and issues food and beverages, and *restaurant and kitchen suppliers*.

The kitchen itself is almost a separate kingdom within the hotel. The head cook, almost always designated by the French word *chef*, is the boss. The chef is responsible for planning the menus (the food that is being served on a particular day) and for supervising the work of other *cooks*.

Depending on the size of the establishment several *assistant chefs* report to the chef. These include a *sauce chef*, a *salad chef*, a *vegetable chef* and so on. Under the supervision of the chefs are the cooks who actually cook the food and then place it on the plate for the waiters to pick up. Under the cook's supervision are the *kitchen helpers* who, for example, peel potatoes, cut up vegetable and bring food from the storeroom to the kitchen. The kitchen staff also includes dishwashers, even in a kitchen equipped with electrical appliances, since someone must load and unload the machines.

In the restaurants, as well as in the kitchen, there are also different kinds of jobs. The person who seats the guests is called *captain* or *maitre d'hôtel*, or a *hostess*, if a woman. In restaurants with a very formal style of service the captain also takes the guests' orders. The meals are served by *waiters* or *waitresses*. In less formal restaurants the waiters and waitresses take orders and serve the meals. Most restaurants also employ *busboys* who pour water, clear and set tables and perform other similar chores. In some restaurants, however, the waiters and waitresses carry out these tasks. In an elaborate restaurant there is often an employee called the *steward* or *sommelier* who takes orders for wine and sometimes for other alcoholic drinks. Finally, there are *cashiers* who receive payment or signed bills from guests. When a guest puts his restaurant bill on his hotel account, this information must be passed along to the accounting office as quickly as possible.

Questions to the text above

1. What kinds of food and beverage service are offered by hotels?
2. Why is food and beverage service a major factor in hotel operations?
3. Why is the food and beverage manager a key member of the management staff? What is his overall responsibility?
4. What employees may work on the food and beverage manager's staff?
5. Who is the head of the kitchen staff? What is he responsible for?
6. What does the job of an assistant chef consist of?
7. Who are some of other employees in the kitchen?
8. What are the duties of the captain in a restaurant?
9. What are the duties of the waiters and waitresses? What may they do in restaurants that do not have a formal style of service?
10. Who performs chores such as clearing and setting tables?
11. Who takes orders for wine and other drinks in some restaurants?
12. What do the cashier in the restaurant do?

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. Modern hotels do not usually offer any form of food and beverage service.
2. Many small hotels and motels usually offer a great variety of restaurants and bars for their guests to choose from.
3. The food and beverage manager has the overall responsibility for planning the food and drink operation and

purchasing hundreds of items that are necessary for restaurants and bars.

4. Waiters are responsible for planning the menus (the food that is being served on a particular day) and for supervising the work of cooks.
5. Restaurant and kitchen suppliers peel potatoes, cut up vegetable and bring food from the storeroom to the kitchen.
6. The person who seats the guests is called busboy, or a busgirl, if a woman.

Find English equivalents from the text above to the following:

1. постоянная оплата –
2. процент с дохода –
3. обслуживание в номере –
4. различные цены –
5. основной фактор в управлении отелями –
6. получаемый доход –
7. превышать доход –
8. доход увеличивается за счет обслуживания банкетов и конференций –
9. основной член управляющего состава –
10. ответственность за планирование –
11. заказ поставок –
12. вина и спиртные напитки –
13. шеф-повар ответственен за составление меню –
14. контролировать работу –
15. под руководством –
16. оборудованная электроприборами –
17. загружать и разгружать –
18. принимать заказы –
19. принимать оплату –
20. включать счет ресторана в счет оплаты за отель –

Vocabulary Focus

Match the words or word-combinations with their definitions

1. Concessionaire	a) table linens such as tablecloths and napkins;
2. Menu	b) the person in the hotel food and beverage department who stores and issues food and other kitchen and dining room suppliers;
3. Napery	c) a place where fast food service is available;
4. Continental breakfast	d) an outside operator of a commercial facility, such as a restaurant in a hotel;
5. Storekeeper	e) a small room for storing dining room or kitchen equipment;
6. Busboy	f) a card showing the food that is available in a restaurant;
7. Pantry	g) a restaurant worker who does chores such as clearing and setting tables;
8. Snack bar	h) a light meal, usually consisting of coffee and bread rolls.

Reading 2

Food and Beverage Department: Bars, Snack-Bars, Cocktail Lounges and Room Service

In addition to a restaurant, most hotels also have a bar or a cocktail lounge where drinks are served. *Bartenders* work behind the bar, which is the long counter familiar throughout the world. They mix drinks and serve them to the customers at the bar. Additional waiters and waitresses are needed to serve customers who are seated at tables. In a very busy bar one bartender may fill orders only for the waiters while others take

care of the guests at the bar. Bartenders usually act as cashiers in addition to their other duties. A bar or a cocktail lounge may also offer food service, although it is usually simpler than the food served in the hotel dining room. Fast food, such as sandwiches or hamburgers, is customary.

Providing meals and drinks in guests' rooms is another service extended by most hotels. Room service is ordered by telephone from a menu that is placed in each room. The menu itself in some cases is the same as the one for the dining room, but more often it is simplified to make for easier preparation and service. Special employees take orders and special waiters carry them to rooms. To cut down on orders for ice and soft drinks, many hotels have machines on each floor to dispense these items.

Room service in most hotels closes down at the same time the kitchen does, normally between ten o'clock and midnight. A few hotels, however, are prepared to provide sandwiches even during late night hours. Some luxury hotels have small kitchens or pantries on each floor that are used either for warming food or for preparing breakfasts. More room service orders are for breakfast than for any other meal. In some hotels a guest can order breakfast before he goes to bed by filling out a slip which he leaves outside the door. The meal is then served at the time the guest has specified.

Even in hotels with more than one restaurant there is usually just one central kitchen. Special types of food served in various restaurants are normally prepared by different chefs and cooks rather than in separate kitchens. The food and beverage service is then supplemented and the delivery of it is speeded up by means of service bars and pantries. There are, of course, exceptions to this arrangement, for example, the efficient use of space for storage of many items that must be kept on hand for the restaurants and bars. These items include not only food and beverage themselves, but items such as table linens, dishes,

knives, forks, spoons, plate warmers, trays, ashtrays, aprons and dish towels.

One food and beverage facility that is often not connected with the main hotel kitchen is the snack bar. The snack bar is a small unit that provides fast-order food and drink service to guests who are using the hotel's swimming pool or some other recreational facility. Snack bars are a prominent feature of resort hotels. Where recreational facilities are in great demand, the snack bar often has its own staff of cooks, usually of the short-order variety, and waiters and waitresses.

Hotels generally employ a large number of workers in proportion to the number of guests; that is especially true in the food and beverage department. The restaurant business as a whole is one of the most labor-intensive of all industries. Much of the activity in connection with food and beverage service is invisible to guests, but many of the employees in the department have frequent contact with them. These especially include the dining room and room service personnel. They must adhere to the same standards of hospitality and courtesy as all other employees who meet and talk to guests in the hotel.

Questions to the text above

1. What are some of the jobs in the bar and cocktail lounge of a hotel?
2. How does food service in a hotel bar usually differ from food service in the restaurant?
3. What is involved in providing hotel room service? How do many hotels cut down on orders for ice and soft drinks?
4. What amount of room service is customarily provided at night?
5. What meal is the most frequently ordered from room service? How can this meal be ordered in some hotels?
6. Why do most hotels have only one central kitchen? How is food for different restaurants prepared in this case?

7. What additional space is needed by the food and beverage department?
8. What kind of food and beverage facility is often not connected with the main kitchen? What kind of food and beverage service does it provide?
9. Do hotel food and beverage departments employ a large or a small number of employees?
10. Which employees of the food and beverage department have frequent contact with guests? What standards must they adhere to?

Reading comprehension

Say what statements are true and what ones are false.

Comment on the true statements and correct the false ones.

Prove with the text.

1. In a very busy bar one bartender fills orders for the waiters, takes care of the guests at the bar and acts as a cashier.
2. A hotel's room service menu is always the same as the one for the dining room.
3. Many hotels have ice and soft drinks dispenser machines on each floor to cut down on room service orders for these items.
4. All hotels are prepared to provide sandwiches even during late night hours.
5. More room service orders are for supper than for any other meal.
6. A snack bar usually has its own staff of cooks and waiters and may be not connected with the main hotel kitchen.

Find English equivalents from the text above to the following:

1. подавать напитки –
2. барная стойка –
3. обычный, рядовой –

4. услуга, предоставляемая большинством отелей –
5. для облегчения подготовки и обслуживания –
6. для сокращения заказов на лед и безалкогольные напитки –
7. заказать завтрак в номер, заполнив заказ-уведомление –
8. завтрак подается в указанное посетителем время –
9. пользоваться спросом –

Dialogue Patterns

Read, memorize and dramatize the following dialogues:

Ordering a Meal

Peter and Mary Almar are having a meal at a restaurant in Athens after their first day in the city. They are examining the menu and choosing what to order.

Waiter: Are you ready to order now?

Peter: Yes, I think so. Could you tell us what “dolmadakia” is, please?

Waiter: It’s vine leaves stuffed with meat and onions and served with lemon sauce.

Mary: It sounds delicious. I’ll try this, please.

Waiter: And for the main course?

Mary: I’ll have the chicken and rice with tomatoes.

Waiter: And for you, sir?

Peter: I’ll have the fish and vegetable soup and the roast lamb with a salad, please.

Waiter: What dressing would you like on the salad?

Peter: French dressing, please.

Waiter: Would you like anything to drink?

Mary: I’d like some white wine. Is there a Greek wine you can recommend?

Waiter: Well, the Santa Helena is very nice.

Peter: Yes, a bottle of the Santa Helena, please.

Waiter: Would you like a dessert?
Mary: Not for me, thank you.
Peter: No, thank you. Just two coffees. And could we have the bill, please.
Waiter: Yes, sir.

At the Bar

Bar-waiter: Good evening, madam. Good evening, sir. Would you like to sit at a table or at the bar counter?
Lady: I don't feel like sitting at the counter. I don't fancy a bar-stool. It's pretty uncomfortable.
Bar-waiter: This way, then, please. Will this table do?
Lady: That's fine. I like it.
Bar-waiter: What may I offer you?
Gentleman: What would you like to drink?
Lady: Some mixed drink, I think. Can you mix a Margarita for me?
Bar-waiter: Yes, M-m. Frozen? Salt?
Lady: Yes, please.
Bar-waiter: And you, sir?
Gentleman: I'll have beer, please.
Bar-waiter: Any special brand?
Gentleman: I'd like your local brew.
Bar-waiter: Will the Carlton do?
Gentleman: Yes, I'll try that one.
Bar-waiter: Bottled or draught?
Gentleman: The draught, please.
Bar-waiter: Fine. One Margarita. One draught Carlton. Any snacks?
Gentleman: No, thanks.

Speaking Practice

I. Order food you want according to the model:

You want to order vegetable soup. – ***I'll have vegetable soup, please.***

- | | |
|-------------------|---|
| | 1. mixed salad |
| | 2. black caviar |
| | 3. smoked salmon and baked potatoes |
| | 4. tomato soup |
| You want to order | 5. ice-cream with chocolate and topping |
| | 6. roast lamb |
| | 7. pancakes |
| | 8. ravioli |
| | 9. glass of mineral water |
| | 10. chicken a la Kiev |

II. Say politely what you want or don't want to do:

You want to change your room. – ***I feel like changing my room.***

You don't want to have any soup. – ***I don't feel like having any soup.***

- | | |
|----------------|-------------------------------------|
| | 1. to sit by the window |
| | 2. to have breakfast in bed |
| | 3. to have a full copy of the bill |
| You want | 4. to have a continental breakfast |
| | 5. to have any spirits |
| | 6. to have some soft drinks |
| You don't want | 7. to order any desert |
| | 8. to have a full English breakfast |
| | 9. to dine out |
| | 10. to have an extra napkin |

Activities

I. Here are ads of the food and beverage department in three different hotels. Read the descriptions and compare their catering service. Answer the questions:

Which hotel:

	<i>The Peninsula</i>	<i>The Repulse Bay</i>	<i>Quail Lodge</i>
has the biggest food and beverage department			
has the widest choice of bars and cocktail lounges			
has the most relaxing atmosphere			

The Peninsula Beverly Hills

Restaurants and bars

The Belvedere specializes in Californian cuisine, served indoors or in the garden patio. Open for breakfast, lunch and dinner.

The Living Room serves the famous Peninsula afternoon tea and all-day light dinings against the backdrop of lush landscaped gardens.

The Club Bar is a sophisticated and richly appointed lounge for cocktail and snacks.

The Roof Garden serves Californian cuisine in a casual alfresco setting.

The Repulse Bay **Hong Kong**

Restaurants and bars

The Verandah is a restaurant that brings you fine continental fare in a classic and beautiful setting. A faultless combination of heavenly cuisine, fine wines and discreet, attentive service.

Spices is an institution for its diversified Asian flavours, casual design and stunning garden setting. It is also a special venue for weddings, themed social or business gatherings or just a memorable dinner for two.

The Bamboo Bar is the perfect spot in which to relax and wind after a day's negotiating or sightseeing.

The Reading Room with seating for up to 40 people is the perfect setting for discreet business luncheons, corporate meetings, private dinner parties or any small scale gatherings.

The Palm Court Café offers a variety of homemade breads and pastries and freshly brewed beverages for takeaway or enjoying in the delightful courtyard. It is also the ideal alternative for small cocktail events and children's parties.

The Garden is the Hong Kong's finest venue for alfresco wining and dining. Looking out over the South China Sea, ***the Garden*** is a delightful haven of tranquility and calm, a breathtaking setting for weddings, fashion parades, product launches, cocktail parties, BBQ dinners or any other event you care to imagine.

Quail Lodge **Carmel-California**

Restaurants and bars

The Covey Restaurant has won many awards for its classic cuisine inspired by the abundance of fresh ingredients from the Central Valley. The elegant lakeside setting allows for the natural beauty to surround your table.

The Country Club dining room offers breakfast and lunch while overlooking lush green fairways.

II. Discuss special skills, training and experience that you think are necessary to fill each of the following jobs:

- ⚙ waiter
- ⚙ busboy
- ⚙ chef
- ⚙ kitchen helper
- ⚙ bartender
- ⚙ food purchasing agent
- ⚙ wine and liquor purchasing agent
- ⚙ hotel food and beverage manager

Project

Describe the food and beverage department at least at 3 hotels in your chosen city. Use texts given in the tourist booklets.

Unit 6. The Reception Area

Topical Vocabulary

1. **a mailbox** – почтовый ящик
2. **a rack with pigeonholes** – ящик для корреспонденции
3. **accounting office** – бухгалтерия
4. **foreign currency exchange** – пункт обмена валют
5. **lobby** – вестибюль, приемная, холл, коридор
6. **overbooking** – избыточное бронирование
7. **registration desk** – стол регистрации
8. **room clerk** – дежурный в гостинице (предоставляет номера, ведет книгу регистрации приезжих и т. п.)
9. **support functions** – дополнительные услуги
10. **telephone switchboard** – коммутатор
11. **the ability to work smoothly** – способность выполнять работу без задержек
12. **to be the representative** – быть представителем
13. **to deposit valuables** – хранить ценности
14. **to designate** – назначать, определять, устанавливать
15. **to fill out a registration card** – заполнить регистрационную карточку
16. **to handle a complaint** – разбирать жалобу
17. **to pay the bill** – оплатить счет
18. **to pick up keys** – забирать ключи
19. **to resemble** – походить, иметь сходство
20. **to straighten the problem** – разобраться в проблеме

Vocabulary Focus

Match the words or word-combinations with their definitions

1. Reception area	a) a system for interchanging reservations among a group of hotels;
2. Lobby	b) the part of the front desk that is used to sign in or register guests of the hotel;
3. Registration desk	c) another term for the front desk, the area in the hotel where guests register, pick up keys, pay their bills and so on;
4. Referral system	d) the public entrance area of the hotel; it often contains sitting, writing and reading areas, as well as access to other parts of the hotel.

Reading

The Front Desk

Almost all of the employees who work at the front desk of a hotel have frequent contact with the public. The front desk is the term that designates the counter where guests register, pick up their keys and mail, request information, deposit their valuables and pay their bills. It is called the reception area. In a small hotel or a motel all these different functions may be handled by one or two people but a large hotel assigns several people to clearly defined jobs at the front desk.

The front desk is located in the lobby of the hotel. The lobby is the public entrance area that gives access to guest rooms, restaurants, bars, shops and other facilities in the hotel. In a commercial or resort hotel the lobby is often a large space that contains lounging, reading and writing areas. It is often used as a meeting place by the guests and the general public. The lobby of a motel that serves overnight transients, on the other hand,

may be only about the same size as the waiting room in a doctor's office.

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

Connected with the front desk, but normally out of sight of the public, are other offices with support functions. One office, for example, is often set aside to handle reservations. The cashier's counter is usually connected to the hotel's accounting office, of which it is a public part. The hotel's telephone switchboard is also usually located near the front desk. Many hotels have one or more assistant managers stationed either behind the front desk or at a desk in the lobby. Their jobs may include greeting important guests, straightening out problems with reservations or handling routine complaints.

The employee who checks in arriving guests and assigns them to their rooms is the *room clerk*. When the room clerk has confirmed the availability of the accommodation, the guest fills out a registration card with his name, home address and any other pertinent information. The room clerk fills in the room number and the rate the guest will pay. One section or a copy of the registration card is normally sent to the cashier's office and another to the telephone switchboard. Another procedure

that has come into common practice in recent years is establishing credit in advance by means of credit cards.

All of these steps, which take only a few moments in a smoothly functioning system, make up the check-in, or registration, procedure. When it is completed, the room clerk calls a bellman and gives him a slip with the room number.

In addition to the check-in procedures, the room clerks are customarily responsible for recording advance registrations. Requests for rooms may come from travel agents or transportation companies; they may be received directly from the public by telephone or e-mail. The latter is true especially when the hotel is a member of a chain or a referral system, in which a group of hotels and motels have joined together to interchange reservations.

The employee in charge of keys and information is often called the *conciierge*, the French term for doorkeeper or custodian. He is also expected to provide information about local entertainment, events and sights of interest. He usually arranges for local transportation, including taxis, airport buses or sightseeing tours, if the last is not a separate operation. He may also perform small chores for guests such as mailing letters and packages.

The *cashiers* are the accounting office employees who have direct contact with guests. In addition to setting accounts, making change and exchanging foreign currencies, they also cash traveler's checks or regular bank checks. Postings on the room accounts are kept up-to-date in order to expedite the check-out procedure. The cashiers usually ask departing guests if they have incurred any last-minute charges for the telephone or for food and beverage service. If the answer is affirmative, the cashier must verify the charge before presenting the final bill.

So, the primary job of the front desk personnel is to take care of the check-in and check-out procedures and to provide

helpful information to the guests in order that their stay in the hotel is comfortable and convenient. Even in a small hotel where only one or two people work at the front desk, their jobs resemble those in a large hotel employing many more people. In the eyes of most customers, the front desk employees are the representatives of the hotel. Their ability to work smoothly is an important factor in the success of the hotel.

Questions to the text above

1. What do the phrases “front desk” or “reception area” designate? What is the difference between the way front desk functions are handled in a large and a small hotel?
2. How does the lobby of a small hotel differ from the lobby of a large one?
3. What are the sections into which the front desk of a large hotel is divided? What business is handled by each section?
4. What are some of the support functions of the front desk that are normally out of sight of the public?
5. What are the duties of the room clerk?
6. What are the duties of the clerks at the key and information desks?
7. What are the customary duties of the front desk cashier?
8. What is the primary job of the front desk personnel? Why is this an important job?

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. Front-desk employees have very little contact with guests.
2. The lobby of the hotel is frequently used as a meeting place by the guests and the general public as well.

3. In a large hotel the front desk is often divided into different sections with specialized functions.
4. The employee who checks in arriving guests and assigns them to their rooms is the cashier.
5. Requests for rooms may be received from travel agents and transportation companies, as well as directly from the public by telephone or e-mail.
6. Cashier is also expected to provide information about local entertainment, events and sights of interest.
7. The cashiers seldom ask departing guests if they have incurred any last-minute charges for the telephone or for food and beverage service.
8. Most customers consider the front desk employees to be the “face” of the hotel.

Find English equivalents from the text above to the following:

1. частый контакт с посетителями –
2. забрать ключи и почту –
3. обналичивать чек –
4. обменять валюту –
5. встречать важных гостей –
6. подтвердить наличие свободных мест –
7. транспортные компании –
8. разделять функции –
9. освободить номер в гостинице –
10. уезжающий гость –
11. напоминать работу в других отелях –
12. важный фактор успеха –

Dialogue Patterns

Read, memorize and dramatize the following dialogues:

Checking in Dialogue 1

- Guest:** Good evening. My name is Casado. I have a reservation.
- Receptionist:** Good evening, Mr. Casado. Yes, we received your telex. A single room for two nights, leaving on the 22nd of December. Would you please fill the registration form? I'll get your key.
- Guest:** Thank you.
- Receptionist:** Here is your keycard. Your room number is 807. Would you like a dinner tonight?
- Guest:** Perhaps later.
- Receptionist:** Well, the hotel restaurant is open until 11.00 p.m. But if you want something to eat later than that, just call room service. Now the bellboy will show you to your room. Have a pleasant stay in Stockholm, sir!
- Guest:** Thank you.

Dialogue 2

- Receptionist:** Good afternoon, sir. Do you have a reservation?
- Mr. Watson:** No, I don't. Do you have a double room for two nights?
- Receptionist:** Yes, we do.
- Mr. Watson:** Oh, good.
- Receptionist:** I'll just check what rooms we have available. Just a moment, please.
- Mr. Watson:** OK, thanks.

Receptionist: Let me see... Room 414 is free. It's on the fourth floor and it's with twin beds and a sea view.

Mr. Watson: Oh, that sounds fine. How much is it?

Receptionist: Well, the cost is \$ 150 per night, including buffet breakfast.

Mr. Watson: Fine.

Receptionist: Would you fill out this registration form, please?

Mr. Watson: Oh, yes. Sure.

Receptionist: Thank you very much. Could I see your passport, please?

Mr. Watson: Yes. Here it is.

Receptionist: Thank you. How will you pay for your room?

Mr. Watson: By Visa.

Receptionist: May I have your credit card, please?

Mr. Watson: Certainly, here you are...

Dialogue 3

Receptionist: Good afternoon. May I help you?

Ms. O'Neill: Yes, I have a room booked. My name is O'Neill.

Receptionist: Ah, yes, Ms. O'Neill. It's a single room with a sea view until Saturday, is that right?

Ms. O'Neill: Yes, and a shower.

Receptionist: Oh, yes, yes. All rooms have showers.

Ms. O'Neill: How much does that cost?

Receptionist: Well, it's \$ 95 a night but that does include buffet breakfast.

Ms. O'Neill: OK. I'll pay by MasterCard.

Receptionist: You'll be in room 301 which is on the third floor. Here's your key and your key card. Would you just fill out the registration form, please?

Ms. O'Neill: Sure. And what about my suitcase?
Receptionist: Your baggage will be taken up to your room for you.
Ms. O'Neill: Oh, that's good.
Receptionist: Have you stayed with us before?
Ms. O'Neill: No.
Receptionist: Well, this leaflet tells you all about the hotel and the facilities.
Ms. O'Neill: Thank you.
Receptionist: Dinner is served from 8 o'clock. Would you like to reserve a table?
Ms. O'Neill: Oh, yes, please. For 8.30.
Receptionist: Fine. And would you like a wake-up call in the morning?
Ms. O'Neill: No, thanks.
Receptionist: OK. The porter will show you to your room.
Ms. O'Neill: Oh, that's good.
Receptionist: If you have any problems, please, let me know.
Ms. O'Neill: All right, and thank you very much.
Receptionist: Enjoy your stay with us!
Ms. O'Neill: Thanks!

Dialogue 4

Receptionist: Good afternoon, sir. Can I help you?
Traveler: Good afternoon. Do you have a single room with a bathroom, please?
Receptionist: Yes, all the rooms have private bathroom, colour television, complimentary fruit. I can do a single room for you this evening. Will it be for only one night?
Traveler: For two nights. How much do you charge for a room?
Receptionist: Our terms are 16.50 pounds plus VAT, and

that includes a full English breakfast, so altogether that is 18.98 pounds.

Traveler: And can I get dinner here?

Receptionist: We do serve dinner. We have a choice of three restaurants; we have the Garden restaurant, which is on the ground floor; we have a Stake house, which is for quick meal; and we have also the Room at the Top on the 6th floor, which is a disco and cabaret.

Traveler: I see. Well, could I book a room for two nights then, please?

Receptionist: Certainly, but I am afraid I will have to ask you for payment in advance.

Traveler: So, you'd like the whole amount in advance, wouldn't you?

Receptionist: Yes, please. Is that all right?

Traveler: Yes, that's all right.

Receptionist: Would you like to register then, please? And your name is...

Traveler: Ross.

Receptionist: So, that's Mr. Ross, one single for two nights. That'll be 37.96 pounds, please.

Traveler: Here you are.

Receptionist: Thank you. That's your receipt. You may have a full copy of the bill in the morning. And here's your key. That's room 125, Mr. Ross, and you'll find that room on the first floor. Take the lift just to your left there up to the first floor.

Traveler: Thank you. And what time is breakfast?

Receptionist: Breakfast is from seven until ten in the Garden restaurant on the ground floor.

Traveler: And could I have a n early call, please?

Receptionist: You certainly can. What time?

Traveler: At seven o'clock, please.
Receptionist: Would you like a morning paper?
Traveler: Yes, I'll have an Express, please.
Receptionist: Sure. So seven o'clock early call and an Express.
Traveler: Right. Thank you.

Checking out

Cashier: Good afternoon. What can I do for you, sir?
Guest: I'd like to check out now.
Cashier: Your name and room number, please?
Guest: John Smith. Room 678.
Cashier: Just a moment, sir. I'll draw up your bill... Here's your bill, sir.
Guest: And what is this amount for?
Cashier: That's for the phone calls you have made from your room. And that is for the in-house movies.
Guest: I see. May I pay by traveler's cheques?
Cashier: Certainly, sir. Thank you. Here's your receipt.
Guest: Thank you. May I leave my luggage here until I'm ready to leave this afternoon? I'd like to do some shopping.
Cashier: Yes, sir. How many bags do you have?
Guest: Just these two. I'll be back at around 3 o'clock.
Cashier: That's fine. Have a nice day, sir.

Making Hotel Reservations

Mrs. King at Japan Electronics in Singapore calls the Thai Royal Hotel in Bangkok to book some accommodation for her visiting Japanese colleague, Mr. Tashikama.

Receptionist: Thai Royal Hotel. May I help you?
Mrs. King: I'd like to make a reservation, please.
Receptionist: Just a moment. I'll put you through to the reservation desk.

Clerk: Reservations. How can I help you?
Mrs. King: I'd like to make a reservation for six nights next week for Mr. Tashikama of Japan Electronics, please.
Clerk: Certainly. What days will he be staying?
Mrs. King: He will arrive on Thursday and leave on Wednesday.
Clerk: And what kind of room would you like to book?
Mrs. King: I'd like a single room with a bath, please.
Clerk: A single room with a bath... yes, no problem. Could I have the name again, please?
Mrs. King: Yes, it's for Mr. Tashikama of Japan Electronics.
Clerk: That's fine. We'll be expecting Mr. Tashikama on Thursday then.

Role Play

Make up similar dialogues using the following information:

Student A	Student B
You work on the reservation desk at Manhattan Hotel. Note any bookings you take.	Call Manhattan Hotel and book a single room with a bath for Pilar Rodriguez of Bank of Spain for 3 nights from next Monday.
You work on the reservation desk at Capital Motel. Note any bookings you take.	Call Capital Motel and reserve a double room with shower for Mr. and Mrs. Gaumont for 6 nights from tomorrow.
You work on the reservation desk at Hotel Luxus. Note any bookings you take.	Call Hotel Luxus and reserve two double rooms with bath for tonight only for Mr. Steff

	and Ms. Nallder from LOP International.
You are a receptionist in a hotel in your own city. The hotel has a restaurant and a bar but no room service. You are at the reception desk when a guest arrives. Help the guest to check in and tell him about the facilities.	You are on a business trip. You want to check into the hotel. You are expecting a telephone call from an important customer. What do you want the receptionist to do if the customer calls? Tell the receptionist that you want a late dinner in the hotel tonight and that you want an alarm call in the morning.
You are the room clerk. Mr. and Mrs. Wilson are in the process of checking in. They have two young children with them. They want to know if they can have beds set up in their room for the children. You assure them that this is possible, indicating you will ask the housekeeper to take care of it immediately.	
You are the information clerk. Mr. Asaka wants to visit one of the local sights. He wants to know if it is possible to walk there but you know that it is too far for a comfortable walk. You advise him that he should take a taxi. He then wants to know the probable cost of the taxi. When you have answered the question, you inform him that the doorman will call a taxi for him.	
You are the front-desk cashier. Mr. Rossi is checking out. You ask him if he has made any phone calls in the last hour. He has made two, which have not yet appeared on his account. You ask him to wait a moment while you check the calls. You get the information quickly, enter it on his account and then present him with the corrected bill.	

Unit 7. Careers in the Hotel Industry

Topical Vocabulary

1. **a broad range of experience** – большой опыт
2. **apprentice** – ученик, новичок
3. **complexity** – сложность, запутанность
4. **executive staff** – управленческий персонал, руководящие кадры
5. **management positions** – руководящие должности
6. **principal function** – основная функция
7. **professional training** – профессиональное обучение
8. **public-relations techniques (PR)** – технологии PR, связь лица / организации с общественностью, представительские функции; информация о деятельности; реклама; пропаганда
9. **purchasing agent** – закупщик, сотрудник по закупкам, агент по материально-техническому снабжению
10. **the route of advancement** – путь продвижения
11. **to contribute** – делать вклад, способствовать, содействовать
12. **to coordinate** – согласовывать
13. **to move up the ladder of promotion** – подниматься по служебной лестнице
14. **trainee** – стажер, практикант
15. **applicant** – заявитель, проситель; тот, кто подает заявление, податель просьбы (о приеме в учебное заведение, зачислении на работу и т. п.); кандидат, претендент
16. **application letter** – заявление о зачислении на должность (о приеме на работу)
17. **curriculum vitae** – краткое жизнеописание, биография
18. **resume** – краткая автобиография, предъявляемая кандидатом на должность

19. **economic benefits** – экономические преимущества
 20. **salary** – жалование, оклад, заработная плата служащего
 21. **semi-skilled personnel** – персонал со средней квалификацией
 22. **substantial** – существенный, важный, значительный
 23. **the chain headquarters** – головной офис сети отелей
 24. **unskilled worker** – неопытный работник
 25. **work experience** – опыт работы

Vocabulary Focus

Match the words or word-combinations with their definitions

1. Professional training	a) payment for work that is figured on an hourly or daily basis;
2. Apprentice	b) money payment in addition to wages or salaries for a personal service;
3. Skilled work	c) work that requires neither training nor special aptitude;
4. Semi-skilled work	d) payment for work that is figured on a weekly, monthly or yearly basis;
5. Unskilled work	e) training usually considered to be at the university level, given to doctors, lawyers, accountants, and, today, many hotelmen and business administrators;
6. Tips	f) work that requires special aptitude and training;
7. Wage	g) the percentage of rooms or beds occupied in a hotel during a given period;
8. Salary	h) work that requires a small amount of training;
9. Occupancy rate	i) a beginner who works under the supervision of a trained and experienced person for a period of time.

Reading

Careers in the Hotel Industry

A hotel is a complex operation. It includes places for people to sleep, eat and shop. There are often recreational facilities and areas for public gatherings. In fact, a hotel often can be considered as a small city within its own walls and grounds. Because of its complexity, it is not possible to speak about a single career in the hotel industry. There is instead a wide variety of different careers.

The top people in the hotel industry are managers. The majority of them hold management positions in individual hotels, but some work in executive offices of the hotel chains. The principal function of management is to coordinate all different activities that take place in a hotel. The managerial personnel must therefore have a broad range of experience in various departments of a hotel. Today several universities offer courses in hotel management. The trend in recent years has been to select management trainees from the graduates of these courses. As their practical knowledge increases, they move up the ladder of promotion to front-desk positions, and then on to assistant manager, night manager and finally general manager. On the way, however, they may have worked as food and beverage purchasing agents, cashiers, inspectors in the housekeeping department and many other positions that contribute to their overall knowledge. If they are employed by a chain, they may be shifted not only from department to department, but also from hotel to hotel during the course of their careers.

The executive staff of a hotel includes many people with special skills, experience or professional training. The promotion staff, for example, must know not only the hotel field, but also advertising and public-relations techniques. The head housekeeper runs a complex organization with many employees, not just a single household. She needs to know the

intricacies of purchasing on a large scale, as well as how to make beds and clean carpets properly. The members of the engineering and maintenance staffs need education and experience in their specialties. Chefs and cooks, even though they are out of sight of the public, are important to the success of a hotel. Good cooking is a skill that requires natural aptitude. Many people consider cooking to be an art. Many of the best cooks in the world come from Europe, particularly from France and Switzerland. In those countries people who wish to become chefs often begin to work as apprentices at an early age. They are trained by an experienced chef in all aspects of kitchen work, cooking and restaurant management. A head chef must be an expert not only in cooking itself, but also in planning, purchasing and supervising other kitchen personnel. The normal route of advancement in the kitchen is from cook to specialty chef, then to head chef and, finally, to executive chef.

Most of the remaining workers in the hotel world can be classified as skilled, semi-skilled and unskilled. The carpenters and upholsterers in maintenance, the plumbers and electricians in engineering and the gardeners in the grounds department are among the workers usually classified as skilled. They all require special aptitudes combined with special training. Semi-skilled workers include waiters and chambermaids, who must have training for their particular duties. Examples of unskilled workers are the helpers and dishwashers in the kitchen or the laborers who perform such chores as loading and unloading shipments of suppliers and equipment.

The largest number of hotel employees fall into the semi-skilled and unskilled categories. But they need training in the procedures of the particular hotel for which they work. The customs of the guests, and therefore the kind of service they expect, may be completely different from those of the area where the hotel is located.

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

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

The economic benefits in hotel work can be very substantial. The top people in management, people like managers in large hotels, staff in the chain headquarters, executive housekeepers, food and beverage managers receive good salaries. Many hotel employees receive additional income from tips or gratuities.

The financial condition of a hotel is often discussed in terms of its occupancy rate, i. e. the percentage of rooms or beds occupied during a given period. The higher the percentage over a long period, the more successful the hotel is. The staff of a hotel can do a great deal to assure a high occupancy rate, not only through their efficiency in their jobs, but also through their manner of serving guests. The hotel business is a service industry, and one of the services that it sells is a pleasant atmosphere. The employees of a hotel create that atmosphere.

Questions to the text above

1. Why is it possible to speak of not only a single kind of career in the hotel work?
2. Where do the top people in the hotel industry work?
3. Why must managerial personnel have a broad range of experience in various departments in a hotel?
4. Name some of other members of the executive staff who need special experience, skills or professional training.
5. Why are chefs and cooks an important factor in the success of a hotel?
6. What kind of background do many chefs have?
7. What must a head chef be expert in?
8. What is the normal route for advancement in the kitchen?
9. How can jobs in the hotel world be classified? Give examples.
10. Why is language ability a definite help in hotel work?
11. What are the economic benefits for top people in the hotel work?
12. How can the staff of a hotel do a great deal to assure a high occupancy rate?

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. It is logical to speak about a single career in the hotel industry.
2. Hotel managers work in individual hotels as well as in executive offices of the hotel chains.
3. It is required for managers to have a broad range of experience in various departments of a hotel.
4. Chefs and cooks need to know how to make beds and clean carpets properly.

5. Many of the best cooks in the world come from Europe, particularly from Poland and Ukraine.
6. Semi-skilled hotel workers include carpenters, upholsterers, plumbers and electricians.

Find English equivalents from the text above to the following:

1. основная обязанность –
2. переводить из отдела в отдел –
3. люди со специальными умениями, опытом и профессиональной подготовкой –
4. требовать специальной подготовки –
5. способность иноязычного общения –

Talking Point

Discuss the kind of hotel career that interests you. Explain the reasons for your interest in that particular kind of work.

Think over the following questions:

1. What position or what kind of job do you want?
2. What kind of a career do you want to make?
3. What makes you qualified for this job or position?
4. What can you do for the company you want to work for?
5. What is your previous work experience?
6. What is your present job?
7. What are your responsibilities at work and how do you cope with them?
8. What salary do you expect to receive?
9. What languages do you speak?
10. Are you computer literate?
11. Do you drive a car?
12. Are you willing to work overtime?
13. Are you willing to travel?

Unit 8. Hotel and Motel Chains

Topical Vocabulary

1. **chain's standards** – стандарты обслуживания в сети отелей
2. **competitive advantage** – конкурентное преимущество
3. **corporate headquarters staff** – управленческий персонал головного офиса
4. **fellow worker** – коллега
5. **hotel chain** – сеть отелей
6. **inspection system** – система проверки
7. **logo** – логотип
8. **manual** – руководство, наставление; справочник, учебник
9. **member unit** – филиал, составная часть
10. **overall standards** – общие стандарты
11. **public relations personnel** – персонал по связям с общественностью
12. **referral system** – сеть отелей, имеющих общую систему бронирования
13. **reservations system** – система бронирования
14. **subsidiary** – дочерняя, подконтрольная компания
15. **to join together** – объединяться
16. **to spread the cost** – распределять стоимость
17. **bulk purchases** – объемные закупки
18. **expansion** – рост, развитие, распространение
19. **franchising** – привилегия, предоставленная фирмой какому-либо лицу на продажу ее товара со скидкой
20. **interior decoration** – внутренняя отделка
21. **joint venture** – совместное предприятие; смешанное предприятие (с участием иностранного и местного капитала)
22. **publicity campaign** – рекламная кампания

Vocabulary Focus

Match the words or word-combinations with their definitions

1. Chain	a) an advertising symbol designed so that it can be easily recognized by the public;
2. Subsidiary	b) purchase of supplies and equipment in large quantities, usually at a considerate saving;
3. Referral system	c) a contract with the owners of a hotel plant to manage the establishment;
4. Logo	d) people or firms hired on a fee basis to give advice or carry out work for a limited period. _____ are often called in by hotels for such purposes as accounting, interior design, advertising and so on;
5. Management contract	e) a license to operate an enterprise under a corporate name and usually with standards established by the licensing corporation;
6. Joint venture	f) a company that is owned by another company;
7. Franchise	g) a business that has several outlets;
8. Consultants	h) a group of hotels or motels that join together in a cooperative reservations system;
9. Bulk purchase	i) involves joining with local businessmen in investing in a new hotel.

Reading

Hotel and Motel Chains

The boom in the airline industry resulted in a corresponding boom in the hotel construction. A future of this rapid construction of new hotels was the emergence of hotel chains as a dominant force in the accommodation industry. Indeed, some of the chains are owned by airlines; an outstanding example is the Inter-Continental chain, a subsidiary of the Pan American Airways.

Hotel chains have several competitive advantages over individually owned and operated establishments. One of the most important of these is having resources to spend more money on advertising. Television commercials, for example, are too expensive for most individual hotel operators. Chains, on the other hand, can spread the cost among all of their member units. Hotel chains also have advertising and public relations personnel on their corporate headquarters staffs who give their fellow workers in individual hotels valuable advice and support.

Another advantage comes from the standardization of equipment and operating procedures. Chains publish detailed manuals that specify procedures to be followed even in such tasks as making beds and setting tables. While uniformity may not always be a desirable quality, the travelling public has an excellent idea of what kind of accommodation to expect. Even when different hotels in the chain are not tightly controlled by a central office, it is customary to have an inspection system in order to guarantee that the overall standards are being met.

The most important and the most obvious advantage is the increased efficiency in making and controlling reservations. A guest at one hotel, for instance, can receive confirmation of a room at another hotel in a matter of minutes. When a chain is owned by an airline, a traveler can make his reservations for flights and hotel rooms at the same time and place. Chains also

make it easy to reserve a room by telephone, either through one nationwide telephone number or by local telephone service in key market cities. The telephones are tied into computer or telephone systems which make it possible to confirm space when the caller is still on the phone.

Many of the chains are, in fact, referral systems. In a referral system the operators of individual hotels or motels pay a fee to a group that has joined together in a reservations system. In most cases the establishment is inspected by the headquarters staff of the chain to insure that it meets the chain's standards. If it does meet those standards, it can then use the name and the advertising symbol (the logo, as it is called) for the group. In effect, the individual operation has become a chain member.

Another way to expand is by establishing management contracts with the actual owners of the hotel. A chain takes over an empty building and operates it according to its own operating procedures for a fee or for a percentage of the profits. A somewhat similar method is the joint venture, a partnership in which both the chain and local investors put up part of the capital that is necessary for new construction or the purchase of an existing building.

Yet another way to expand, widely used by some of the motel chains, is franchising, which is a leasing arrangement that requires the hotel operator to pay a fee for the use of plans, manuals of procedure and advertising material. In return he is granted a license to operate a business under the name of a parent corporation. The franchise operator puts up the capital, but he gets a standardized product with a known sales potential.

The expansion of chains has resulted in growth of hotel and hotel-related jobs, particularly at the management level and in such fields as hotel design and interior decoration. The top staff people are usually experienced hotelmen who can effectively control the operations of the individual units.

One of the strengths of the chain system is the large advertising and public relations staff located at the chain's headquarters. This staff prepares publicity campaigns for the chain as a whole; it also helps and advises the individual hotels on these matters. The headquarters staff usually has more overall influence with the information media – newspapers, magazines, radio and television.

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

Another of the strengths of the chain system is derived from the superior planning and design of hotels. The benefits begin here even before the location is selected, for the chains have access to expensive market research data on site section and size of the hotel. The large chains employ architects and interior decorators who specialize in hotel work. Many chains often hire consultants to advise them.

Chain management also increases the efficiency of the total organization in other ways. For example, it permits very large bulk purchases for some kinds of equipment and supplies. The accounting and auditing systems of the chains can be centralized. A centralized personnel office for managerial and technical positions throughout the chain also provides an advantage in securing competent people.

Questions to the text above

1. How is the growth of chain-oriented hotels related to the growth of the airline industry?
2. In what ways do hotel chains have an advantage in promotional efforts over individually owned and operated establishments?
3. How can the chains offer efficiency in making and controlling reservations?
4. How does a chain expand by means of a referral system?
5. How do the chains grow through joint ventures?
6. How do the chains expand by means of franchising?
7. In what areas has the expansion of chains resulted in a n increase in hotel and hotel-related jobs?
8. What advantage do chains have in increased sales potential for conventions?
9. What advantage do chains have in the planning and design of hotel structures?
10. How is the design of the hotel related to its profitability?

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. Some airlines own hotel chains.
2. Hotel chains have no advantages over individually owned and operated establishments.
3. The inspection system guarantees that the overall standards are being met, even when different hotels in the chain are not tightly controlled by a central office.
4. The most important and the most obvious advantage of the hotel chains is the standardization of equipment and operating procedures.

5. A traveler can make his reservations for flights and hotel rooms at the same time and place, when a chain is owned by an airline.
6. Franchising is a partnership in which both the chain and local investors put up part of the capital that is necessary for new construction or the purchase of an existing building.

Find English equivalents from the text above to the following:

1. резкий подъем –
2. быстрое строительство –
3. появление сетей отелей –
4. дочерняя компания –
5. конкурентноспособные преимущества –
6. распределять стоимость между членами объединения –
7. персонал по развитию связей с общественностью –
8. центральный орган по управлению персоналом –
9. стандартизация оборудования и процессов управления –
10. подробное руководство-справочник –
11. общие стандарты –
12. товарный знак –
13. процент с дохода –
14. совместное предприятие –
15. выдача компанией лицензии а производство или продажу товара под ее маркой –
16. расширение сети отелей –
17. внутренняя отделка –
18. руководящий персонал –
19. рекламная кампания –
20. иметь доступ к информации по исследованию рынка –
21. массовая, оптовая закупка –
22. централизованная система бухучета и аудита –

Hints for Hotel Guests

While traveling, people almost always stay at hotels. It is advisable, therefore, to keep in mind the following:

- ! The first thing to do is to book a room in advance either by letter, telephone, fax or e-mail. Otherwise you may arrive at the hotel and be told that there are no rooms.
- ! On arrival at the hotel go to the reception desk in the lobby and confirm your reservation. The clerk will then give you a registration form to fill in and sign. The form is to be filled in block letters. In smaller hotels you simply sign the visitors' book and give your permanent address.
- ! At large hotels you may ask for any service by phone. Tell the operator if you wish to be called at a certain time. Call room service when you want a meal or drinks sent up to your room. Call valet or maid service if you need your suit or dress cleaned or pressed.
- ! Let the hotel management know well in advance the day and time of your departure. Vacate your room before noon, 12 o'clock is the international check-out time. If for some reason you stay longer, you will have to pay for another night.

*Look at the information about **Ritz Paris Hotel** and answer the questions:*

- What do you think are the most attractive features of Ritz Paris Hotel?
- If you were a guest at Ritz Paris Hotel, which of the facilities would you take advantage of?

Ritz Paris

Tradition, prestige and a legendary past set the Ritz Paris apart from other palace hotels. In 1898 César Ritz created an exclusive luxury hotel where comfort, gastronomy and service were accorded the highest priority. Located on the beautiful Place Vendome, the Ritz is in the heart of Paris within walking distance to many historical monuments and fashionable shopping areas. Among the elegantly appointed rooms and suites are ten renowned specialty suites, including the Coco Chanel, Windsor and Imperial.

Hotel Information

- ❖ 162 rooms, 55 suites
- ❖ major credit cards
- ❖ open year round
- ❖ 30-40 minutes from airports

Dining

L'Espadon, gourmet restaurant offering the ultimate in French gastronomy. During the summer months afternoon tea, cocktails and dining available in the garden at the *Vendome Bar* and at *L'Espadon*.

Recreation and Health

Health club with indoor swimming pool, squash court, fitness equipment and beauty salon.

Features

- ⊗ City Center
- ⊗ Spa
- ⊗ Excellent facilities for conferences and receptions for ten to 450 guests
- ⊗ Ecole Ritz-Escoffier cooking school
- ⊗ The world renowned *Hemingway Bar*
- ⊗ Dining and dancing at the exclusive *Ritz Club*

Project

The Perfect Hotel

Imagine that you are designing your own hotel with all the facilities you think it should have. First of all decide on the following:

- ✓ The location of your hotel: beach, city center, city outskirts, lakeside etc.
- ✓ The guests you are expecting: businesspeople, budget travelers, families on vacation etc.

Now decide what facilities you want to offer:

- ✓ Room facilities: satellite TV, balcony or terrace, minibar, air-conditioning, furniture etc.
- ✓ Public facilities: indoor/outdoor pool, fitness center, tennis court, golf course, sauna, children's playroom, sunbathing area, conference facilities etc.

Draw a plan of your hotel, showing where the public facilities will be located. Then draw a plan of a guest room, showing how it will be designed.

Prepare a presentation of your ideas which you will give to the rest of your class.

Questions for Module Control 2

1. What kinds of food and beverage service are offered by hotels?
2. Why is food and beverage service a major factor in hotel operations?
3. Why is the food and beverage manager a key member of the management staff? What is his overall responsibility?
4. What employees may work on the food and beverage manager's staff?
5. Who is the head of the kitchen staff? What is he responsible for?
6. What does the job of an assistant chef consist of?
7. Who are some of other employees in the kitchen?
8. What are the duties of the captain in a restaurant?
9. What are the duties of the waiters and waitresses? What may they do in restaurants that do not have a formal style of service?
10. Who performs chores such as clearing and setting tables?
11. Who takes orders for wine and other drinks in some restaurants?
12. What do the cashier in the restaurant do?
13. What are some of the jobs in the bar and cocktail lounge of a hotel?
14. How does food service in a hotel bar usually differ from food service in the restaurant?
15. What is involved in providing hotel room service? How do many hotels cut down on orders for ice and soft drinks?
16. What amount of room service is customarily provided at night?
17. What meal is the most frequently ordered from room service? How can this meal be ordered in some hotels?
18. Why do most hotels have only one central kitchen? How is food for different restaurants prepared in this case?

19. What additional space is needed by the food and beverage department?
20. What kind of food and beverage facility is often not connected with the main kitchen? What kind of food and beverage service does it provide?
21. Do hotel food and beverage departments employ a large or a small number of employees?
22. Which employees of the food and beverage department have frequent contact with guests? What standards must they adhere to?
23. What do the phrases “front desk” or “reception area” designate? What is the difference between the way front desk functions are handled in a large and a small hotel?
24. How does the lobby of a small hotel differ from the lobby of a large one?
25. What are the sections into which the front desk of a large hotel is divided? What business is handled by each section?
26. What are some of the support functions of the front desk that are normally out of sight of the public?
27. What are the duties of the room clerk?
28. What are the duties of the clerks at the key and information desks?
29. What are the customary duties of the front desk cashier?
30. What is the primary job of the front desk personnel? Why is this an important job?
31. Why is it possible to speak of not only a single kind of career in the hotel work?
32. Where do the top people in the hotel industry work?
33. Why must managerial personnel have a broad range of experience in various departments in a hotel?
34. Name some of other members of the executive staff who need special experience, skills or professional training.
35. Why are chefs and cooks an important factor in the success of a hotel?

36. What kind of background do many chefs have?
37. What must a head chef be expert in?
38. What is the normal route for advancement in the kitchen?
39. How can jobs in the hotel world be classified? Give examples.
40. Why is language ability a definite help in hotel work?
41. What are the economic benefits for top people in the hotel work?
42. How can the staff of a hotel do a great deal to assure a high occupancy rate?
43. How is the growth of chain-oriented hotels related to the growth of the airline industry?
44. In what ways do hotel chains have an advantage in promotional efforts over individually owned and operated establishments?
45. How can the chains offer efficiency in making and controlling reservations?
46. How does a chain expand by means of a referral system?
47. How do the chains grow through joint ventures?
48. How do the chains expand by means of franchising?
49. In what areas has the expansion of chains resulted in a n increase in hotel and hotel-related jobs?
50. What advantage do chains have in increased sales potential for conventions?
51. What advantage do chains have in the planning and design of hotel structures?
52. How is the design of the hotel related to its profitability?

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Навчальне видання

КІРЕЄНКО Катерина Володимирівна

ENGLISH FOR HOTEL BUSINESS

*Навчальний посібник для студентів
вищих навчальних закладів спеціальності
«Готельно-ресторанна справа»
денної форми навчання*

англійською мовою

За редакцією автора
Комп'ютерний макет, коректор,
дизайн обкладинки – Кіреєнко К. В.

Здано до склад. 10.12.2011 р. Підп. до друку 10.01.2012 р.
Формат 60x84 1/16. Папір офсет. Гарнітура Times New Roman.
Друк ризографічний. Ум. друк. арк. 3,84. Наклад 100 прим. Зам. № 107.

Видавець і виготовлювач
Видавництво Державного закладу
«Луганський національний університет імені Тараса Шевченка»
вул. Оборонна, 2, м. Луганськ, 91011. т/ф: (0642) 58-03-20.
e-mail: alma-mater@list.ru
Свідоцтво суб'єкта видавничої справи ДК № 3459 від 09.04.2009 р.