

К.В. ИШИМЦЕВА • Е.Н. МОТИНОВА
В.В. ТЕМЯКОВА

Английский язык для индустрии гостеприимства

Учебное пособие

Министерство образования и науки Российской Федерации
ФГАУ «Федеральный институт развития образования»

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Учебное пособие состоит из 18 уроков и приложений. Материал каждого урока предусматривает последовательное, поэтапное изучение определенной темы, связанной с будущей деятельностью студентов. В основу каждого урока положен принцип развития речевой деятельности: чтения и устной речи. Лексико-грамматические упражнения нацелены на быстрое и качественное запоминание профессиональных терминов, повторение и практическое применение грамматических правил на базе профессионально-ориентированных текстов. Приложения включают образцы диалогов, словарь профессиональных терминов и сокращений и глоссарий.

Для студентов среднего профессионального образования, обучающихся по специальностям «Гостиничный сервис», «Туризм».

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Предисловие

Настоящее учебное пособие предназначено для студентов, обучающихся по специальностям 101101 «Гостиничный сервис» и 100400 «Туризм». Пособие составлено в соответствии с требованиями федерального государственного образовательного стандарта среднего профессионального образования, примерной программы по иностранным языкам и рассчитано на 180 часов аудиторных занятий (в зависимости от уровня подготовки студентов).

Цель пособия – развитие всех составляющих иноязычной коммуникативной компетенции студентов (речевой, языковой, социокультурной, компенсаторной, учебно-познавательной), а также мотивация студентов к дальнейшему использованию полученных знаний в профессиональной деятельности. Учебное пособие состоит из 18 уроков и приложений, включающих образцы диалогов, словарь профессиональных терминов и сокращений и глоссарий.

Материал каждого урока предусматривает последовательное, поэтапное изучение определенной темы, связанной с будущей деятельностью студентов. В основу уроков положен принцип развития речевой деятельности: чтения и устной речи. Каждый урок включает:

- ◇ базовые профессионально-ориентированные тексты; в работе с текстом можно использовать следующие виды чтения (которые классифицируются по степени проникновения в текст): просмотровое, ознакомительное, изучающее, поисковое. Все тексты составлены на основе оригинальных источников;
- ◇ послетекстовые упражнения, предназначенные для проверки понимания прочитанного, расширения словарного запаса, активизация лексического материала в монологической, диалогической и письменной речи.

Последовательность прохождения уроков может выбираться по усмотрению преподавателя. Однако рекомендуется соблюдать очередность выполнения упражнений внутри каждого урока.

Приложения содержат следующие справочные материалы:

- ◇ модели диалогов, адаптированных к ситуациям реального профессионального общения. Студенты могут воспользоваться готовыми диалогами и разыграть их по ролям, а впоследствии смоделировать свои собственные диалоги на заданную, максимально при-

ближенную к профессиональной ситуации тему, что в свою очередь поможет сформировать необходимые навыки и умения профессионального взаимодействия на иностранном языке;

- ◇ словарь профессиональных терминов и сокращений (англо-русский);
- ◇ глоссарий (англо-английский).

Работа по освоению и правильному использованию терминологии в области гостиничного сервиса и международного туризма считается важным аспектом в обучении иностранному языку, так как термины представляют собой большинство информационно-значимых единиц в данных областях. Студенты знакомятся с терминами и их сокращениями в ходе изучения практического материала на занятиях и закрепляют навыки их использования при выполнении творческих коммуникативных заданий.

UNIT 1

The History of the Hospitality Industry

Hotel and restaurant management are bundled together in the industry known as the hospitality industry. Hospitality comes from the French word hospice, meaning to take care of those travelling and provide food and shelter for the weary. The history of the hospitality industry dates back to early 40BC. Hospitality has changed dramatically through the years in response to influences of wars, economic fluctuations, and social changes.

The earliest record of the hospitality industry lies with the Romans. Roman men traveled on business and were the first to travel for leisure as well. After the disruption of the Roman Empire, much of the hospitality industry fell to religious orders such as monasteries who welcomed travelers. With the increased use of the stagecoach, English travelers stayed in inns, which were actually private homes that provided a room and meal.

The Renaissance Period marked a new era of the hospitality industry with the opening of Hotel de Henry IV in 1788. This was the first actual hotel offering 60 beds to weary travelers. During this period, coffee houses also became a popular gathering place for communities.

As settlers from all different parts of the world made their way to the New World (the United States), places to eat, drink and sleep began appearing throughout the colonies. The French Revolution also motivated many French to leave their home country and head to the United States. That time changed and shaped the culinary world, as we know it today. Escoffier, a world famous chef, created the hierarchy of chefs, known as the Brigade system that restaurant kitchens still follow today.

During the 19th century, the explosion of the luxury hotel era began. Hotels like the Savoy built in London in 1898 and Delmonico's in New York City catered to the rich and elite. The early 1900s is known as the Grand Period of hotels since a great number of large and luxurious hotels were built during that time. It was also the time when hotels introduced modern conveniences. In 1880 the Sagamore Hotel on Lake George in New York was the first to have electricity in all its rooms. The Victoria

Hotel in Kansas City offered private bathrooms in each room while the Netherland Hotel in New York City was the first to provide a telephone in each room.

With the increase and ease of travel, the 20th century brought many changes and advances to the hospitality industry. Casual dining became popular and the introduction of franchising allowed such chains as White Castle, TGI Fridays and Chilis to dominate the restaurant scene. No longer were restaurants considered a place for only the rich and elite. Hotels also experienced growth due to mass tourism, higher salaries and more people living longer and being able to enjoy their retirement years.

Although the hospitality industry experienced some periods of downturn its position remains considerably strong.

Vocabulary list

hospitality гостеприимство
to be bundled together быть взаимосвязанным
to provide обеспечивать
weary уставший
increased возросший
response ответ
to influence влиять
leisure отдых, досуг
inn таверна
to appear появляться
to create создавать
hierarchy иерархия
culinary кулинарный
chef шеф-повар
explosion взрыв, быстрый рост
luxury роскошь
to cater to обслуживать
to introduce представлять
convenience удобство
private bathroom ванная комната в номере
advance успех, прогресс
to allow позволять
to dominate доминировать
to consider рассматривать
to experience испытывать
due to благодаря, из-за
salary зарплата
retirement пенсия
to remain оставаться

1. Прочитайте и переведите текст.

2. *Определите, какие из утверждений соответствуют содержанию текста (True), какие не соответствуют (False).*

1. Hospitality comes from the French word hospice, meaning to take care of those travelling and provide for the wealthy.
2. The history of this industry began at the beginning of 40BC.
3. The Renaissance Period marked a new era for the hospitality industry with the opening of Hotel de Henry VI in 1788.
4. As settlers from all different parts of the world made their way to America, places to eat, drink and sleep began appearing throughout the colonies.
5. In the 19th century, the outburst of the luxury hotel era began.
6. In 1880, the Sagamore Hotel on Lake George in New York was the last to have electricity in all its rooms.
7. The increase and ease of travel in the 20th century led to many changes in the hospitality industry.

3. *Дайте развернутые ответы на следующие вопросы:*

1. What is the hospitality industry?
2. What does the French word “hospice” mean?
3. What factors lead to the changes of the industry?
4. When did it all start?
5. Who were the first travelers?
6. What is the importance of the Renaissance Period?
7. Where did first travelers stay?
8. When did the era of luxury hotels begin?
9. What modern conveniences appeared in the 19 century?
10. What makes the industry remain strong?

4. *Переведите на русский язык следующие выражения:*

- 1) date back to
- 2) change dramatically through the years
- 3) in response to
- 4) travel on business
- 5) travel for leisure
- 6) welcome travelers
- 7) provide a room and meal
- 8) cater to the rich and elite
- 9) introduce modern conveniences
- 10) bring many changes

5. Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:

- 1) неразрывно связаны
- 2) экономическая нестабильность
- 3) религиозное общество
- 4) ознаменовали новую эру
- 5) появляться во всех колониях
- 6) заставили покинуть родину
- 7) создал иерархию поваров
- 8) рост и удобство передвижения
- 9) доминировать в ресторанном бизнесе
- 10) переживала упадок

6. Совместите слова из левой колонки с их значениями в правой колонке.

- | | |
|---------------|---|
| 1) management | a) someone who goes to live in a place where not many people live, and starts to make it into a community |
| 2) religious | b) knowledge and skill that is gained through time spent doing a job or activity |
| 3) increase | c) a number of shops, hotels, cinemas etc. owned or managed by the same company or person |
| 4) chain | d) the role of conducting and supervising a business |
| 5) settler | e) believing strongly in your religion and carefully obeying its rules |
| 6) experience | f) to become greater or more in size, quantity, number, degree, value, intensity, power, authority, reputation, wealth; to grow |

7. Заполните пропуски в предложениях подходящими по смыслу словами и словосочетаниями.

management	religious	increase	chains	settlers	experience
------------	-----------	----------	--------	----------	------------

1. We're looking for someone with (1) _____ as a hotel manager.
2. Some hotels cater to small and large (2) _____ groups and gatherings.
3. The first hotel (3) _____ appeared in the late 30-s of the 20th century in the USA.
4. A small hotel normally consists of a small core (4) _____ team consisting of the General Manager and a few key department managers who directly handle day-to-day operations.

5. They are going to (5) _____ the number of suites for the potential guests of the hotel.
6. The early (6) _____ would have walked into Britain across an ancient land bridge that once divided the North Sea from the Atlantic and connected the country to what is now mainland Europe.

8. Заполните пропуски в предложениях, используя текст.

1. Settlers from all different parts of the world made their way to the New World (the United States), places to eat, drink and sleep began appearing _____ the colonies.
2. Hotels also experienced growth _____ mass tourism, higher salaries and more people living longer and being able to enjoy their retirement years.
3. With the increased use of the stagecoach, English travelers stayed in inns, which were actually private homes that _____ a room and meal.
4. Much of the hospitality industry fell to religious orders such as monasteries who _____ travelers.
5. Hotel and restaurant management are _____ together in the industry known as the hospitality industry.
6. Casual dining became popular and the introduction of franchising allowed such chains as White Castle, TGI Fridays and Chilis to _____ the restaurant scene.
7. It was also the time when hotels introduced modern _____.

9. Составьте предложения из данных слов.

1. The Period a era of the hospitality new marked industry Renaissance.
2. The industry record of the Romans hospitality lies earliest with the.
3. The brought advances century changes and to many the industry 20th hospitality.
4. Coffee also gathering became communities a popular houses place for.
5. Hotels experienced tourism due to mass growth also.
6. Hospitality from word the comes French hospice.
7. The of this to industry back history early 40BC dates.

10. Прочитайте текст. Преобразуйте слова в конце строк, напечатанные заглавными буквами, так, чтобы они грамматически и лексически соответствовали содержанию текста. Письменно переведите текст на русский язык.

Indian Hospitality Industry

Hospitality industry in India is one of the (1) _____ growing industries of the country. While there are many Indian names like Oberoi, Taj, Leela, ITC that have already (2) _____ a big market share; international brands are also on a spree of expansion. India has seen a huge growth in its hospitality sector in recent years. Almost all the big brands have (3) _____ hundreds to thousands of new rooms in their room inventory and most of them have (4) _____ plans for expansion. Hospitality industry has (5) _____ a fourfold growth since 2000. One of the important (6) _____ of this growth is that India has (7) _____ as one the popular business destinations in South Asia. Growth in IT as well as India's potential to become one of the (8) _____ tourist destinations in the world (9) _____ all major global hospitality brands towards India. Today, India (10) _____ more than 30 hotel brands, which are (11) _____ even in the small towns of the country.	FAST CAPTURE ADD FAR SEE REASON EMERGE GOOD ATTRACT HOST EXPAND
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11. Прочитайте текст. Установите соответствие между заголовками и содержанием. Письменно переведите текст на русский язык.

A. Europe

B. Restaurants

C. Modern Hotels

D. Inns for Travelers

E. Introduction

1. Travelers throughout the world have always sought hospitable places to rest and eat. Although modern hotels feature conveniences such as televisions, en-suite showers and minibars, they fulfil the same purpose as ancient inns and boarding houses. The history of hotel and restaurant management goes back many years but has always involved the essential concept of hospitality. The term «hospitality» derives from «hospice», meaning a place of rest for travelers and pilgrims.
2. From the beginning of the 17th century, enterprising individuals built and developed inns across America to serve the needs of pioneers traveling across the country. These inns initially offered only basic facilities, but then as competition grew, they began providing more extensive services for those prepared to pay more.
3. Modern hotels, built with the sole purpose of providing hotel accommodation, launched in American cities at the end of the 18th century.

New York's first hotel, the City Hotel, opened in 1792. At the beginning of the 19th century, America's first five-star hotel, the Tremont House in Boston, began welcoming guests. Single or double rooms, featuring lockable doors, washing bowls and free soap, appealed to wealthy travelers. Many famous hotels, such as the Waldorf Astoria, opened in the 1920s. Over the course of the 20th century, business organizations and corporations took over ownership and management of most of the large hotels in the country. Hotel management training courses were originally broad based, but have evolved over the years to offer more specialized courses for students who plan to work in one of the many spheres of hospitality management.

4. Originally, simple taverns for travelers served a limited range of food and drinks in basic surroundings. In 1670, the first American coffee-house opened in Boston, and served nonalcoholic drinks to customers. During the 19th century, an increasing number of restaurants opened across the United States in both cities and towns. Restaurateurs welcomed the wide availability of commercially frozen food during the 1950s, and this led to more affordable menus. The 1970s heralded the opening of fast food franchises, still popular today. The skills of restaurant managers have changed over the years, and most restaurant chains and franchises now run their own training programs.
5. In the Middle Ages, European monasteries and abbeys first opened their doors to offer hospitality to travelers. Over time, business people took over the management of many of these inns. During the 19th century, the Industrial Revolution heralded the opening of hotels in Europe's major cities. The owners of many of these hotels aimed to attract wealthy travelers by building intricate and ornate buildings. Throughout the 20th century, hotels sprang up across Europe in mountain and resort regions. The European hospitality industry is a growing industry and encourages its managers to develop an international approach to hotel and restaurant management.

12. *Переведите письменно предложения на английский язык, используя словарь.*

1. В античные времена основными мотивами передвижений части общества были торговля, образование, паломничество, оздоровление, исполнение государственных функций.
2. Историческое зарождение массового гостиничного промысла берет свое начало в Древнем Риме, где появляется разветвленная сеть постоянных дворов и таверн в городах и вдоль дорог огромной территории Римской империи. Первые гостиницы (караван-сарай), как и сама профессия по обслуживанию путе-

шествующих людей, возникли в далеком прошлом, более чем за 2 тыс. лет до н.э., в древневосточной цивилизации.

3. Со времен Древней Греции и особенно Древнего Рима получили развитие таверны, предназначенные для путешествующих торговцев и артистов, паломников и странников.
4. Древняя гостиница состояла из ограждения для лошадей и двухэтажного здания, в котором на первом этаже располагалась таверна, а на втором — спальни.
5. Эпохи Ренессанса и Просвещения ослабили религиозные мотивы путешествий.
6. Английские гостиницы являлись родоначальниками туристских комплексов на соответствующих тем временам качественном и количественном уровнях оказания услуг.
7. Европейские придорожные гостиницы одновременно служили центрами развлечения для местных жителей, в которых они проводили время, предаваясь различным азартным играм.
8. Возникновение постоялых дворов в Северной Америке было связано с появлением европейских переселенцев.
9. В конце XIX — начале XX в. в крупных городах Европы и Америки появились роскошные гостиницы, рассчитанные на удовлетворение спроса со стороны новых миллионеров и старой знати, для которых путешествия стали модным времяпрепровождением.

13. *Практика устной речи. Подготовьте выступление на конференции на тему: «История развития гостиничной индустрии в (название выбранной страны)». В ходе доклада по мере необходимости используйте приведенные ниже слова и выражения, которые сделают ваше выступление более связным и последовательным.*

13.1. *В начале доклада можно использовать выражения:*

First / Now I want (would like) to talk about...

Let's (now) find out why / how...

Let's now move to...

As I already indicated, stated, mentioned...

Another aspect / point is that...

As you probably (perhaps) know,...

At the beginning...

It is claimed (stated, indicated) that...

13.2. *Чтобы соединить несколько схожих идей или фактов, можно использовать:*

Also...

Moreover...

In addition...

Additionally...

13.3. *Чтобы перейти к следующему пункту выступления, воспользуйтесь одной из следующих фраз:*

The next point I'd like to make is...

That brings us to...

My next example is...

This leads directly to my next point...

After examining this point, let's turn to...

13.4. *Чтобы связать противоположные идеи, используйте:*

But...

However...

On the other hand...

Although...

Furthermore...

Also...

Moreover...

In addition...

Additionally...

13.5. *Для лучшего восприятия информации аудиторией воспользуйтесь пояснениями:*

for instance,...

for example,...

13.6. *Говоря об общепризнанном факте, применяйте выражения:*

Everyone knows that...

There can be no doubt that...

It is a fact that...

Nobody will deny that...

13.7. *Еще несколько полезных фраз:*

Consequently...

Up to a point...

Speaking of...

13.8. *В заключительной части можно сказать:*

All things considered...

Finally...

In conclusion...

All in all...

As a final point, I'd like to...

UNIT 2

Hotel Services

Hotels operate 24 hours a day providing their guests with accommodation, catering, entertainment and some other services. For this operation to be successful, departments must communicate and work together to provide high quality customer service to the hotel guests. What goes on behind the scenes should be invisible to hotel visitors, so that they could enjoy a pleasant stay.

Excellent customer service is to be a hotel business. The two primary goals of hotels are to make guests comfortable as well as to keep them safe. Hotels need to implement safety and security measures without making guests feel uneasy.

In fact, most standard hotels are located in the immediate vicinity of some tourist attractions so that the guests will have an opportunity to visit them. If the hotel is located in a city, it should be located near the public transportation. In addition, the hotel should have a safe and secure parking lot for the hotel guests to put their cars at overnight. If the hotel is not located near any local attractions, it will usually provide a shuttle service to the places which guests might be interested in, for example malls, restaurants, movie theatres, etc.

Standard hotel rooms are to be clean and safe. Before guests arrive at the hotel, their rooms should be thoroughly cleaned: linens should be changed, the bathroom cleaned and the floor vacuumed. The cleanliness of the room is something that travellers will notice as soon as they walk into the room.

The door of the hotel room is to be solid and have a good locking system. It acts as a barrier for both noise from the other guests and potential intruders. The room door should also have a peephole so that the guests will be able to see who is outside the door in case somebody knocks.

Standard hotels will provide guests with many small amenities that are designed to make their stay as pleasant as possible. Such items as an ironing board, coffee maker, and refrigerator are available in a standard room to add some convenience to the staying in the hotel room.

Standard rooms will also have a television set with satellite TV to maximize the level of relaxation as well as a telephone and an alarm clock next to the bed for ease of access. According to Dimensions Guide, a standard hotel room at an economy hotel is between 300 and 400 square feet.

Hotel guests will appreciate catering service of the hotel establishments, which is represented by a number of restaurants and bars that are ready to satisfy a great variety of customers' tastes.

Other hotel services often include a fitness centre, laundry and dry-cleaning service, concierge service, car rental, room service, souvenir shop, resident doctor, beauty salon, babysitting etc. Some hotels offer organization of business meetings and business services, the Internet, free Wi-Fi, photocopying, fax etc.

Hotel guests usually expect a certain level of the hotel service and often will become disgruntled if they feel they are treated as being unimportant. When provided with excellent customer service, they will be made to feel special and sure, they want to stay in this hotel again. Thus, maintaining good client relations is an important part of running a hotel business. Treating guests like old friends can add a level of comfort to their stay with you.

Listen and speak to your guests. The best way to assess how well the hotel is handling hotel services and how the hotel guests are perceiving them is to speak to the guests. Remember that providing quality products and services along with excellent customer service and support, you turn a one-time customer into a lifelong guest. If there is ever a glitch in the interactions with a client, you can retain that customer by solving the problem to their satisfaction as quickly as possible. Keeping hotel guests satisfied with the quality of services provided is a key to running a successful business.

Vocabulary list

customer потребитель

accommodation размещение

catering питание

entertainment развлечение

vital жизненный

to expect ожидать

disgruntled в плохом настроении, раздраженный

to treat обращаться, относиться

to communicate общаться

to provide обеспечивать

quality качество

invisible невидимый

parking lot парковка

shuttle service услуги по перевозке

linen постельное белье
to vacuum пылесосить
cleanliness чистота
intruder незванный гость
peephole глазок, смотровая щель
amenities удобства
pleasurable приятный
ironing board гладильная доска
coffee maker кофеварка
refrigerator холодильник
satellite TV спутниковое телевидение
security measures меры безопасности
to maintain устанавливать
to assess оценивать
to perceive воспринимать
to retain сохранять, удерживать
to solve a problem решать проблему
satisfaction удовлетворение

1. Прочитайте и переведите текст.
2. Определите в каждой из четырех групп предложение, соответствующее содержанию текста.

1.
 - a. The Hotel industry provides its guests with bedrooms, meals and leisure activities.
 - b. The Hotel industry provides its customers with accommodation and business services.
 - c. The Hotel industry provides its guests with bedrooms, quality products and business services.
2.
 - a. Hotel visitors can enjoy a pleasant stay if there are no invisible scenes in the hotel.
 - b. Hotel visitors should see everything what is going on behind the scenes, so that they can enjoy a pleasant stay.
 - c. Hotel visitors can enjoy a pleasant stay in the hotel because they do not see what is going on behind the scenes.
3.
 - a. Catering is an important aspect of hotel business.
 - b. Catering is a beneficial part of hotel services.
 - c. Caring is an essential part of hotel services.
4.
 - a. Keeping guests unsatisfied is a key to running a successful business.
 - b. Keeping customers pleased is a key to running a successful business.
 - c. Keeping guests satisfied is a key to ruining a successful business.

3. Дайте развернутые ответы на следующие вопросы:

1. What does the Hotel industry provide its customers with?
2. What are the guests' expectations?
3. What does a successful operation of the hotel depend on?
4. Why are most of standard hotels located in the city centers?
5. What are standard room requirements?
6. What amenities are available in standard hotels?
7. What are the two primary goals of hotels?
8. What is the best way to maintain good client relations?
9. What helps the hotel to turn a one-time customer into a lifelong one?
10. What services make staying at the hotel comfortable?

4. Переведите на русский язык следующие выражения:

- 1) provide customers with accommodation
- 2) expect a certain level of service
- 3) enjoy a pleasant stay
- 4) have an opportunity to do smth.
- 5) shuttle service
- 6) change linen
- 7) vacuum the floor
- 8) be available for
- 9) make guests comfortable
- 10) treat guests like old friends

5. Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:

- 1) определенный уровень обслуживания
- 2) работать сообща
- 3) обеспечивать качественное обслуживание гостей
- 4) безопасная парковка
- 5) местные достопримечательности
- 6) чистота в номере
- 7) гладильная доска
- 8) спутниковое телевидение
- 9) меры безопасности
- 10) преуспевание в бизнесе

6. Совместите слова из левой колонки с их значениями из правой колонки:

- | | |
|----------------|---|
| 1) linen | a) things that make life easier or more comfortable |
| 2) opportunity | b) things made of cloth and used in the house, such as sheets and tablecloths |
| 3) amenities | c) to think that something will happen |
| 4) expect | d) to consider carefully a situation, person, or problem in order to make a judgment |
| 5) include | e) a chance to do something, or a situation in which it is easy for you to do something |
| 6) assess | f) to contain someone or something as a part |

7. Заполните пропуски в предложениях подходящими по смыслу словами и словосочетаниями.

linens	opportunity	amenities	expect	includes	assess
--------	-------------	-----------	--------	----------	--------

1. They stay in this hotel at every (1) _____.
2. The new hotel at one London's skyscrapers offers rooms with a view — but it isn't always what guests (2) _____.
3. The price (3) _____ dinner, bed, and breakfast.
4. The hotel is equipped with the latest room (4) _____, communication and conference technology to keep guests in touch with their world.
5. The chambermaid will come in and change the (5) _____ while you are out of your room.
6. Customers will always (6) _____ the quality of hotel services.

8. Заполните пропуски в предложениях, используя текст.

1. For this operation to be successful, departments must _____ and work together to provide quality customer service to the guests.
2. Most standard hotels are located near an area that has some _____ so that the guests have an opportunity to visit them.
3. The hotel should have a safe and secure _____ for people to put their cars at overnight.
4. Many standard hotel rooms will have a _____ TV to maximize the level of comfort and relaxation.
5. If the hotel is not located near any local attractions then it will provide a _____ service to these areas.
6. Hotels need to implement safety and security _____ without making guests feel uneasy.
7. Maintaining good client relations is an important part of _____ a business.

9. Составьте предложения из данных слов.

1. Hotels hours operate a 24 day.
2. Guests of expect certain a service level.
3. Before should arrive the changed guests be linens.
4. Standard with guests will amenities provide small hotels many.
5. Hotels to safety implement and measures need security.
6. Catering hotel an part services is of essential.
7. You one-time a into customer turn lifelong guest a can.

10. Заполните пропуски в тексте подходящими по смыслу словосочетаниями:

- a) are all designed
- b) is equipped with
- c) offer our guests a warm welcome
- d) furnished according to the highest standards
- e) to make our guests comfortable
- f) provides you
- g) are individually air-conditioned
- h) will be able to satisfy all your needs
- i) will ensure your satisfaction
- j) offers room services

Comfort Inn Hotel

The hotel (1) _____ the latest room amenities, communication and conference technology to keep guests in touch with their world.

93 rooms (2) _____ to make you feel at home. 57 of them are standard single rooms, besides we have 15 junior, 4 luxe, 2 apartment, 15 single twin rooms.

The Comfort Inn Hotel (3) _____ such as:

- ◇ Cable TV channels,
- ◇ International Accessed Phone line,
- ◇ Wi-Fi,
- ◇ Air-conditioner,
- ◇ Minibar,
- ◇ Bathroom,
- ◇ Hairdryer,
- ◇ 24 hour free ironing service,
- ◇ Dry cleaning,
- ◇ Daily cleaning service of rooms,

- ◇ Conference-room,
- ◇ 24 hour room food order service.

All amenities necessary (4) _____ such as staff speaking different languages, meeting and seeing off the guests from and to the airport, 24 hour taxi service, luggage room, laundry, medical service, 24 hour guarding, free parking lot. All rooms (5) _____ in summer and heated in winter.

The Comfort Inn Hotel combining its esthetic beauty with an exceptional service, will (6) _____. The hotel has charming bedrooms (7) _____. Our hotel (8) _____ a peaceful and a relaxing atmosphere with its service and design. Our friendly and helpful staff (9) _____ and hospitality.

Comfortable atmosphere of the Comfort Inn Hotel reaches perfection in its elegantly decorated rooms. We (10) _____ in our charming hotel.

11. Прочитайте текст. Преобразуйте слова в конце строк, напечатанные заглавными буквами, так, чтобы они грамматически и лексически соответствовали содержанию текста. Письменно переведите текст на русский язык.

Hotel Services & Amenities

The Best Western Primrose Hotel (1) _____ a wide array of services and facilities to enhance your stay. From keeping up with your morning workout, to (2) _____ your suit is pressed for tomorrow's (3) _____, the Best Western Primrose Hotel offers guests a true full service experience.

OFFER

ENSURE

MEET

Outdoor Pool and Saunas

Relax and (4) _____ and afternoon of lazing by the pool on a hot summer's day. The Best Western Primrose Hotel is proud to feature one of the few remaining outdoor pools in the city. This rooftop heated outdoor pool is serviced by a team of (5) _____ lifeguards. Complete with change rooms, towel service and shower facilities, it is the ideal place to unwind with the family after a day sightseeing, or a quiet moment to catch up on some (6) _____. Open June through Labour Day weekend, weather dependant.

ENJOY

CERTIFY

READ

Also situated in the pool area are our men’s and women’s cedar (7) _____. The perfect place to unwind and recharge after a busy day. The saunas are available year round and are (8) _____ with your room key.

SAUNA

ACCESS

Fitness Facilities

Keep up your daily exercise routine in our fitness centre, featuring both a cardio and weight room. Our cardio room offers a variety of the (9) _____ exercise equipment, including a treadmill, both an upright and incumbent bike, elliptical, and stair climber. Our weight room features a multi station complete weight machine as (10) _____ as free weights and exercise balls. There is also ample space to stretch out for yoga and pilates routines.

NEW

GOOD

If your workout routine (11) _____ the outdoors, we offer a city map which includes scenic (12) _____ jogging, bike and rollerblading routes.

INVOLVE

JOG

Tim Horton’s

“Always fresh and Always there”, enjoy the truly “Canadian” taste of Tim Horton’s (13) _____ in the lobby. Enjoy a freshly brewed coffee with one of their many pastry items. Great for those on the run!

LOCATE

Gift Shop

Located in the lobby, our in house gift store offers a wide variety of snacks, souvenirs and (14) _____.

SUNDRY

Parking and Traffic

The Best Western Primrose Hotel offers limited underground, unattended (15) _____ on site at a flat daily rate of \$23.00 with unlimited in / out access.

PARK

Dry Cleaning and Laundry

The Best Western Primrose Hotel offers guests the convenience of same day dry cleaning and laundry

service. Using the bag provided in your room,
 (16) _____ drop off your items before 8:30am at the front desk and it will be returned by 5:30pm the same day. Dry cleaning services are available Monday through Saturday with the (17) _____ of holidays.

SIMPLE

EXCEPT

Wi-Fi Network

The Best Western Primrose Hotel is (18) _____ with high speed wireless internet access in all guest rooms and public areas. Please see the front desk for guest log in information.

EQUIP

Business Centre

For those not traveling with a computer, we offer a (19) _____ business centre located on the 2nd floor. Accessible 24 hours a day with your room key, the business centre offers computers with internet access and (20) _____ capabilities for guest use. Photocopying and Faxing can also be arranged through the front desk for a small fee.

COMPLIMENT

PRINT

Concierge Services

Our hotel concierge can assist you with a host of services, including transportation, luggage assistance, ticket purchases and (21) _____ recommendations. Our concierges are available (22) _____ at the kiosk located beside the front desk.

DINE

DAY

12. Переведите письменно предложения на английский язык, используя словарь.

Услуга — это нематериальная вещь, и, следовательно, ее нельзя измерить, а можно только оценить.

Гостиничная услуга состоит из: услуги предоставления специального помещения, которое можно использовать для удовлетворения своих нужд, и услуг, которые предоставляет персонал гостиницы (уборка номера, оформление клиента, питание).

Основной элемент услуги размещения — это, конечно, гостиничный номер (помещение, оборудованное для отдыха, сна, работы клиента).

Основная функция номера — возможность сна. В зависимости от назначения гостиницы и потребностей гостей не менее значимыми могут быть такие функции, как возможность работать в номере (характерно для гостиниц бизнес-класса, имеющих в номере письменный стол, телефон, факс, компьютер).

Независимо от категории, площади, оснащения техникой каждый номер должен иметь кровать, столик или тумбочку при каждой кровати, стул или кресло по числу гостей, освещение всех комнат номера, корзину для мусора.

Для того чтобы накормить гостей, необходимы приготовление блюд на кухне, продажа приготовленных продуктов, алкогольных и безалкогольных напитков, обслуживание постояльцев гостиницы в ресторане, баре, кафе, гостиничных номерах.

Существуют дополнительные услуги в виде предоставления бассейна, спортивного зала, конференц-залов, проката автомобилей, услуг химчистки, прачечной, услуг парикмахерской, массажного кабинета.

Сейчас услуга размещения воспринимается как должное, и для привлечения клиентов необходимо развивать дополнительные услуги, которые помогут выделиться из гостиниц такой же категории.

Перечень дополнительных услуг зависит от категории гостиницы.

Для предоставления услуги персоналу гостиницы приходится вступать в непосредственный контакт с потребителем. Для клиента данный контакт является неотъемлемой частью самой услуги.

- 13. Практика устной речи.** *Вы работаете помощником управляющего гостиницы. На встрече со стажерами, которые будут проходить практику в вашей гостинице, расскажите о гостинице и предоставляемых услугах, об обязанностях персонала и дальнейшей перспективе работы в данной гостинице.*

UNIT 3

Reservation

A well-organized reservation system allows hotels to ensure a steady flow of guests into their properties. Hotel chains offer their members the ability to fill 30 percent or more of available rooms on a nightly basis. Independent hoteliers have the onerous responsibility of creating exciting marketing programs to capture room business. Easy access to a hotel's data bank of rooms helps in fulfilling the customers' needs as well as in reaching a targeted daily occupancy rate, average daily rate, yield percentage, and Rev-PAR (revenue per available room). A reservation system represents the primary means of producing positive cash flow and a favorable income statement.

The hotel industry is powered by sales that are derived from the use of computerized reservations systems. The following information on Choice Hotels International, Six Continents Hotels (formerly Bass Hotels & Resorts), Carlson Hospitality Worldwide, and Pegasus Solutions provides a concise view of the importance of computerized reservation systems to the hospitality industry.

Types of Reservation Systems

The *franchisee* is a hotel owner who has access to a national reservation system and receives the benefits of the corporation's management expertise, financial backing, national advertising, and group purchasing. A franchise member of a reservation system or a member of a referral system gains significant advantages from combined efforts of *interhotel property referrals*, a system in which one member-property recommends another member-property to a guest, and national advertising.

A *referral member* of a *reservation referral system*, a worldwide organization that processes requests for room reservations at a particular member-hotel, is a hotel developer/owner who has access to the national reservation system. Hotels that are members of the reservation system are more than able to justify these costs: for example, a chain property may obtain 15 percent to 30 percent of its daily room rentals from the national reservation system, depending on local economic and market

conditions. Compared to the costs incurred by an independent property that must generate every single room sale with individual marketing and sales efforts, franchise referral costs seem minimal.

Sources of Reservations

Guest reservations come from a variety of market segments. Some of the more common groups include corporate clients, group travelers, pleasure travelers, and current guests who want to return to the same hotel. This is only one way of classifying guest reservations. The purpose of analyzing these segments is to understand the needs of each group and provide reservation systems to meet their needs.

Forecasting or rooms forecasts, which involves projecting room sales for a specific period, is a natural next step after the data from the reservation process have been collected. This step includes previewing the effects of reservations on the income statement, scheduling labor, and planning for the use of facilities. In addition to presenting a practical method for preparing a rooms forecast (sometimes referred to as a “projection of room sales”), this section also indicates how such a forecast can be used as a means of communication with other departments. One of the purposes of a rooms forecast is to preview the income statement. It enables the hotel managers to determine projected income and related expenses for a certain time period.

The concept of *overbooking* — accepting reservations for more rooms than are available by forecasting the number of no-show reservations, stayovers, understays, and walk-ins, with the goal of attaining 100 percent occupancy — is viewed with skepticism. As future hoteliers, you will face the onerous task of developing a policy on overbooking. The front office manager has the responsibility of administering this policy.

Confirmed reservations, prospective guests who have a reservation for accommodations that is honored until a specified time, represent the critical element in no-shows. After that time, the hotel is under no obligation to hold a reservation. The front office manager must keep accurate records of no-shows in this group. Various types of travelers with confirmed reservations — corporate, group, or pleasure — have varying no-show rates. For example, corporate confirmed reservations may have a 1 percent overall no-show rate. Group travelers may have a 0.5 percent no-show rate, with no-shows all coming from one or two particular bus companies. Pleasure travelers may have a 10 percent no-show rate. The detailed investigation of each of these categories will suggest methods for minimizing no-show rates.

Guaranteed reservations, prospective guests who have made a contract with the hotel for a guest room, represent a less volatile group because the guest provides a credit card number to hold a room reservation.

Stayovers are currently registered guests who wish to extend their stay beyond the time for which they made reservations. Accurate records on various traveler categories (corporate, group, or pleasure) will reveal their stayover rates. For example, employees of a corporation who travel with spouses may extend a Thursday and Friday business trip to include a Saturday. Similarly, a group conference scheduled from Monday through Thursday may encourage the attendees to stay longer to sightsee.

Understays are guests who arrive on time but decide to leave before their predicted date of departure. Pleasure travelers may find their tourist attraction less interesting than anticipated. Urgent business may require the corporate client to return to the office sooner than expected. Maintaining accurate records will help the front office manager to predict understays. A welcome sector of the hotel market, *walk-in guests*, can enhance daily occupancy percentages when effectively managed. The front office manager must be aware of the activity in the local area. Heavy tourist seasons, special tourist events, conventions, and the like will increase the number of potential guests in the area. Awareness of such possibilities helps the front office manager plan accordingly.

Processing Guest Reservations

Means of communication with the client; room inventory data banks; systems for reservation, confirmation, deposits, and cancellations; and blocking procedures, a process of reserving a room on a specific day, are the major components of a well-organized guest reservation processing system.

Cancellations

Cancellations due to the guest's change in plans are easily handled by a computerized reservations system. The guest calls the central reservation system or the hotel where the reservation has been made. Some lodging organizations stipulate a time period for canceling reservations. Twenty-four, 48, or 72 hours' notice may be required for the guest to be exempt from paying the first night's room rate. Policies vary among reservation systems, based on the historical frequency of cancellations (and the subsequent effect on the profit-and-loss statement) and the public relations policy (the potential of lost repeat business) of the organization.

Vocabulary list

onerous затруднительный, обременительный

to capture занимать, захватывать

yield прибыль, доход

concise краткий, сжатый

franchisee франшизополучатель, покупатель франшизы, оператор, пользователь

referral «направленный клиент»

to incur вытекать, следовать

preview предварительный

to relate относиться, иметь отношение

expenses расходы, издержки

to attain достигать, добираться

obligation гарантия, обязательство

accurate верный, правильный, точный

overall полный, общий

volatile непостоянный, изменчивый

to investigate изучать, собирать сведения

to determine определять, устанавливать, решать

to reveal выявлять, обнаруживать

to encourage одобрять, поддерживать

attendee участник (конференции)

predicted прогнозированный, расчетный

to anticipate ожидать, предвосхищать

to enhance повышать, увеличивать

to stipulate обуславливать, оговаривать, договариваться

exempt освобожденный (от обязанностей)

1. *Прочитайте и переведите текст.*
 2. *Определите в каждой из четырех групп предложение, соответствующее содержанию текста.*
 1. *a.* Easy access to a hotel's data bank of rooms helps in fulfilling the customers' needs.
 - b.* Close access to a hotel's data bank of rooms helps in fulfilling the customers' needs.
 - c.* Easy access to a hotel's data bank of guests helps in fulfilling the customers' needs.
 2. *a.* Guest reservations come from only one market segments.
 - b.* Guest reservations come from a variety of market segments.
 - c.* Guest reservations come from a variety of economic segments.
3. *a.* One of the purposes of a rooms forecast is to form the income statement.
 - b.* One of the purposes of a rooms forecast is to define the income statement.
 - c.* One of the purposes of a rooms forecast is to preview the income statement.

4. a. Cancellations are currently registered guests who wish to extend their stay beyond the time for which they made reservations.
- b. Understays are currently registered guests who wish to extend their stay beyond the time for which they made reservations.
- c. Stayovers are currently registered guests who wish to extend their stay beyond the time for which they made reservations.

3. *Дайте развернутые ответы на следующие вопросы:*

1. What does a well-organized reservation system allow?
2. What is the franchisee?
3. What is the function of reservation referral system?
4. What are the sources of reservations?
5. What is the purposes of a rooms forecast?
6. What are the reasons of overbooking?
7. Are no-show rates the same for all types of tourists?
8. What is the difference between confirmed and guaranteed reservation?
9. How can travelers become stayovers and understays?
10. How are cancellations handled?

4. *Переведите на русский язык следующие выражения:*

- 1) interhotel property referrals
- 2) referral member
- 3) concept of overbooking
- 4) confirmed reservations
- 5) guaranteed reservations
- 6) Processing Guest Reservations
- 7) creating exciting marketing programs
- 8) targeted daily occupancy rate
- 9) yield percentage
- 10) favorable income statement

5. *Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:*

- 1) хорошо организованная система бронирования
- 2) независимые владельцы отелей
- 3) легкий доступ к банку данных
- 4) превышение наличных поступлений компании над платежами
- 5) реклама по всей стране

- 6) получать значительные преимущества
- 7) корпоративные клиенты
- 8) в течение определенного периода
- 9) перспективные оценки
- 10) менее непостоянная группа

6. Совместите слова из левой колонки с их значениями из правой колонки:

- | | |
|----------------|---|
| 1) franchisee | a) the act of binding oneself by a social, legal, or moral tie |
| 2) investigate | b) a person who is present at a specified event |
| 3) obligation | c) freed from an obligation, a duty, or a liability to which others are subject; excused |
| 4) attendee | d) tending to vary often or widely, as in price |
| 5) exempt | e) One that is granted a franchise, as to market a company's goods or services in a certain local area. |
| 6) volatile | f) to observe or inquire into in detail; examine systematically |

7. Заполните пропуски в предложениях подходящими по смыслу словами в нужной форме.

attendee	volatile	franchisee	an obligation	exempt	to investigate
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1. Timothy Townsend of the University of Florida will help (1) _____ understand the current barriers to asphalt shingle recycling and offer tips on how to overcome them.
2. The police (2) _____ the mystery.
3. When teachers assign homework, students usually feel (3) _____ to do it.
4. There have been riots before and the situation is (4) _____.
5. Children under 16 are (5) _____ from the usual charges for dental treatment.
6. The master (6) _____ hosts meetings and training sessions as new products or technologies come about.

8. Прочитайте и письменно переведите текст на английский язык, используя словарь.

Бронирование

К функциям службы бронирования относятся: прием заявок на бронирование номеров, их обработка, а также составление необхо-

димой документации (графика заезда на каждый день, на неделю, на месяц, на квартал, на год). На базе имеющихся данных служба составляет картотеку гостей, ведет статистический учет и представляет данные отделу маркетинга для дальнейшего анализа.

Прием заявок может осуществляться в устной форме, по телефону, по факсу, по почте, по электронной почте, по электронной системе бронирования.

Каждая заявка должна содержать следующие реквизиты:

- ◇ дата, день и время заезда;
- ◇ дата, день и примерное время отъезда;
- ◇ категория номера (одноместный, двухместный, люкс), количество человек;
- ◇ услуги в номере (наличие ванны, душа, телевизора, холодильника и т.д.);
- ◇ услуги по питанию (только завтрак, полупансион, полный пансион);
- ◇ цена (при указании цены следует точно определить, за что платит клиент: имеется ли в виду цена за номер, за один день пребывания, за каждого проживающего и т.д.);
- ◇ кто будет оплачивать (фамилия);
- ◇ вид оплаты (наличный или безналичный, расчет через фирму, кредитной картой);
- ◇ особые пожелания (заранее забронировать стол в ресторане, трансфер, животное в номере и т.д.).

Обработка заявок. После получения заявки заполняется специальный бланк, затем клиенту направляется подтверждение или отказ. При этом на заявку, полученную в устной форме или по телефону, направляется подтверждение в письменной форме в течение одного дня. На заявку, полученную по телексу или электронной почте, ответ дается в течение нескольких часов соответственно по телексу или электронной почте. На заявку, присланную по почте, ответ дается в письменном виде, и он отсылается по почте в течение одного-двух дней. После подтверждения каждая заявка вносится в электронную систему бронирования. Если в бронировании произошли какие-либо изменения или заявка была аннулирована, то это фиксируется работниками службы, для чего также используются специальные бланки. Для удобства и более четкой работы используются бланки разного цвета (например, заявка на бронирование белого цвета, изменения в бронировании — розового, аннуляция — зеленого) или разного размера.

Вся документация, подготовленная службой бронирования, направляется в службу приема для дальнейшей работы с ней.

9. Практика профессиональных умений. Разыграйте ситуацию между клиентом и турагентом. Клиент хочет написать письмо бронирования в отель в соответствии с формой бронирования, приведенной ниже; турагент в свою очередь должен заполнить приведенный ниже ваучер.

Hotel Reservation Form

To: (hotel) _____ at (email/fax) _____

From: _____ at (email/fax) _____

Today's date: (day/month/year) ____/____/____

Dear Hotel _____,

Please make this reservation for me:

Name: _____

Total number of people: ____ Number of rooms: ____ Number of nights: ____

Arriving: (day/month/year) ____/____/____

My time of arrival (24-hour clock): _____ (I will telephone if I will be late)

Departing: (day/month/year) ____/____/____

Room(s): Single ____ Double ____ Twin ____ Triple ____ Quad ____

With: Toilet ____ Shower ____ Bath ____ Sink only ____

Special needs: View ____ Quiet ____ Cheapest room ____ Ground Floor ____

Please email or fax confirmation of my reservation, along with the type of room reserved and the price. Please also inform me of your cancellation policy. After I hear from you, I will quickly send my credit-card information as a deposit to hold the room. Thank you.

Name: _____

Address: _____

City: _____ State: ____ Zip Code: ____ Country: _____

Email: _____

Tourist Voucher

Hotel: _____

Room: _____

Meals: _____

Check-in: _____

Check-out: _____

MOSCOW

Incoming partner: _____

Телефон гида: + 20 1000 60 702

Additional Services: _____

Tourists:

Names, passport	Mr/Mrs	Birth



987654321098

Hotel Voucher

Hotel:
Room:
Meals:
Check-in:
Check-out:

MOSCOW

Incoming partner:

Телефон гида: + 20 1000 60 702

Tourists:

Names, passport	Mr/Mrs	Birth



987654321098

Additional Services:

Transfer Voucher

Hotel:
Room:
Meals:
Check-in:
Check-out:

MOSCOW

Incoming partner:

Телефон гида: + 20 1000 60 702

Tourists:

Names, passport	Mr/Mrs	Birth



987654321098

Additional Services:

10. Практика устной речи. Изучите два разных вида бронирования и обсудите их преимущества и недостатки.

Individual Reservation	Group Reservation
Reservation Department	Sales Department
Usually one person calls to reserve for himself / herself	Usually one person reserves for the whole members of the group (Group representative, Group leader, Member of the travel agency / Tour operator...)
One Reservation record for each potential guest	One Reservation rerecord for the whole group
One Guest Folio for each potential guest opened as part of the pre-registration process	One Master Folio for the whole group opened as part of the pre-registration process
Higher price assigned for room	Low price assigned for room
Upon matching room inquiry with room availability, reservation agent reserves a room	Upon signature of allotment contract, first block rooms needed. Later, upon receipt of Final List by Cut-off date, deblock the block, reserve for those rooms conveyed in the List and release the remaining for sale
Reservations can be either Guaranteed or Non-guaranteed	Reservations are usually on a Guaranteed basis

UNIT 4

Different Categories of Hotels

No matter how much money a traveler wants to spend or how much space he or she needs, there are different hotel types to fit almost any budget and taste. From luxury hotels to eco-friendly properties, there are certainly a wide variety of ways for a traveler to spend a night away from home.

A *Motel* was originally created for people travelling by car and became popular in the 1950s with the rise of the automobile. Motels were traditionally built near highways for the convenience of motorists. Motels are typically less expensive than other types of hotels and provide few amenities.

A *Bed and Breakfast hotel* is often situated in a home rather than a building specifically designed to be a hotel. In many cases these homes are old and historic. Independently owned and operated, bed and breakfast hotels offer a unique and personal experience, and sometimes the owners live inside the house with guests. Bed and Breakfast generally offer free breakfast in the morning.

Hostels are hotels for low-income travelers. Students and long-term travelers often stay in hostels, where beds are shared and prices are cheap. Hostels can have as little as two people to a room and as many as six or eight. Often, hostels have game rooms or kitchens where guests congregate. Bathrooms are usually shared between many guest rooms, meaning some hostels have twenty people competing for a bathroom.

A *Resort hotel* is a destination accommodation where the hotel provides vacation-style services to guests. In many cases, these types of hotels are located near vacation attractions such as beaches or theme parks. Popular amenities may include: spas, pools, beach or mountain locations, on-site kids' activities, restaurants, pool bars and babysitting services. Resort hotels are typically luxury facilities and cater to all types of guests from families to couples.

Airport hotels are designed to have clean rooms and are booked because of their close proximity to the airport. Often, they offer shuttles to and from the airport. Many airport hotels offer business amenities and

restaurants for guests. Airport hotels may have a high turnover of guests staying for short durations of time, and are often located in cities.

Casino hotels are unique because they provide preferential service to gamblers. Guests who spend enough time or money at the casinos can receive complimentary rooms and dining. Casino hotels are often luxurious and offer full service restaurants, indoor shopping, pools and fitness facilities. These hotels offer plenty of night life including shows, dance clubs and comedians. Sometimes they are located in resort areas. Star ratings vary based on amenities, location and room quality.

Conference centers and commercial hotels are designed for business clientele. Conference centers feature multipurpose rooms that can accommodate seminars and business programs. They have banquet facilities that can serve and accommodate large parties, and also offer equipment and acoustics suitable for speakers and visual presentations. Some conference centers and commercial hotels are located in resort areas, but they still focus on the business needs of clients and companies.

Suite hotels appeal to business people that prefer a separate work space or families that want one room, yet also want some room separation from children. They often feature multiple rooms, and may have a pull-out bed in addition to the main sleeping area. Suite hotels have a broad range of amenities, and can be classified as high as a luxury hotel, or as a basic economy hotel, depending on the location and the services offered.

Beginning in the early 1980s, *Boutique hotels* have been springing up. These smaller hotels aim to give the guest a unique experience while providing above-average guest services. Boutique hotels tend to gravitate away from the traditional chain hotel model. Even though some boutique hotels are owned by larger companies, each property is unique. The architecture and design of these hotels strive to be interesting, different and fresh. The service tends to be more personal because boutique hotels are typically smaller than traditional hotels. These hotels are marketed towards middle to upper income adults.

Normally the hotels are segregated into five different ratings. There is no real international hotel rating system. Rating of hotels in different countries typically come from the government, independent rating agencies (the Automobile Association, Royal Automobile Club, English Tourist Board in Britain; the American Automobile Association in the United States) or sometimes hotel operators themselves. Therefore, each country uses its own criteria to rate hotels, but most establishments are rated based on the availability of certain amenities and accommodation. The higher the star-rating, the better the quality of hotel.

One- and Two-Star Ratings. One stars are budget tourist hotels. Only the basic necessity-services are provided. Two stars are a little better, and provide a wider range of items. Rooms always have a private bathroom, television and telephone. There may or may not be room service, but they normally have a small restaurant.

Three- and Four-Star Ratings. A three-star hotel is a noticeable step up from a two star, with the furnishings showing some quality and style. Amenities such as room service, a restaurant open for all three meals, pool and basic fitness room are usually available. The rooms always have access to cable or satellite television. The four-star hotel takes a further step up in terms of decor and enters the realm of top-quality professional service from the staff. A higher-end restaurant and bar will be a part of the hotel, and valet parking service will be offered. Many will also have at least some or all of the following: fitness center, spa, pool, lounge and concierge. Four-star hotel rooms often come with a safe.

Five-Star Rating. Five-star hotels are the top of the rating system as it is usually recognized. The decor and landscaping are always superb. Eateries will include at least one restaurant, cafe and bar/lounge and usually more than one of each. The availability of 24-hour room service is standard. A spa may accompany the pool and fitness room. Guest services will include amenities such as treatments and massages at the spa, laundry and tailoring, valet parking service and a concierge. The rooms will be furnished with touches such as stocked bar and refrigerator, DVD player and Jacuzzi function in the bath tub.

Five-Plus Ratings. Hotels rating themselves as six and even seven star hotels can be found, but these designations are almost always made by the hotel itself and are rarely recognized by any outside authority. Examples include the Burj Al Arab in Dubai, the Oriental Bangkok, and the Town House Galleria in Italy. It should be noted that Italian law does not recognize either a six- or seven-star rating, making the Town House Galleria a perfect example of an unofficial rating bestowed by the hotel itself. These facilities should be thought of as hotels that deserve a five-plus rating, as they do generally exceed the five star standards in some or most departments.

The rating system is generally reliable; however, how and by whom the rating standard is applied varies widely as there is no international standard.

In addition to the traditional system of “Stars” classification of hotels today there are more than thirty other rating systems. All attempts at unifying the classification system have failed.

Today, the hotels often use literal and symbolic denotation to determine their status. Thus, the system of “Letters” is used in Greece.

There are two types of rating systems in Great Britain: the “Star” system and the “Diamond” system. In Sweden today as a symbol of class “Key” is used instead of “Star”, and the hotels on the coast of Goa receive “Points”.

Vocabulary list

amenity удобство жилища
properties имущество, собственность
to congregate собираться, скопляться, сходиться
proximity близость, тесное соседство
turnover оборот, оборачиваемость
gambler азартный игрок; игрок (в карты, на тотализаторе)
comedian комик, артист разговорного жанра
to spring (up) возникать, создаваться
above-average выше среднего
to gravitate away удаляться от
establishment учреждение, предприятие
access доступ, подход
virtue достоинство
nonexistent несуществующий
realm сфера, область
superb роскошный, великолепный
tailoring ателье
valet parking пункт парковки с доставкой машины
designation назначение, обозначение
reliable надежный, испытанный, заслуживающий доверия
mandate приказ, распоряжение; принятый на уровне закона
dubious вызывающий сомнения; неоднозначный

1. *Прочитайте и переведите текст.*
2. *Определите в каждой из четырех групп предложение, соответствующее содержанию текста.*
 1. a. Motels are traditionally built in the city centre.
b. Motels are typically cheaper than other types of hotels.
c. Motels became popular in the 19th century.
 2. a. Conference centers and commercial hotels are traditionally located in resort areas.
b. Conference centers focus on the leisure needs of clients.
c. Conference centers provide state-of-the-art meeting facilities.
 3. a. Boutique hotels are designed for business clients.
b. Boutique hotels are not as large as traditional hotels.
c. Boutique hotels are marketed toward low-income travelers.

4. a. It's impossible to find hotels billing themselves as six star hotels.
- b. Today there are only three types of rating systems.
- c. In Russia today as a symbol of class "Key" is used instead of "Star".

3. *Дайте развернутые ответы на следующие вопросы:*

1. What hotel types is the hotel industry represented by?
2. How did motels appear?
3. What services do Bed and Breakfast hotels offer their guests?
4. What kind of people prefer to stay in Hostels?
5. What accommodation services do Casino hotels provide?
6. What are Conference centers and commercial hotels for?
7. What is the main aim of Boutique hotels?
8. How are hotels usually categorized?
9. There are different criteria to rate hotels, aren't there?
10. How are services in budget hotels different from those in luxury hotels?
11. What other systems of hotel rating do you know?

4. *Переведите на русский язык следующие выражения:*

- 1) fit almost any budget and taste
- 2) provide few amenities
- 3) offer a unique and personal experience
- 4) vacation-style services
- 5) cater to all types of guests
- 6) have a high turnover of guests
- 7) feature multipurpose rooms
- 8) broad range of
- 9) include access to
- 10) the availability of 24-hour room service
- 11) literal and symbolic denotation

5. *Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:*

- 1) различные виды отелей
- 2) комнаты для совместного (общего) проживания
- 3) популярное обустройство территории
- 4) близкое расположение от аэропорта
- 5) высокий объем оборота гостей
- 6) короткий промежуток времени

- 7) разнообразная ночная жизнь
- 8) проводить и обслуживать масштабные мероприятия
- 9) выгодно отличаться от
- 10) оформление и ландшафтная планировка
- 11) быть признанным органами власти

6. Совместите слова из левой колонки с их значениями из правой колонки.

1) eco-friendly	a) to have or use something at the same time as someone else
2) expensive	b) something that makes it comfortable or enjoyable to live
3) complimentary	c) designed to cause as little harm as possible to the environment
4) amenity	d) knowledge and skill that is gained through time spent doing a job
5) share	e) something that costs a lot of money
6) experience	f) something given to you for free by a person or organization

7. Заполните пропуски в предложениях подходящими по смыслу словами и словосочетаниями.

eco-friendly hotels	expensive sharing a room	complimentary experiences	amenities
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1. Most of the world's most (1) _____ are not open to the general public, but cater to celebrities and high level business executives.
2. (2) _____ can be great for making friends but adds some worry about keeping your belongings secure.
3. Many hotels have become (3) _____ in which they provide non-toxic bedding, use renewable energy, use non-toxic cleaning products, and contain recycling facilities.
4. Make a reservation via our web site for 7 nights and get (4) _____ transportation from the hotel to the airport or railway station!
5. A trip to India can be filled with lots of fun, (5) _____ and enjoyment.
6. The (6) _____ provided in each hotel vary.

8. Заполните пропуски в следующих предложениях, используя текст.

1. From _____ hotels to eco-friendly properties, there are certainly a wide variety of _____ for a traveler to _____ a night away from home.
2. Motels were traditionally built near _____ for the convenience of motorists.
3. Bathrooms in hostels are usually _____ between many guest rooms.
4. Many airport _____ offer business amenities and restaurants for _____.
5. The _____ the star rating, the _____ the quality of hotel.
6. The rooms always have _____ to cable or satellite television.
7. In addition to the traditional system of _____ classification of hotels today there are more than _____ other rating systems.

9. Составьте предложения из данных слов.

1. The rooms television satellite access have always to cable or.
2. Resort families hotels are typically facilities and to cater all types of luxury from to couples quests.
3. Each uses its criteria to own rate hotels country.
4. Amenities as room service a restaurant open such for all three pool meals and basic fitness room available are usually.
5. All at unifying the attempts system classification failed have.
6. Today symbolic often the hotels use literal denotation and.
7. There in Great systems are two types of Britain rating.

10. Установите соответствие между типами отелей и текстами.

- A. Business Hotels
- B. Condominium Hotels
- C. Conference Centers
- D. Airport Hotels
- E. Apartment Hotels

- F. Bed and Breakfast Hotels
- G. Casino Hotels
- H. Convention Centers
- I. Suite Hotels
- J. Resort Hotels

1. Hotels in this category are larger in size compared to conference centers and likely to have more than 1500 rooms . These hotels are huge and have sufficient number of guest rooms to house all the attendees of most meetings, even the size of the meeting rooms, ball rooms, exhibit rooms are quite huge.
2. These hotels are the largest group of hotel types and usually located in downtown or business districts . Although these hotels primarily serves business travelers, many tour groups, individual tourists and small

conference groups find these hotels attractive. Guest amenities at such hotels may include complimentary newspapers, morning coffee, free local telephone calls, access to business centre, personal computer, Wi-Fi and fax machines, etc.

3. These type hotels typically target business clientele, airline passengers with overnight travel layovers or cancelled flights and airline personnel. Some hotels might give free transport between hotel and airport. Some hotels also provide meeting facilities to attract guests who travel to a meeting by air and wish to minimize ground travel. Another attraction of these hotels is instead of charging the guest on a daily basis guest can also pay for their room on a hourly basis.
4. Hotels with gambling facilities. Although the food and beverage operations here is luxurious their functions is secondary. These hotels attract guest by promoting the gambling and other entertainments.
5. In this classification hotels provide long-term or permanent accommodation for guest. Usually guest makes an agreement with the hotel for minimum of one month up to a year. These lease agreements are renewed on a yearly basis. Guest rooms generally include living room, bedroom, kitchen , private balcony, washing machines, kitchen utensils etc. The hotels also provide housekeeping, laundry, telephone and in some hotels a restaurant and lounge are presented on the premises.
6. These hotels are usually located in the mountains, on an island , or in some other exotic locations away from city's . The hotels have recreational facilities, scenery, golf, tennis, sailing, skiing and swimming. They provide enjoyable and memorable guest experiences that encourage guest to repeat to the resort.
7. These are houses with rooms converted into overnight facilities, this can size up to 20 to 30 guest rooms. They are also known as 'Home Stay's'. The owner of the hotel usually stay on the premises and is responsible for serving breakfast to guest. Due to the limited services offered at these hotels the price for room is very less than any full service hotel.
8. Hotels are similar to timeshare ones but the difference between the two lies in the type of ownership. Units in these hotels only have one owner instead of multiple owners, each for a limited amount of time each year. In such hotel, an owner informs the management company if when he/ she wants to occupy the unit.
9. These type of hotels focus on meeting and overnight accommodation for meeting attendees. They also provide High quality audiovisual equipments, business services, flexible seating arrangements, flipchart

etc. These hotels mostly located outside the metropolitan areas and have facilities like golf, swimming pools, tennis courts, fitness centers, spas etc.

10. These kind of hotels are the latest trend and the fastest growing segments in the hotel industry. Main attraction of these hotels is guest-rooms with a living room and a separate bedroom. In exchange for more complete living room these hotels generally have fewer and more limited public areas and guest services than other hotels. Professionals such as accountants, lawyers, business men and executives find such hotels particularly attractive as they can work and also entertain in an area besides the bedroom.

11. Закончите предложения по смыслу.

- a) to provide guests with
- b) transport links with railway stations, airports
- c) available for commercial use
- d) games and recreational facilities
- e) approximately the same
- f) business equipment and rooms
- g) stay over at the airport hotel
- h) developed and operated as luxury hotels

- 1. In addition to providing (1) _____ for large meetings conference hotels feature on-site banquet services for those meetings.
- 2. Resort hotels are designed (2) _____ all-inclusive vacation accommodations.
- 3. In addition to casino (3) _____, many casino hotels have a space for conference and convention facilities.
- 4. Typically, bed and breakfasts are private homes with fewer than 10 bedrooms (4) _____.
- 5. Passengers of late flights may (5) _____ while others are waiting for the departure.
- 6. Business hotel must have established (6) _____, exhibitions and business areas of the city.
- 7. Living in the apartment hotel is (7) _____ as living in the flat.
- 8. Condo hotels are typically high-rise buildings (8) _____, usually in major cities and resorts.

- 12.** Прочитайте и письменно переведите текст на английский язык, используя словарь.

Бизнес-отель Гелиопарк Эмпайр в Москве

Бизнес-отель Гелиопарк Эмпайр соответствует международному уровню 3★ и идеально подходит для остановки во время деловой поездки. Отель представляет собой комфортабельную и изысканную гостиницу, где каждый деловой гость или турист оценит высокое качество сервиса.

Отель Гелиопарк Эмпайр — это не только комфортабельные номера различных категорий, но и широкий спектр услуг. Отель предоставляет возможность проведения важных встреч, конференций в специальных комнатах для переговоров. Конференц-зал оборудован новейшей аудио- и видеоаппаратурой, DVD-проекторами, мультимедийными проекторами, плазменными панелями, беспроводным доступом к сети Интернет и современной системой кондиционирования. Имеются принтеры, ксероксы, факсы и другое необходимое оснащение для плодотворной работы.

Радушный и внимательный персонал, современное оборудование и строгий интерьер станут ключом к успеху в достижении договоренностей с вашими партнерами.

Отель расположен в деловом и культурном центре Москвы. Близость отеля к культурным достопримечательностям столицы и главным торговым улицам предоставляет гостям уникальную возможность совместить увлекательную прогулку с шопингом в самом центре города. Отель готов предложить вам лучшие экскурсионные программы, посещение музеев и картинных галерей.

- 13.** Прочитайте текст и подготовьте пересказ на английском языке.

Аэровокзальные гостиницы

Многие аэровокзальные гостиницы всегда востребованы, поскольку через крупные аэропорты проходит большой поток пассажиров — командированных и отдыхающих, как одиночных, так и в составе групп. Одни останавливаются там, потому что делают пересадку, другие — потому что прибыли поздним или очень ранним рейсом.

Аэровокзальные гостиницы, обычно имеющие 200–600 номеров, относятся к полносервисным. Постоянно имея дело с гостями, многие из которых с трудом подстраиваются под иной времен-

ной пояс, они вынуждены продлевать время работы ресторана и обслуживания в номерах, зачастую работая круглосуточно.

Руководству гостиниц следует постоянно думать о путях повышения своей конкурентоспособности. Так, аэровокзальный отель «Атланта Шереметьево» объявил о создании номеров нового типа. В новых номерах-купе могут разместиться 4 человека. Номера небольшие, но весьма комфортные. Самое главное их достоинство — невысокая стоимость.

Традиционно для того, чтобы разместить четверых человек в гостинице, нужно использовать два стандартных номера или же номер класса «люкс». В номере-купе есть все удобства, предусмотренные в стандартном номере. Революционность идеи заключается в том, что номер стилизован под купе: над кроватями находятся дополнительные спальные полки. Таким образом, в номере-купе можно с удобством разместить четверых человек.

Ожидается, что номера-купе будут особенно популярны у детей, которые любят спать «на высоте». В номерах есть ванная комната, кондиционер и плазменный телевизор. Стоимость проживания семейства в номере-купе составляет 2300 руб. Кроме того, в отеле «Атланта Шереметьево» действует гибкая политика тарифов, предусматривающая возможность проживания на протяжении 6, 12 и 24 часов.

- 14.** *Практика устной речи. Составьте и разыграйте диалог между представителем турагентства и клиентами, которые хотят приобрести тур по Европе с детьми в возрасте 7 и 17 лет. Задача турагента — предложить клиенту на выбор разные типы отелей для размещения по разумной цене.*

UNIT 5

Different Categories of Rooms

There is no any unified classification system of hotel rooms so far today. Very often the same category of rooms in different hotels may imply different living conditions. It depends on the structure of the hotel itself, its location, target market and level of service provided. The classification of the rooms in the hotel is often used not so much for the size, luxury and amenities, as for the number of occupants. The world classification distinguishes more than 30 different types of rooms. Of course, today almost any modern hotel has at its disposal standard rooms and suites.

Standard rooms also referred to as single rooms or single-occupancy rooms, are the basic type of rooms in the hotel business. They are perfect for those guests who appreciate the best compromise between price and quality. Standard rooms are ideal for individual stays or short, overnight breaks. The rooms are fitted with standard amenities: a wardrobe, a desk, a TV, a telephone, a fridge, and a hairdryer, a set of tableware, a separate bathroom and the standard set of toiletries. Depending on the host country and the status of the hotel a standard room can have additional functions and features. Standard rooms in 3-star hotels, for instance, are typically decorated with made-to-order furniture. Five-star standard rooms are equipped with luxury furniture, functional amenities and works of art—sculptures or paintings. Standard rooms vary in size, depending on the rating of the hotel. Standard rooms in 2-star hotels, for instance, are between 9 to 10 square metres, while those in 5-star hotels are required to be at least 16 square metres. In the hotels of Europe and the United States a standard room in a hotel has a double bed.

Deluxe rooms are typically among the most expensive in a hotel. This category of rooms also includes suites, apartments and studios. Deluxe rooms are larger than standard rooms in size. Recommendations of the World Tourism Organization are to adhere to minimal area of about 35 square metres. Deluxe rooms consist of several rooms. Typically, these are a bedroom and a living room. They are fitted with basic and bonus

amenities, including free access to a fitness center or pool, massage sessions, tours, alcoholic drinks and desserts.

Suites are small apartments that accommodate families or large parties. There are several types of suites, including super suites, standard suites and junior suites. Super suites are also called luxurious suites, president suites and executive suites. They are typically the most exclusive rooms in a hotel. Standard suites are small sized apartments that range in size between 28 and 40 square metres. They are equipped with standard amenities, including high-speed Internet, television and telephone, 24-hour room service, in-room safe. Standard suites are ideal for business travelers. Junior suites are large rooms that slightly exceed standard rooms in size. They are a step above single rooms in size and offered amenities but are not as large as standard or luxurious suites. Junior suites are priced according to their size, amenities and opulence. They typically range between 20 and 25 square metres in size. Junior suites are fully-equipped and include a kitchenette and Internet access, besides standard amenities. They are perfect for honeymoon couples, holiday-makers and business people.

Travelers find a wide selection of bunks in hotels, and some hotels attempt to describe a room's sleeping accommodations in the room's classification. Rooms with a king-sized bed may feature a "K" in the classification name, while a "Q" denotes a queen bed and a "D" signifies a double bed. Some hotels may also include the number of beds in the classification, offering rooms with two double beds (2D) or two queen beds (2Q).

In addition to describing the arrangement of beds and furniture, a hotel room classification may denote the view. Hotels often market rooms designated with an ocean view (OV), sea view (SV), mountain view (MV) or city view (CV). Depending on location, the hotel may also offer additional designations that include garden view (GV), pool view (PV), beach front (BF), park view (PV) or inside view (IV).

Vocabulary list

to imply предполагать, подразумевать, заключать в себе, значить

to distinguish различить; рассмотреть

disposal распоряжение (вещью)

standard room стандартный номер

single-occupancy одноместный номер

to appreciate ценить, высоко ставить

host country принимающая сторона

double bed двуспальная кровать

deluxe room люкс; улучшенный номер, повышенной комфортности

apartments номера, приближенные к виду современных квартир, имеющие места для приготовления еды; двух- и более комнатная квартира

studio жилье, состоящее из одной комнаты и кухни, не имеющее перегородок

to adhere (to) твердо держаться, придерживаться чего-л.

to be fitted (with) быть оснащенным чем-л.

massage session сеанс массажа

super suite номер люкс, больший по площади и с улучшенным видом из окна

standard suite люкс; комната большего размера, чем стандартная

junior suite полулюкс, в классическом виде большой номер из зоны гостиной и спальни (без двери)

luxurious suite роскошный номер

president suite президентский сьют

executive suite представительский номер

slightly мало, незначительно, несущественно, немного, слегка; еле-еле

to exceed превышать

kitchenette кухонька; небольшая кухня (совмещенная с комнатой)

bunk спальное место

to denote обозначать

to signify иметь значение

arrangement 1) размещение, расположение, приведение в порядок, классификация, систематизация 2) компоновка; монтаж

to designate (with) обозначать; присваивать обозначения

1. *Прочитайте и переведите текст.*

2. *Определите в каждой из четырех групп предложение, соответствующее содержанию текста.*

1. a. The same category of rooms in different hotels depends on the national policy.

b. The same category of rooms in different hotels depends on the type of the hotel.

c. The same category of rooms in different hotels depends on the designer.

2. a. A standard room is traditionally fitted with a private bathroom.

b. A standard room is traditionally fitted with a private pool.

c. A standard room is traditionally fitted with a private Jacuzzi.

3. a. Junior suites are perfect for families with kids.

b. Junior suites are perfect for homeless.

c. Junior suites are perfect for newlyweds.

4. a. The World Tourism Organization advises to adhere to minimal area of deluxe room about 45 square metres.

b. The World Tourism Organization advises to adhere to minimal area of deluxe room about 35 square metres.

c. The World Tourism Organization advises to adhere to minimal area of deluxe room about 25 square metres.

3. Дайте развернутые ответы на следующие вопросы:

1. Is there an adopted international classification system of hotel rooms?
2. Does the hotel room classification depend on the structure of the hotel itself?
3. What type of rooms are considered the general standard?
4. What kind of guests prefer to stay in standard rooms?
5. Standard rooms are fitted with basic amenities, aren't they?
6. Are standard rooms in 3-star and 5-star hotels the same?
7. What type of rooms do deluxe rooms include?
8. What is the adopted minimal area of deluxe rooms?
9. What bonuses are usually included in the price of deluxe rooms?
10. Are there several types of suites? What are they?
11. What does the price of the suite depend on?
12. Does the hotel room view influence the price?

4. Переведите на русский язык следующие выражения:

- 1) so far today
- 2) number of occupants
- 3) distinguishes more than
- 4) basic type of rooms
- 5) rooms are fitted with
- 6) standard set of toiletries
- 7) sculptures or paintings
- 8) depending on the rating of the hotel
- 9) at least
- 10) consist of several rooms
- 11) are a step above

5. Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:

- 1) единая система
- 2) условия проживания
- 3) подходить для проживания одного человека
- 4) индивидуальная ванная комната
- 5) дополнительные функции и характеристики
- 6) быть обставленным мебелью, изготовленной на заказ
- 7) произведения искусства
- 8) Всемирная туристская организация
- 9) круглосуточное обслуживание
- 10) быть полностью оборудованным
- 11) молодожены

6. Совместите слова из левой колонки с их значениями из правой колонки.

1) location	a) using the most recent methods, ideas, designs, or equipment
2) view	b) very expensive and of the highest quality
3) modern	c) forming the main or most important part of something
4) break	d) the place or position where someone or something is or where something happens
5) luxury	e) stop for a short time
6) expensive	f) the area or place that can be seen
7) basic	g) things of same type
8) range	h) something that costs a lot of money

7. Заполните пропуски в предложениях подходящими по смыслу словами.

location	view	modern	basic	luxury	expensively
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1. There are other restaurants where you can eat less (1) _____.
2. We should replace the equipment with something more (2) _____.
3. The company is moving to a new (3) _____.
4. Each apartment is furnished and decorated to the same (4) _____ specifications.
5. Honesty and trust are (5) _____ to a good relationship.
6. The (6) _____ from the top of the tower was spectacular.

8. Заполните пропуски в предложениях, используя текст.

1. Very often the _____ in different hotels may imply different living conditions.
2. The world classification distinguishes more than 30 _____.
3. Standard rooms are perfect for those guests who appreciate the best compromise between _____ and _____.
4. _____ rooms are larger than standard rooms in size.
5. Junior suits are perfect for _____, holiday-makers and business people.
6. Rooms with a _____ bed may feature a "K" in the classification name.
7. A hotel room classification may denote the _____.

9. Составьте предложения из данных слов.

1. The category depends on of hotel and the size luxury.
2. Single basic rooms are types of.
3. Standard offered are in single amenities rooms.
4. Deluxe several rooms rooms consist of.
5. Junior perfect sites are holiday-makers for.
6. Abbreviation sea means view SV.
7. The best type is the or of suite executive presidential suite.

10. Письменно переведите предложения на английский язык, используя словарь.

1. Гостиничные номера — это многофункциональные помещения, предназначенные для отдыха, сна и работы проживающих гостей.
2. Классификация номеров в современных отелях дает возможность туристу получить именно то, что он хочет.
3. Существуют базовые системы классификации, которых придерживаются не один десяток лет в ряде стран Западной Европы, США, Австралии и др.
4. В Китае в качестве стандартного набора для ванной постояльцу предлагают расческу, зубную щетку и пасту.
5. Тип номера в отеле может зависеть от вида из окна, размера и числа комнат, качества мебелировки, наличия оргтехники.
6. Номера люкс предлагают гостям роскошную отделку и обстановку.
7. Одноместный номер считается более дорогим, чем двух- или трехместный.
8. В зависимости от страны, в которой вы отдыхаете, вам могут предложить номер с видом на окрестности. Такой номер по стоимости чаще всего сравним с видом на сад.

11. Прочитайте текст. Преобразуйте слова в конце строк, напечатанные заглавными буквами, так, чтобы они грамматически и лексически соответствовали содержанию текста. Письменно переведите текст на русский язык.

Themed Rooms at the Alton Towers

Alton Towers (1) _____ a theme park, water park, BE
and hotel complex in the county of Staffordshire,
United Kingdom. The Alton Towers Hotel

(2) _____ in 10 April 1996 and is themed to the eccentric (3) _____ character Sir Algenon Alton and his travels. The rooms (4) _____ in a classical English style with pictures of Sir Algenon's inventions. The hotel (5) _____ an (6) _____ range of rooms and suites. These include the Explorer Room, the Peter Rabbit Bedroom, the Garden Room, the Cadbury's Chocolate Bedroom, the Coca-Cola Fizzy Factory Room, and the (7) _____ Nights Suite. All the bedrooms and suits contain a (8) _____ bed and bunk beds or two single beds. The (9) _____ are also fitted with a 26" flat screen LCD TV, satellite TV, tea- and coffee- making facilities and an en-suite bathroom with bath and shower, and a baby- (10) _____ facility. The Alton Towers Hotel is the ideal place for a fun family-oriented holiday.

OPEN
FICTION
DECORATE

OFFER
AMAZE

ARAB
TWO
ROOM

LISTEN

12. Прочитайте отрывок диалога между менеджером гостиницы и новым сотрудником и заполните пропуски частями предложений. Письменно переведите текст на русский язык.

- a) have one bed for one person
- b) an en-suite bathroom
- c) types of rooms
- d) double rooms
- e) to pay for them
- f) air conditioning

New Employee. What (1) _____ are there in the hotel?

Manager. The rooms are different types and have different numbers of beds in them. For example, we have (2) _____, which have a big bed for two people to sleep in. There are also single rooms, which only (3) _____ to sleep in. And there are also twin rooms, which have two beds for one person to sleep in each. We also have a special room for very rich people which is big and is like a small apartment or flat with its own lounge and bar. It is called a suite. Some of the rooms have a balcony, where the room has a part which is outside in front of the windows. So the guests can relax and enjoy the sun and the views.

New Employee. What facilities do the rooms in the hotel have?

Manager. Each of the rooms has (4) _____. There is a shower and toilet inside all of the rooms. In the en-suite bathrooms there are towels, so the guests can dry themselves after having a shower. The rooms also have (5) _____, so in summer when it's hot, the guests can decrease the temperature in the room. There is also a mini-bar in each room, where there are small bottles of alcohol, water and snacks like nuts and crisps for the guests to eat or drink. But they have (6) _____ when they check out and leave.

- 13.** *Практика устной речи. Разыграйте ситуацию: один из вас является главным администратором отеля, а другой – всемирной знаменитостью. Пусть первый предложит второму самый роскошный номер для проживания.*

UNIT 6

Rooms Department

The hotel is divided along functional lines into five administrative departments: rooms, accounting, sales and marketing, food and beverage, and personnel. The five department heads report directly to the general manager (GM).

The rooms department performs the lodging function of the hotel. Reservations must be accepted, guests must be hospitably received and assigned clean rooms, the status of available and occupied rooms must be kept current, security must be maintained, public spaces such as lobbies must be kept clean, guests must receive mail and phone messages promptly, and guest questions must be answered. These are some of the important functions of the rooms department. The rooms department is divided into a number of subunits, each of which performs rather specialized tasks. In many instances, these subunits are also referred to as departments. For example, the laundry department, which in a 500-room hotel is quite large, is responsible for cleaning and pressing all the hotel's linens and employee uniforms as well as guest laundry. Its function is extremely specialized. Little of the knowledge and skills required to manage a laundry operation are transferable to other areas of hotel operations.

The front office is where guests are greeted when they arrive at the hotel, where they're registered, and where they're assigned to a room. Telephone operators and other guest communications functions usually fall under the front office department. The hotel's bell staff is also a part of this department. Reservation takes and tracks hotel's future bookings. The housekeeping department is responsible for cleaning guest rooms and public spaces. Security is responsible for guest safety. Finally, the engineering department is responsible for the operation and maintenance of the hotel's entire physical plant, including electrical, heating, mechanical, air conditioning and ventilation, plumbing, and structure. It also performs minor repairs and renovations.

A great deal of interdependence exists between the subunits of the rooms department, thus calling for close coordination of activities.

Linkages exist between the front office and the reservations department. Reservations must inform the front office of the number of presold rooms each day to ensure that a current inventory of rentable rooms is always available. The front office must let reservations know whenever walk-in guests (those without reservations) are registered. Linkages also exist between the front office and housekeeping. Information regarding room status must flow both ways. When a guest checks out, the front office must inform housekeeping so the room may be cleaned. Once it is cleaned, housekeeping must inform the front office so the room may be sold.

These are both examples of reciprocal interdependence in which individual units provide each other with inputs. Other linkages within the rooms department are illustrative of sequential interdependence, which occurs when the output of one unit becomes the input of another. An example is housekeeping's inability to properly provision a guest room if the laundry does not supply enough clean towels or bed sheets. A less obvious example deals with the output of information from one department to another. For example, engineering cannot replace a defective light switch in a guest room if housekeeping does not report the problem. These examples illustrate the reciprocal and sequential interdependence that exists between subunits of the rooms department. Effective management under these conditions calls for standardized plans, procedures, schedules, and deadlines.

Coordination between units also requires frequent direct communications between executives.

Vocabulary list

to divide делить, подразделять

accounting бухгалтерия

food and beverage общественное питание

to report to отвечать перед кем-л., подчиняться кому-л.

general manager директор-распорядитель, генеральный директор

lodging жилье, временное жилище; снимаемая или сдаваемая комната

to accept принимать

to receive получать

to assign назначать, определять

available доступный, имеющийся в наличии

occupied занятый, оккупированный

to keep current актуализировать

to maintain поддерживать, сохранять, сохранить, содержать

promptly быстро, точно, сразу

instance случай, пример, образец

linen постельное белье

entire весь; целый, полный

physical plant материальная часть

minor repairs мелкий ремонт

linkage сцепление, соединение, связь

reciprocal противоположность, обратная величина, взаимный, обоюдный, двусторонний

input вход; вклад, вложение, инвестиция, взнос; фактор производства

sequential последовательный

1. *Прочитайте и переведите текст.*

2. *Определите в каждой из четырех групп предложение, соответствующее содержанию текста.*

1. *a. The hotel is divided along staff lines into five administrative departments.*

b. The hotel is divided along functional lines into five administrative departments.

c. The hotel is divided along functional lines into four administrative departments.

2. *a. The rooms department performs the catering function of the hotel.*

b. The rooms department performs the accounting function of the hotel.

c. The rooms department performs the lodging function of the hotel.

3. *a. The rooms department is divided into a number of subunits, each of which performs rather specialized tasks.*

b. The rooms department is divided into a number of subunits, each of which performs rather simple tasks.

c. The rooms department is divided into a number of subunits, each of which performs rather available tasks.

4. *a. The front office is where guests are assigned to a room.*

b. The front office is responsible for cleaning guest rooms and public spaces.

c. The front office performs minor repairs and renovations.

3. *Дайте развернутые ответы на следующие вопросы.*

1. *What administrative departments is the hotel divided into?*

2. *What is the function of the rooms department?*

3. *Where is the front office?*

4. *What department is responsible for the hotel's entire physical plant?*

5. *Give some examples of reciprocal interdependence within the rooms department in which individual units provide each other with inputs.*

4. Переведите на русский язык следующие выражения:

- 1) guests must be hospitably received
- 2) security must be maintained
- 3) in many instances
- 4) extremely specialized
- 5) manage a laundry operation
- 6) fall under the front office department
- 7) the hotel's bell staff
- 8) entire physical plant
- 9) presold rooms
- 10) reciprocal interdependence
- 11) linkages within the rooms department

5. Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:

- 1) административные отделы (службы)
- 2) генеральный директор
- 3) выполнять функции расселения гостей
- 4) содержать в чистоте места общего пользования
- 5) гостей нужно поселить в чистые комнаты
- 6) отдел делится на подразделения
- 7) быть ответственным за стирку и глажку белья
- 8) безопасность гостей
- 9) большая доля взаимозависимости
- 10) существует связь между разными отделами (службами)

6. Совместите слова из левой колонки с их значениями из правой колонки.

- | | |
|--------------------|--|
| 1) lodging | a) to be responsible to and under the authority of |
| 2) report to | b) the system or occupation of setting up, maintaining, and auditing the books of a firm and of analyzing its financial status and operating results |
| 3) general manager | c) to keep in proper or good condition |
| 4) accounting | d) furnished rooms in another's house rented for accommodation |
| 5) linen | e) the highest ranking manager |
| 6) maintain | f) articles or garments made from linen or a similar cloth, such as cotton; bed sheets and tablecloths |

7. Заполните пропуски в предложениях подходящими по смыслу словами в нужной форме.

general manager	linen	report to	maintain	lodgings	accounting
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1. The plant manager (1) _____ the production controller.
 2. We found (2) _____ on the tour rather primitive.
 3. Vail, took his seat as (3) _____ in a tiny office in Reade Street, New York, and the building of the business began.
 4. I lived to watch on a strange shore a black and youthful Nausicaa, with a joyous train of attendant maidens, carrying baskets of (4) _____ to a clear stream overhung by the heads of slender palm-trees.
 5. The house costs a fortune (5) _____.
 6. Because of the wide range of activities and the large amounts of revenues full-service hotels have (6) _____ departments in the hotel to take care of all the accounting responsibilities.
- 8. Прочитайте и письменно переведите текст на английский язык, используя словарь.**

Гостиничное хозяйство включает в себя множество служб. У входа приезжих встречают швейцары. Работники служб приема и обслуживания размещают гостей в номерах и общаются с ними. По окончании оформления коридорный или посыльный провожает посетителя до предоставленного ему номера, помогает поднести багаж. Служба горничных отвечает за уборку номеров, холлов, коридоров и других внутренних помещений, в которых осуществляется прием и обслуживание клиентов. Круглосуточно трудятся повара, официанты, метрдотели, их работу обеспечивают хозяйственные службы. Задача руководителей каждой службы контролировать весь процесс работы персонала и умело разрешать конфликты, от которых может пострадать престиж гостиницы. Все вместе они создают атмосферу гостеприимства.

UNIT 7

Food and Beverage

The primary function of the **food and beverage department** is, of course, to provide food and drink to the hotel's guests. In earlier times, when an inn had only one dining room, this was a much simpler task. Today, however, providing food and drink is much more complicated. The 500-room hotel in this discussion might well have a coffee shop, a gourmet restaurant, a poolside snack bar, two banquet halls, room service, and ten separate function rooms where food and beverage may be served. It might also have a piano bar and lounge, a lobby bar, and a nightclub. This adds up to 19 food and beverage outlets, excluding room service! On a busy day (or night), it's likely that each of these outlets will be used. Often, more than one event takes place in an outlet during a 24-hour period.

There is great diversity in the activities performed by a food and beverage department and considerable variety in the skills required, so the department comprised a number of functional subunits where tasks are specialized. To begin with, there is the food production, or kitchen, department. In a 500-room hotel, this unit is headed by the executive chef, a person of great stature and authority in a first-class hotel. Under the executive chef are a variety of culinary specialists responsible for different aspects of food preparation. The service of food in a hotel's restaurants and food outlets is usually the responsibility of a separate department, which, in a large hotel, is headed by an assistant food and beverage director. The food service department contains the individual restaurant and outlet managers, maotre d's, waiters, waitresses, and bus help. Because of the special problems associated with room service, many large hotels have a separate subunit responsible only for room service. The high value and profit margins associated with alcoholic beverages cause hotels to form a separate department with responsibility for the bars, lounges, service bars, and other alcoholic beverage outlets. Most full-service hotels do considerable convention and catering business. A convention uses small function rooms for separate meetings, larger

rooms for general sessions, and even larger facilities for banquets. Catered events include local parties, wedding receptions, business meetings, and other affairs held by local groups. To provide for the unique needs of these customers, hotels often organize separate catering and convention departments that specialize in this kind of business. Finally, the job of cleaning the spaces of the food and beverage department, dish-and-ware washing, and general food and beverage expediting is often assigned to a separate subunit known as the stewarding department.

Vocabulary list

providing обеспечение

likely вероятно

diversity разнообразие; различие; многообразность

to comprise включать, заключать в себе

chef шеф-повар, главный повар

stature высота; стан, рост, фигура

to bus убрать грязную посуду и вымыть ее

profit margins размер прибыли

convention собрание, съезд

catering общественное питание

to cater поставлять провизию, обслуживать посетителя

to assign to приписывать; ставить в соответствие

1. *Прочитайте и переведите текст.*
2. *Определите в каждой из четырех групп предложение, соответствующее содержанию текста.*
 1. a. The second function of the food and beverage department is to provide food and drink to the hotel's guests.
 - b. The primary function of the food and beverage department is to provide food and lodging to the hotel's guests.
 - c. The primary function of the food and beverage department is to provide food and drink to the hotel's guests.
2. a. Under the executive manager are a variety of culinary specialists responsible for different aspects of food preparation.
- b. Under the executive chef are a variety of culinary specialists responsible for different aspects of food preparation.
- c. Under the executive chef are a variety of culinary accountants responsible for different aspects of food preparation.

3. a. The food service department contains the individual restaurant and outlet managers, maotre d's, waiters, waitresses, and bus help.
- b. The food service department contains the individual restaurant and outlet managers, maotre d's, waiters, waitresses, and tram help.
- c. The food service department contains the individual restaurant and outlet managers, maotre d's, waiters, waitresses, and train help.
4. a. A convention uses large function rooms for separate meetings, smaller rooms for general sessions, and even larger facilities for banquets.
- b. A convention uses small function rooms for general sessions, larger rooms for separate meetings, and even larger facilities for banquets.
- c. A convention uses small function rooms for separate meetings, larger rooms for general sessions, and even larger facilities for banquets.

3. *Дайте развернутые ответы на следующие вопросы:*

1. What is the primary function of the food and beverage department?
2. Why is providing food and drink much more complicated now?
3. What food and beverage outlets can you name?
4. What functional subunits did the department comprise?
5. Who is the food production department headed by?
6. What subunit is the job of cleaning the spaces of the food and beverage department often assigned to?

4. *Переведите на русский язык следующие выражения:*

- 1) much simpler task
- 2) ten separate function rooms
- 3) excluding room service
- 4) great diversity
- 5) considerable variety
- 6) a number of functional subunits
- 7) headed by the executive chef
- 8) variety of culinary specialists
- 9) special problems
- 10) considerable convention and catering business

5. *Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:*

- 1) обеспечивать гостей едой и напитками
- 2) большое разнообразие в видах деятельности

- 3) необходимые умения
- 4) прежде всего
- 5) приготовление еды
- 6) человек, имеющий большое влияние
- 7) отель первого класса
- 8) ответственный за различные аспекты
- 9) отдел обслуживания
- 10) отвечать потребностям

6. Совместите слова из левой колонки с их значениями из правой колонки:

- | | |
|---------------|--|
| 1) stature | a) a cocktail lounge featuring entertainment by a pianist |
| 2) diversity | b) a formal meeting of members, representatives, or delegates, as of a political party, fraternal society, profession, or industry |
| 3) bus | c) an achieved level; status |
| 4) convention | d) variety or multiformity |
| 5) catering | e) to carry or clear (dishes) in a restaurant |
| 6) piano bar | f) providing food and services |

7. Заполните пропуски в предложениях подходящими по смыслу словами в нужной форме.

Piano Bar	assign	diversity	laws	catering	convention
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1. Charles Darwin saw in (1) _____ of species the principles of evolution that operated to generate the species: variation, competition and selection.
2. Pete's Rock N' Roll Dueling (2) _____ is celebrating twenty-years in business on October 31.
3. This (3) _____ of people and religion is the reason that the kingdom in different parts is under different forms of government, and that their (4) _____ and customs are extremely various.
4. Next year (5) _____ will be in Chicago.
5. (6) _____ is a business that caters banquets and weddings.
6. They (7) _____ the new car to Roger.

8. Прочитайте и письменно переведите текст на английский язык, используя словарь.

Управление комплексом предприятий общественного питания в гостиницах обеспечивает директор, который подчиняется владельцу или исполнительному директору заведения размещения. Директор ресторана несет ответственность за эффективность функционирования основных структурных звеньев — ресторана, кафе, бара, кухни, кондитерского цеха, складских помещений, ему подчиняются ответственные за их работу лица, санитарный врач. Заместитель директора осуществляет управление процессом обслуживания в зале ресторана, ему подчиняются метрдотели, официанты, музыканты оркестра, буфетчики.

Должность директора службы питания в гостиницах является одной из наиболее ответственных. Помимо высокого качества предлагаемых гастрономических услуг, безопасности для жизни и здоровья гостей комплекс предприятий питания должен обеспечивать высокий уровень гостеприимства.

9. Прочитайте текст. Преобразуйте слова в конце строк, напечатанные заглавными буквами, так, чтобы они грамматически и лексически соответствовали содержанию текста.

The kitchen is a very important hotel department considering that food and beverage service is (1) _____ source of income, especially when providing service for banquets and conventions. The staff of this department may include:

The *Head Chef* who is responsible for (2) _____ the menus, for supervising the correct preparation, presentation and qualities of all dishes which are being (3) _____ by other chefs. He is normally collaborated by an *Assistant Head Chef* who (4) _____ the Head Chef in his absence and arranges duty shifts and days off for the kitchen staff. The other kitchen staff (5) _____ are the *Chefs* each of whom (6) _____ responsible for the preparation of individual items. They include the *sauce chef, salad chef, vegetable chef, fish chef, soup chef, pastry chef*, etc. and are assisted by *Assistant Cooks* who receive orders by the chefs they work for. Under the cooks'

HIGH

PLAN

PREPARE

RELIEVE

MEMBER
BE

(7) _____ are the *Kitchen Helpers* and *Dishwashers*. SUPERVISE
In large establishments, the Head Cook plans and
co-ordinates the (8) _____ of several restaurants. OPERATE

10. Письменно ответьте на вопросы.

1. Why is the kitchen a high source of income?
2. Whom does the Head Chef supervise?
3. Who arranges duty shifts for the kitchen staff?
4. What are the assistant cooks' duties?
5. What are the duties of the kitchen helpers and dishwashers?

11. Заполните пропуски подходящими по смыслу словосочетаниями и перескажите текст:

- a) are frequently hired
- b) the job of waiters and waitresses
- c) age criteria for the purchase
- d) are responsible for
- e) prepared and served
- f) recommending certain dishes
- g) can prepare desserts
- h) For instance
- i) be fast, efficient, and courteous

Job responsibilities in Food and Beverage Serving. Waiters and waitresses

These people (1) _____ taking customers' orders, serving food and beverages, processing and accepting customer payments. The specific duties vary to a considerable extent, depending on the establishment. (2) _____, if it is a coffee shop serving routine items like soups, salads and sandwiches at straightforward fare, then the servers need to (3) _____. Whereas, in fine dining restaurants, more complicated meals and more number of delicacies are (4) _____ over several courses. Here, waiters and waitresses are expected to provide a more formal kind of service laying emphasis on attentive treatment, personal care and leisurely pace. Here the job may involve (5) _____ and identifying ingredients and even explaining how different items on the menu are prepared. Some (6) _____, salads and various menu items

table side. An added job may be checking the identification of patrons and ensuring that they satisfy the minimum (7) _____ of tobacco and alcohol products.

Sometimes, (8) _____ can also involve performing the duties of other workers in food and beverage service. The jobs include escorting guests to tables, serving customers at counters, clearing up tables and setting and maintaining a cash register. However, for the full-service restaurants, dining room attendants, hosts and hostesses cashiers (9) _____ to perform these duties.

UNIT 8

The Sales and Marketing Department

The Sales and Marketing department is quite small, making intradepartmental coordination fairly easy. Also, the department is removed from most day-to-day operational problems faced by other departments. Still, there is a division of work among sales managers, usually based on the type of customers a hotel is attempting to attract. Individual sales managers often specialize in corporate accounts, conventions, or tour and travel markets. Sales managers are sometimes further subdivided along geographical lines such as regional or national accounts. Still, the sales staff, even for a 1,000-room hotel, usually does not exceed a dozen or so members. Sales managers work more or less independently in their particular market segments. Thus, problems of intradepartmental interdependence are usually not severe.

Vocabulary list

intradepartmental внутриведомственный

to exceed превышать

independently независимо

interdependence взаимозависимость, взаимосвязь

particular определенный

severe серьезный, строгий, требовательный

1. Прочитайте и переведите текст.
2. Определите в каждой из четырех групп предложение, соответствующее содержанию текста.

- a. The Sales and Marketing department is quite large, making intradepartmental coordination fairly easy.
- b. The Sales and Marketing department is quite small, making intradepartmental coordination with great difficulties.
- c. The Sales and Marketing department is quite small, making intradepartmental coordination fairly easy.

2. a. The Sales and Marketing department is removed from most day-to-day operational systems.
- b. The Sales and Marketing department often faces day-to-day operational problems.
- c. The Sales and Marketing department is removed from most day-to-day operational problems.
3. a. Problems of intradepartmental interdependence are very severe.
- b. Problems of intradepartmental interdependence are usually not severe.
- c. Problems of international interdependence are usually not severe.
4. a. There is a division of work among personnel managers, usually based on the type of customers a hotel is attempting to attract.
- b. There is a division of work among sales managers, usually based on the type of customers a hotel is attempting to attract.
- c. There is a division of work among sales managers, usually based on the type of employees a hotel is attempting to attract.

3. *Дайте развернутые ответы на следующие вопросы:*

1. What are the functions of the Sales and Marketing department?
2. The Sales and Marketing department faces day-to-day operational problems rather often, doesn't it?
3. What division of work is there among sales managers?

4. *Переведите на русский язык следующие выражения:*

- 1) quite small
- 2) intradepartmental coordination
- 3) day-to-day operational problems
- 4) division of work among sales managers
- 5) the type of customers
- 6) individual sales managers
- 7) tour and travel markets
- 8) regional or national accounts
- 9) intradepartmental interdependence

5. *Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:*

- 1) координация внутриведомственной работы
- 2) проблемы, с которыми сталкиваются каждый день
- 3) разделение труда

- 4) тип клиентов
- 5) пытаться привлечь
- 6) специализироваться на корпоративных счетах
- 7) рынок пассажирских перевозок
- 8) подразделяться в соответствии с географией счетов
- 9) не превышать 10 работников
- 10) работать в своем сегменте

6. Совместите слова из левой колонки с их значениями из правой колонки:

- | | |
|------------------|--|
| 1) exceed | a) on your own; without outside help |
| 2) independently | b) (of something unpleasant) serious; extreme |
| 3) particular | c) to surpass someone or something by some amount |
| 4) severe | d) moderately; rather |
| 5) fairly | e) belonging to, or associated with a specific person, group, thing, or category; not general or universal |
| 6) attract | f) to arise or compel the interest, admiration, or attention of |

7. Заполните пропуски в предложениях подходящими по смыслу словами в нужной форме:

severe	independently	exceed	particular	fairly	be attracted
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1. We (1) _____ by the display of lights.
2. I wrote the first part (2) _____ quickly.
3. Wally (3) _____ his quota by two hundred.
4. The children worked on the project (4) _____.
5. We will speak of nobility, first as a portion of an estate, then as a condition of (5) _____ persons.
6. Our team suffered a (6) _____ defeat.

8. Прочитайте и письменно переведите текст на английский язык, используя словарь.

Главная задача отдела маркетинга и продаж — повышение загрузки гостиницы. Число сотрудников, как правило, составляет до 10 человек, 1-2 из которых занимаются маркетинговыми исследо-

ваниями, а остальные — менеджеры по продажам, которые занимаются поиском «оптовых» покупателей гостиничных услуг (турфирмы, крупные компании, к которым приезжает много клиентов и т.п.).

В задачи маркетинговой службы входят:

- ◇ определение сегмента, на котором гостиница сможет иметь наибольший успех;
- ◇ составление профиля клиента (перечень признаков, характеризующих некоторого «усредненного» типичного клиента) ;
- ◇ определение методов привлечения клиента;
- ◇ анализ удовлетворенности клиента услугами отеля;
- ◇ определение ценовой политики гостиницы;
- ◇ реклама отеля в средствах массовой информации;
- ◇ анализ состояния отеля, выявление неиспользованных возможностей с целью повышения загрузки и увеличения доходов от всех источников.

Менеджеры по продажам:

- ◇ ведут поиск новых клиентов;
- ◇ заключают договоры;
- ◇ поддерживают отношения с уже существующими клиентами.

В отдел маркетинга поступает вся статистическая и бухгалтерская информация от всех соответствующих служб.

- 9. Практика устной речи.** *Предположим, что вы – главный менеджер отдела маркетинга и продаж. Вам предстоит выступить перед новыми сотрудниками с небольшим докладом об основных направлениях работы вашего отдела. Составьте план своего выступления и подготовьтесь выступить с речью.*

UNIT 9

Personnel Department

A hotel's **personnel department** is a staff organization set up to handle a specialized function. It serves no customers, books no business, and prepares no meals, yet it plays a vital role in a hotel's efficient operation. The personnel department is subdivided into three subfunctions: employee recruitment, benefits administration, and training. The personnel director must be an expert on labor law and able to advise managers in other departments. While these three subfunctions are related, they do not present many problems of interdependence. Instead, the personnel department's major challenge occurs as it attempts to interact with other hotel departments. Personnel may recruit, interview, and screen prospective employees, but final hiring authority resides in the line departments. The same is true of promotion and disciplinary decisions, where the personnel department's input is advisory only. As a staff department, personnel's effectiveness is largely dependent on its manager's ability to form effective working relationships with other departments.

Vocabulary list

to set up устанавливать, обеспечивать, создавать

to handle обращаться с, обходиться, регулировать

vital role важная, значимая роль

efficient эффективный, квалифицированный, умелый

recruitment набор персонала

labor law трудовое право, закон о труде

challenge задача; проблема; возражение; сложная проблема; сомнение; перспектива

to attempt пытаться, пробовать

hiring наем

to reside in быть присущим, пребывать, принадлежать

1. *Прочитайте и переведите текст.*
2. *Определите в каждой из четырех групп предложение, соответствующее содержанию текста.*

1. a. A hotel's personnel department is a staff organization set up to serve customers.
- b. A hotel's personnel department is a staff organization set up to handle a specialized function.
- c. A hotel's personnel department is a staff organization set up to prepare meals.
2. a. The personnel department is subdivided into three departments.
- b. The personnel department is subdivided into four subfunctions.
- c. The personnel department is subdivided into three subfunctions.
3. a. The personnel director must be an expert on labor law and able to advise managers in other departments.
- b. The sales director must be an expert on labor law and able to advise managers in other departments.
- c. The personnel director must be an expert on criminal law and able to advise managers in other departments.
4. a. The personnel department's major challenge occurs as it attempts to interact with other hotel departments.
- b. The personnel department's major challenge occurs as it attempts to interact with customers.
- c. The personnel department's major challenge occurs as it attempts to interact with other hotels.

3. Дайте развернутые ответы на следующие вопросы:

1. What subfunctions is the personnel department subdivided into?
2. What must the personnel director be an expert on?
3. Can personnel recruit or interview prospective employees?

4. Переведите на русский язык следующие выражения:

- 1) handle a specialized function
- 2) hotel's efficient operation
- 3) benefits administration
- 4) training
- 5) be an expert on labor law
- 6) subfunctions are related
- 7) problems of interdependence
- 8) attempts to interact with other hotel departments
- 9) screen prospective employees
- 10) the personnel department's input
- 11) form effective working relationships

5. Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:

- 1) организация персонала
- 2) играть важную роль
- 3) делиться на три подразделения
- 4) наем работников
- 5) давать советы менеджерам
- 6) подразделения взаимодействуют
- 7) возникают сложности
- 8) решения по дисциплинарным мерам
- 9) эффективность персонала
- 10) во многом зависеть от...

6. Совместите слова из левой колонки с их значениями из правой колонки:

- | | |
|----------------|--|
| 1) set up | a) acting or producing effectively with a minimum of waste, expense, or unnecessary effort |
| 2) handle | b) to place in an upright position; create by putting components or members together |
| 3) efficient | c) enlisting people for the army (or for a job or a cause etc.) |
| 4) recruitment | d) to deal with or have responsibility for; conduct |
| 5) challenge | e) to try to perform, make, or achieve |
| 6) attempt | f) something that by its nature or character serves as a serious test |

7. Заполните пропуски в предложениях подходящими по смыслу словами в нужной форме.

recruitment	set up	challenge	attempt	handle	efficient
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1. Space exploration offers (1) _____ to humankind.
2. A secretary must be able (2) _____ clients.
3. Global Connection also offers enough freedom to executives and managers (3) _____ their individual campaigns.
4. He (4) _____ to read the novel in one sitting.
5. The new lawn mower is much more (5) _____ than the old one.

6. After the Austerlitz campaign Prince Andrew had firmly resolved not to continue his military service, and when the war recommenced and everybody had to serve, he took a post under his father in (6) _____ so as to avoid active service.

8. Прочитайте и переведите текст письменно на английский язык, используя словарь.

Отдел персонала

Важнейшей базовой предпосылкой обеспечения слаженной работы всего сервисного процесса является формирование и развитие коллектива, способного наилучшим образом выполнять свою работу и создавать в отеле атмосферу гостеприимства. Этой задачей занимается отдел персонала, в функции которого входят набор сотрудников, обучение персонала, проведение аттестаций.

Набор сотрудников осуществляют с помощью объявлений при участии профессиональных агентств по подбору и найму или внутри отеля с помощью продвижения своих сотрудников по служебной лестнице. Далее осуществляется отбор наиболее подходящих работников из потенциальных кандидатов с помощью: анкетирования; собеседования; тестирования; запроса на прежнее место работы; медицинского освидетельствования.

Отбирается такой человек, который имеет наилучшую подготовку и квалификацию для занимаемой должности, при этом учитываются образование, опыт, профессиональные навыки и личные качества.

Обучение персонала делится на первоначальное (обучение поступивших на работу) и повышение квалификации. С момента прихода на работу обычно проводится профориентация — теоретико-ознакомительное занятие, помогающее новому сотруднику понять основные принципы взаимодействия отделов отеля и работников его подразделения. На первое время к нему следует приставить более опытных и квалифицированных коллег для введения в курс дела. Заботясь о высокой производительности труда, организация должна уделять внимание повышению компетентности своих трудовых ресурсов, для чего необходимы разработка специальных учебных программ, обучение и переподготовка работников.

Обучение может проводиться с отрывом и без отрыва от производства. С отрывом от производства обучают иностранным язы-

кам, технике общения с клиентами, проводят стажировки в других отелях.

Аттестацию сотрудников гостиницы принято проводить регулярно. В ходе аттестации начальник каждого подразделения оценивает следующие качества своих подчиненных: техническое мастерство; старательность; инициативность; умение общаться с клиентами, коллегами, начальством.

9. *Практика устной речи. Предположим, что вы – управляющий отеля. Проведите собеседование с соискателем на должность менеджера по персоналу. Вы должны быть уверены, что он четко представляет себе специфику работы в гостиничном бизнесе.*

UNIT 10

Accounting

The accounting department often combines both staff and line functions. Its traditional role is recording financial transactions, preparing and interpreting financial statements, and providing management with timely reports of operating results. Responsibilities also include payroll preparation, accounts receivable, and accounts payable. These functions are the responsibility of the assistant controller for finance. There is, however, another dimension to the accounting department that connects to operations, cost accounting, and cost control throughout the hotel. This often results in the department being called the controllers' department rather than the accounting department. The two central concerns of accounting control are rooms and food and beverage. The accounting department's front office cashier tracks all charges to guest accounts. The night auditor reconciles all guest bills with the charges from the various hotel departments. Although these employees work at the front desk and sometimes have direct guest contact, they are members of the accounting department and report to the assistant controller for operations.

The food and beverage controller, and the food and beverage cashiers, who work in the accounting department, keep track of the revenues and expenses of the food and beverage department. Food and beverage cashiers report to the assistant controller for operations, and the food and beverage controller reports directly to the hotel controller. The food and beverage department may be responsible for food preparation and service, but the accounting department is responsible for collecting revenues. The food and beverage controller verifies the accuracy and reasonableness of all food and beverage revenues. The accounting department is responsible for tracking and preparing daily reports on the costs of the food and beverage used in the hotel. In many cases, the accounting department is also responsible for purchasing and storeroom operations. Finally, the director of systems is responsible for designing the accounting and management information systems used throughout the hotel. This discussion demonstrates the accounting

department's direct involvement in day-to-day operational aspects of the hotel.

We make two final points about the accounting department. First, accounting is responsible for collecting and reporting most of a hotel's operational and financial statistics. It therefore plays an important hotelwide staff role as data provider for decision-making and budget preparation. Second, the accounting department head is responsible not only to the hotel's GM but also to the hotel chain's financial vice-president or to the hotel's owner. The reason for this dual reporting relationship is to provide the hotel corporation an independent verification of the accuracy of the financial and operating results of the hotel – that is, independent from the GM. Thus, unity of command is routinely violated in the case of hotel controllers.

Vocabulary list

line functions функции линейного подразделения

transaction сделка

timely своевременный

responsibilities обязанности

payroll preparation расчет заработной платы

dimension аспект; показатель; степень; характеристика

to reconcile урегулировать, улаживать, сверять

venues and expenses доходы и расходы

to verify проверять, удостоверять

accuracy точность, правильность

routinely повседневно

to violate нарушать, попира́ть, преступать

1. *Прочитайте и переведите текст.*
2. *Определите в каждой из четырех групп предложение, соответствующее содержанию текста.*
 1. a. The traditional role of the accounting department is recording financial transactions, preparing and interpreting financial statements, and providing guests with accommodation.
 - b. The traditional role of the accounting department is recording financial transactions, preparing and interpreting financial statements, and providing management with timely reports of operating results.
 - c. The traditional role of the personnel department is recording financial transactions, preparing and interpreting financial statements, and providing management with timely reports of operating results.

2. *a.* Payroll preparation, accounts receivable, and accounts payable are the responsibility of the general manager.
- b.* Payroll preparation, accounts receivable, and accounts payable are the responsibility of the assistant controller for finance.
- c.* Payroll preparation, accounts receivable, and accounts payable are the responsibility of the assistant controller for sales.
3. *a.* The night auditor reconciles all guest bills with the charges from various other hotels.
- b.* The night auditor reconciles all guest bills with the charges from the various hotel departments.
- c.* The night auditor reconciles all employee bills with the charges from the various hotel departments.
4. *a.* The food and beverage controller verifies the accuracy and reasonableness of all food and beverage revenues.
- b.* The food and beverage department verifies the accuracy and reasonableness of all food and beverage revenues.
- c.* The food and beverage controller verifies the quality of all food and beverages.

3. *Дайте развернутые ответы на следующие вопросы:*

1. What is the traditional role of the accounting department?
2. What are responsibilities of the accounting department?
3. Why do food and beverage cashiers report to the assistant controller for operations?
4. Who is the accounting department head responsible to?
5. What is the reason for the dual reporting relationship of the accounting department?

4. *Переведите на русский язык следующие выражения:*

- 1) providing management
- 2) accounts receivable
- 3) accounts payable
- 4) cost accounting
- 5) controllers' department
- 6) report to the assistant controller
- 7) verify the accuracy and reasonableness
- 8) tracking and preparing daily reports
- 9) purchasing and storeroom operations
- 10) direct involvement

5. Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:

- 1) регистрировать финансовые сделки
- 2) финансовая выписка
- 3) своевременный отчет
- 4) расчет заработной платы
- 5) заместитель главного бухгалтера по финансовым вопросам
- 6) контроль цен
- 7) сверять счета гостей
- 8) вести счет, отслеживать
- 9) сбор прибыли
- 10) ежедневный отчет

6. Совместите слова из левой колонки с их значениями из правой колонки:

- | | |
|----------------|--|
| 1) transaction | a) a measure of spatial extent, especially width, height, or length |
| 2) dimension | b) to bring into agreement or harmony; make compatible or consistent |
| 3) reconcile | c) an expenditure of money; a cost |
| 4) revenues | d) a record of business conducted at a meeting; proceedings |
| 5) expenses | e) the condition or quality of being true, correct, or exact; precision; exactness |
| 6) accuracy | f) all the income produced by a particular source. |

7. Заполните пропуски в предложениях подходящими по смыслу словами в нужной форме.

dimensions	revenue	accuracy	transaction	expenses	to reconcile
------------	---------	----------	-------------	----------	--------------

1. The unions want high wages and the bosses want high profits – it's almost impossible (1) _____ these two aims.
2. (2) _____ of the box are 20 cm by 10 cm by 4 cm.
3. In a commercial (3) _____ of the retail order much depends on the seller's engaging and amiable aspect.
4. They wanted a big share of (4) _____ from the mine.
5. I'm looking for a trip with all (5) _____ paid.

6. It is one of the many methods in which they employ this weapon, and (6) _____ of aim which they achieve, even under the most unfavorable circumstances, is little short of miraculous.

8. Прочитайте и письменно переведите текст на английский язык, используя словарь.

Учетом в гостинице занимается финансовая служба, которая ведет следующие операции:

- ◇ расчеты по счетам клиентов. Ежедневно (обычно ночью) подводятся балансы по всем клиентским счетам;
- ◇ подсчет ежедневных доходов по каждому доходообразующему подразделению отеля (касса в каждом подразделении ведет свой учет);
- ◇ составление ежедневного отчета генеральному директору, в котором представлены доходы по подразделениям, загрузка номерного фонда и некоторые другие показатели в сравнении с прошлым периодом;
- ◇ расчеты по закупкам. Счета-фактуры, завизированные в соответствующем подразделении отеля, поступают в бухгалтерию. Оплата поставщикам обычно производится в конце месяца;
- ◇ начисления и выплата заработной платы;
- ◇ ведение финансового и управленческого учета. Несмотря на отсутствие четкой границы между этими двумя видами учета, существуют критерии, в соответствии с которыми информация может быть отнесена к финансовой или управленческой.

Финансовый учет связан с информацией о результатах деятельности гостиницы, предназначенной в основном для внешних пользователей: собственника — для того, чтобы он мог оценить доходность своего предприятия; налоговых органов — для контроля над правильностью начисления и уплаты налогов; поставщиков финансов — для того, чтобы они могли оценить возможность возвращения отелем взятых кредитов; партнеров по бизнесу — как доказательство своей благонадежности; любых заинтересованных лиц.

Управленческий учет связан с процессом формирования финансовых результатов деятельности: учетом доходов и затрат отеля. Эта информация предназначена для внутренних нужд, доступ-

на только менеджерам отеля и служит основой для принятия управленческих решений.

9. *Практика устной речи. Разделитесь на группы по несколько человек. Представьте, что каждая группа – это один отдел. Ваша задача – постараться убедить остальных, что работать лучше всего именно в вашем отделе. Расскажите сотрудникам другой службы о преимуществах вашей работы.*

UNIT 11

Registration

The first impression a guest receives of a lodging facility during registration is extremely important in setting the tone for hospitality and establishing a continuing business relationship. The guest who is warmly welcomed with a sincere greeting will respond positively to the hotel and will expect similar hospitality from other hotel employees. If the guest receives a half-hearted welcome, he or she will not be enthusiastic about the lodging facility and will be more likely to find fault with the hotel during his or her visit. Today's guest expects to be treated with respect and concern, and many hotels make the effort to meet those expectations—those that do not should not expect the guest to return. What constitutes a warm welcome of hospitality? This varies from employee to employee. It begins with the employee's empathizing with the feelings of the traveler, someone who has been away from familiar surroundings for many hours or many days. He or she may be stressed by the frustrations of commercial travel, delayed schedules, lost luggage, jet lag, missed meals, unfamiliar surroundings, unclear directions, or unfamiliar public transportation. The hotel employee who is considerate of the traveler under these circumstances will be more likely to recognize anxiety, restlessness, and hostility and respond to them in a positive, understanding manner.

The registration process is one of the many points of interaction with the guest and ultimately the cornerstone of delivering service before, during, and after the guest stay. Everyone understands the importance of capturing guest data that is confirmed from the previous reservation process or initiated with a walk-in guest. While guests are in our care, we can communicate with them, maintain an accurate accounting record, and later on respond to any inquiries with regard to financial concerns or follow up on service.

The registration process follows a rather succinct procedure of offering guest hospitality, retrieving a reservation, reviewing the registration card for completeness, extending credit, selecting a room to meet the needs of the guest, checking room status, confirming room rates, promoting additional room sales, assigning room keys, and processing the guest folio. All these steps occur within the space of several minutes, but the organization behind the scenes of the registration process is essential.

Hotels that provide service to international visitors must prepare front desk staff to deal with various languages, cultures, money exchanges, and the like.

The students who are preparing for a career in the hotel industry must become familiar with the needs of international visitors during checkout. Studying foreign languages, common cultural concerns, and differences in legal tender will help students become valuable members of the hotel team. A hotel employee who can assist an international guest in understanding the guest folio and determining the rates of currency exchange will greatly improve the chances that this guest will return.

Vocabulary list

hospitality гостеприимство

to establish устанавливать, основывать

business relationship деловые отношения

sincere искренний, чистосердечный, душевный

to respond отвечать, делать в ответ, отплатить

employee служащий, работник

half-hearted равнодушный

respect and concern уважение и забота

to meet expectations соответствовать ожиданиям

to constitute составлять

empathizing сопереживание

surroundings окружение

frustration расстройство, срыв, крушение

jet lag нарушение суточного ритма организма

hostility враждебность, враждебный акт; неприятие

inquiry запрос, наведение справок

succinct сжатый, краткий

to retrieve отыскивать

folio лист; лист бухгалтерской книги

1. Прочитайте и переведите текст.

2. *Определите в каждой из четырех групп предложение, соответствующее содержанию текста.*

1.
 - a. Everyone understands the unimportance of capturing guest data that is confirmed from the previous reservation process or initiated with a walk-in guest.
 - b. Everyone understands the importance of capturing guest data that is confirmed from the previous reservation process or initiated with a walk-in guest.
 - c. Everyone understands the importance of deleting guest data that is confirmed from the previous reservation process or initiated with a walk-in guest.
2.
 - a. Hotels that provide service to international visitors must prepare front desk staff to deal with various languages.
 - b. Hotels that provide service to local visitors must prepare front desk staff to deal with various languages.
 - c. Hotels that provide service to international visitors must prepare front desk staff to deal with frustration.
3.
 - a. The students who are preparing for a career in the light industry must become familiar with the needs of international visitors during check-out.
 - b. The students who are preparing for a career in the space industry must become familiar with the needs of international visitors during check-out.
 - c. The students who are preparing for a career in the hotel industry must become familiar with the needs of international visitors during check-out.
4.
 - a. A hotel employee who can assist an international guest in understanding the guest folio and determining the rates of currency exchange will greatly reduce the chances that this guest will return.
 - b. A hotel employee who can assist an international guest in understanding the guest folio and determining the rates of currency exchange will greatly improve the chances that this guest will complain.
 - c. A hotel employee who can assist an international guest in understanding the guest folio and determining the rates of currency exchange will greatly improve the chances that this guest will return.

3. Дайте развернутые ответы на следующие вопросы:

1. Why is the first impression a guest receives of a lodging facility during registration extremely important?
2. How will the guest who is warmly welcomed with a sincere greeting respond to the hotel?
3. How does today's guest expect to be treated?
4. What constitutes a warm welcome of hospitality?
5. Why may the traveler be stressed?
6. How is the registration process concerned with interaction with the guest?
7. What must hotels that provide service to international visitors do?
8. What will help students become valuable members of the hotel team?
9. How can a hotel employee improve the chances that the guest will return?

4. Переведите на русский язык следующие выражения:

- 1) set the tone for hospitality
- 2) establish a continuing business relationship
- 3) half-hearted welcome
- 4) frustrations of commercial travel
- 5) delayed schedules
- 6) unfamiliar surroundings
- 7) previous reservation process
- 8) common cultural concerns
- 9) recognize anxiety
- 10) maintain an accurate accounting record

5. Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:

- 1) быть принятым с уважением и участием
- 2) делать усилия
- 3) соответствовать ожиданиям
- 4) теплый прием
- 5) знакомая обстановка
- 6) потерянный багаж
- 7) в связи с обстоятельствами
- 8) в понятной, доходчивой манере
- 9) процесс регистрации
- 10) иностранные туристы

6. Совместите слова из левой колонки с их значениями из правой колонки.

- | | |
|----------------|---|
| 1) hospitality | a) feeling or experience empathy |
| 2) employee | b) a feeling of dissatisfaction often accompanied by anxiety or depression, resulting from unfulfilled needs or unresolved problems |
| 3) empathizing | c) cordial and generous reception of or disposition toward guests |
| 4) frustration | d) an act expressing enmity or opposition |
| 5) hostility | e) a page in a ledger or two facing pages that are assigned a single number |
| 6) folio | f) a person who works for another in return for financial or other compensation |

7. Заполните пропуски в предложениях подходящими по смыслу словами в нужной форме.

hospitality	frustration	folio	hostility	empathizing	employee
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1. Blank, a longtime leadership consultant, has a «holistic» view of leadership, including skills like listening and (1) _____, as well as directing and inspiring.
 2. The strength of his feeling was revealed to him instantly, and he gave himself up to an irresistible rage and sense of (2) _____.
 3. (3) _____ is a large sheet of paper folded once in the middle, making two leaves or four pages of a book or manuscript.
 4. The causes of (4) _____ among nations are innumerable.
 5. Many of the company's (5) _____ are women.
 6. (6) _____: the virtue which induces us to feed and lodge certain persons who are not in need of food and lodging
8. Прочитайте и письменно переведите текст на английский язык, используя словарь.

Порядок регистрации гостей

По прибытии в гостиницу гость подходит к стойке службы приема и размещения, где его приветствует администратор. Служащий стойки приема должен дать гостю понять, что его заметили.

Встречать клиента нужно приветствием. Если клиент приезжает в гостиницу не в первый раз, то желательно обратиться к нему по имени, это произведет положительное впечатление. Не лишним будет поинтересоваться, как долго он был в пути, но затягивать с расспросами не следует, так как формальности по размещению имеют временной стандарт: 8 мин — индивидуальный турист, 15 мин — группа до 30 человек, 40 мин — группа от 30 до 100 человек.

Первое впечатление от общения с сотрудником службы приема и размещения играет большую роль в общей оценке отеля гостем. При этом важно все: внимание, улыбка, поза, жесты, тембр голоса, осанка. Радужный и теплый прием покажет гостю, как он важен для отеля.

Правилом для многих гостиниц является то, что администратор стоит за стойкой, а не сидит. Этим он подчеркивает свое уважение к гостю.

Процесс регистрации различается в гостиницах различной категории по времени и качеству обслуживания, но информация о госте везде одинаковая. В отелях, имеющих автоматизированную систему, регистрация проходит очень быстро.

Различают два типа клиентов, которые прибывают для регистрации. Одни из них заранее забронировали места в гостинице, другие — нет. Поселение в гостиницу клиентов по брони в автоматизированных гостиницах занимает несколько минут.

При предварительном заказе данные о клиенте уже известны из заявки на бронирование. Администратор уточняет номер заявки, выбирает необходимый модуль в компьютерной системе и производит регистрацию. От гостя требуется только подписать регистрационную карточку.

Процесс регистрации без предварительного бронирования занимает больше времени. В данном случае администратор учитывает характер размещения, необходимого гостю.

- 9. Практика устной речи. Составьте список рекомендаций для успешной работы на стойке регистрации в отеле. Прокомментируйте ваш выбор.**

UNIT 12

The Front Desk of the Hotel

The front desk of the hotel is located in the lobby of the hotel. A hotel receptionist works at the front desk of a hotel. He or she greets and assists hotel guests. Receptionists are typically responsible for everything from helping people make reservations to managing available rooms, issuing room keys, and solving any problems that may arise during the course of a stay. In most cases, he or she is the first person that guests will interact with at the hotel, which makes the role one of some importance. Thus, the front desk employees should speak thoroughly at least one or two foreign languages.

The bulk of a hotel receptionist's work is directly related to customer service. They must have an authoritative knowledge of the hotel and surrounding area, since they often field questions from guests and potential guests about the general environment. Much of this happens over the phone: in most cases, calls placed to hotels are routed directly to receptionists.

Front desk personnel are also generally responsible for making and managing reservations. Most of the time, this happens with the help of booking software programs. Receptionists need to understand how to work with these programs, and need the poise to be able to respectfully alert customers when mistakes like overbooking have occurred.

When guests arrive at the hotel, the hotel receptionist will greet them and check them in. He or she will assign keys, will arrange baggage assistance, and will answer all questions about amenities and hotel policies. Check out follows the same process.

The hotel receptionist is in charge of collecting room payments and settling accounts. He or she must know how to process credit cards, and must be able to add room charges for things such as newspapers and food delivery. Fees for damage to the property and charges for missing items are also usually handled by the receptionist.

Most of the time, the desk clerk will manage a cash drawer, as well. He or she will not usually keep much money, but will often handle basic transactions like sundry purchases or key replacement fees.

In a small hotel, the receptionist may also be responsible for helping guests plan day trips, rent cars, or make restaurant reservations. Most major hotels have a dedicated concierge for this purpose, but even so, the hotel receptionist is often expected to play a supporting role. When the concierge is busy or unavailable, the desk clerk is usually the go-to person for anything a guest needs.

A bellhop is a person who helps hotel guests with their luggage, possibly porting these to the front desk or the hotel room. He or she may also call cabs, help a person check out from a hotel, or open doors for patrons of the hotel. This person may also be called a bell person, bellboy, a pageboy, doorman or doorman or porter.

Vocabulary list

front desk служба приема и размещения гостей

lobby фойе, общественная часть гостиницы

to greet здороваться

to check in регистрироваться

to assist помогать

to be responsible for отвечать за

to make reservations бронировать

available в наличии

to issue room keys выдавать ключи от номера

to solve a problem решать проблему

to interact with (smb.) взаимодействовать с кем-либо

to relate (to) относиться к

environment обстановка

booking software programs компьютерные системы бронирования

overbooking перебронирование

to occur происходить, случаться

to arrange организовывать

baggage багаж

amenities удобства

to be in charge of отвечать за

payment платеж

account счет

charge плата

damage ущерб

cash drawer касса

transaction денежный перевод

purchase покупка

fee взнос

concierge консьерж

bellhop коридорный

check out выписка из гостиницы

porter носильщик

1. Прочитайте и переведите текст.

2. *Определите, какие из утверждений соответствуют содержанию текста (True), какие не соответствуют (False).*

1. The front desk of the hotel is located in the lounge area of the hotel.
2. Receptionists are typically responsible for everything from portaging luggage to managing available rooms, and solving any problems that may arise during the course of a stay.
3. The front desk employees also deal with making and managing reservations.
4. When guests arrive at the hotel, the hotel receptionist will greet them and check them out.
5. The hotel receptionist is responsible for collecting room payments and basic transactions.
6. The hotel receptionist is to assist a concierge.
7. A bellhop is a person who helps hotel guests with their luggage.

3. *Дайте развернутые ответы на следующие вопросы:*

1. Where is the front desk of the hotel located?
2. What is the receptionist of the hotel responsible for?
3. Why is the role of the receptionist of a great importance?
4. What should receptionists be aware of?
5. Who is in charge of booking?
6. What is the check in procedure?
7. Whose responsibility is it to collect room payments and settle accounts?
8. Who manages a cash drawer?
9. What does a concierge do?
10. Who helps hotel guests with their luggage?

4. *Переведите на русский язык следующие выражения:*

1. lobby of the hotel
2. greet and assist hotel guests
3. general environment
4. surrounding area
5. baggage assistance
6. process credit cards
7. missing items
8. cash drawer
9. make restaurant reservations
10. dedicated concierge.

5. Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:

- 1) выдача ключей от номера
- 2) в процессе пребывания
- 3) непосредственно относиться к
- 4) в большинстве случаев
- 5) отвечать за бронирование
- 6) нанесенный имуществу ущерб
- 7) производить основные расчеты
- 8) планировать путешествия
- 9) брать напрокат автомобиль
- 10) доставка багажа в номер

6. Совместите слова из левой колонки с их значением из правой колонки.

- | | |
|----------------|---|
| 1) employee | a) the conditions and influences in which people carry on a particular activity |
| 2) delivery | b) to sell more rooms than you have available |
| 3) environment | c) providing a service |
| 4) overbooking | d) someone who is paid regularly to work for a person or an organization |
| 5) assign | e) to provide what someone needs, by doing what is necessary |
| 6) arrange | f) give out |

7. Заполните пропуски в предложениях подходящими по смыслу словами и словосочетаниями.

employees	environment	assign rooms	delivery	arrange accommodation
overbooked				

1. We (1) _____ according to roommate pairs and housing preferences.
2. The rooms are equipped with a bath-tub, king-size bed, coffee and tea service, toiletry kit, water bottle and daily (2) _____ of newspaper to the room.
3. We wish to offer our customers high-quality and (3) _____-friendly services.
4. A hotel is required to have many (4) _____.

5. We cannot begin to (5) _____ until the accommodation booking fee and accommodation fees have been paid.
6. Standard compensation of first night's stay at new hotel, transportation to new hotel and a phone call are usually given by the (6) _____ hotel to the guest complementary.

8. *Дополните на основе текста следующие предложения.*

1. The receptionist is the first person that guests will _____ at the hotel.
2. The bulk of a hotel receptionist's work is directly related to _____.
3. They must have an _____ knowledge of the hotel and _____ area.
4. The front desk employees should speak _____ at least one or two foreign languages.
5. Front Desk _____ are also responsible for making and managing reservations.
6. A bellhop is a person who helps hotel guests with their _____.
7. The receptionist must know how to process _____.

9. *Заполните пропуски по смыслу следующими словосочетаниями:*

- a) will require transportation assistance
- b) take room service orders
- c) assist them in every way possible
- d) checking guests in and out of the hotel
- e) the contact numbers of the hotel
- f) to make coffee for their guests
- g) making reservations over the phone
- h) deposit valuables
- i) the ultimate customer satisfaction
- j) without fail inform the guest
- k) to inform the housekeeping staff
- l) help guests with information
- m) to extend or cancel their reservations

Hotel Front Desk Job Description

Employed by motels, hotels and resorts, these front desk agents are responsible for (1) _____. They not only greet and register the guests when they come in, but also assign rooms, (2) _____ in safe-deposit boxes, issue room keys, make welcome calls, issue discount cards,

pamphlets, (3) _____ from customers, etc. They are also responsible for mentioning all the rules and regulations of the hotel, when a client checks in.

The front desk agent is also responsible for collecting payments from guests, (4) _____, making electronic reservations, respond to e-mails, maintain hotel room inventory, etc. They are also expected to patiently answer all the queries of the guests and (5) _____, to give the guests maximum customer satisfaction. Moreover, overseas clients often give their loved ones (6) _____. The job of the front desk executive is to transfer calls to the guests and if they are unavailable, to make a note of the caller and (7) _____ when he or she returns.

A front desk executive also needs (8) _____ regarding the part of the day, when the room is vacated by the guest, so that they can clean up the room. At times guests would wish (9) _____, which might require considerable effort to fit in their requirements in a busy season. Doing this smoothly will certainly win the praises of the guests.

Often guests (10) _____ to move in and around the city. The front desk agent is to help them with the travel arrangements. They also (11) _____ about the city and the best places to visit. In fact, the front desk job description depends mainly on the hotel. There are some hotels that believe in delivering (12) _____. They ask their front desk agents to help their guests in every way possible. Some may be even asked (13) _____, deliver champagne, remind the guests of their appointments in the city, etc.

- 10. Прочитайте текст. Преобразуйте слова в конце строк, напечатанные заглавными буквами, так, чтобы они грамматически и лексически соответствовали содержанию текста. Письменно переведите текст на русский язык.**

How to Run a Good Front Desk

In a receptionist position, a person is responsible for running the front desk smoothly and efficiently while (1) _____ the company. After all, the (2) _____ person you see when you walk into a business usually is the receptionist. In being an effective receptionist, a person (3) _____ needs to possess a strong grasp on administrative and clerical skills and interpersonal (4) _____.

REPRESENT
ONE

NEED

COMMUNICATE

Instructions

1. Know your way around a computer. To run the front desk, a person needs the ability to navigate a computer (5) _____. A lot of being a receptionist involves answering emails, printing up weekly agendas and distributing notices to staff members. Some programs that are (6) _____ for receptionists to know include Microsoft Word, Office, PowerPoint, Excel, QuickBooks and Access. Typing (7) _____ and with accuracy is also a plus. GOOD
USE
QUICK
2. Tackle problems head-on. A large part of being an effective receptionist knows how to handle problems (8) _____ and in a timely manner. Quick critical thinking skills are a must-have, whether you need to handle a printer paper jam or your boss being late for a critical (9) _____ in another city. EFFICIENT
MEET
3. Communicate effectively with others. Working front desk is an ideal position for people that possess (10) _____, bright personalities and strong interpersonal skills. The job is certainly not for the antisocial. To be a receptionist, you need to be able to communicate clearly and (11) _____ with other people. It is also vital to always maintain a composed, relaxed and professional demeanour, no matter how hectic or (12) _____ you might be. FRIEND
CONCISE
OVERWHELM
4. Use the telephone like a pro. At the front desk, the telephone needs to be your best friend. Receptionists spend a big chunk of the day on the phone, whether (13) _____ down messages for the boss, directing callers to staff members' individual lines or (14) _____ conference calls. To work the phone properly, a receptionist needs to always speak in a polite tone, avoid (15) _____ while talking, refrain from using poor language and show a genuine concern in assisting the person on the other end of the line. TAKE
SET UP
EAT

5. Display a keen sense of organization.

(16) _____ skills are essential for operating the front desk well. Being a receptionist is all about multi-tasking. Sometimes, you may be responsible for handling a dozen things at a time, from keeping someone on hold to speaking with someone waiting for an

ORGANIZE

(17) _____ to sending out faxes and typing up invoices. The position can be chaotic, but a

APPOINT

(18) _____ receptionist needs to have the ability to handle it with ease.

SKILL

11. Прочитайте текст. Установите соответствие между заголовками и содержанием. Письменно переведите текст на русский язык.

A. Administrative Duties

D. Check In

B. Billing and Checkout

E. Customer Service

C. Communication

1. Front desk clerks greet guests upon arrival to the hotel, access their information in the computer system, retrieve their reservation information, secure a credit card for incidental expenses and provide guests with their keys.
2. In some hotels, front desk clerks serve as the intermediaries between guests and other departments in the hotel, relaying requests to the bell captain, valets and housekeeping.
3. Front desk clerks answer telephones, schedule reservations and transfer callers to guest rooms. They also take messages and distribute mail both to guests and employees of the hotel.
4. Front desk clerks answer guests' questions concerning hotel facilities and the hotel's surrounding areas. They also provide assistance in handling customer complaints, involving management as necessary. Sometimes they make reservations for entertainment and dining on behalf of guests as well.
5. Front desk clerks often compile bills for hotel stays and handle checkout, where they accept final payment and ensure that keys are returned.

12. Письменно переведите предложения на английский язык, используя словарь.

1. Стойка регистрации, как правило, находится в центральном холле гостиницы.

2. Стойку ресепшен часто называют стойкой регистрации или администратора — за ней располагается обычно один или несколько сотрудников гостиницы, которые готовы ответить на любой вопрос гостей, однако главная их обязанность встречать постояльцев и заботиться об их размещении.
 3. Администратор обеспечивает работу по эффективному и культурному обслуживанию клиентов, созданию для них комфортных условий.
 4. В небольших отелях администратор выполняет также обязанности кассира, т.е. ведет расчет с клиентами.
 5. В последнее время достаточно популярной услугой стало бронирование номеров гостиницы через Интернет.
 6. Сотрудники ресепшен осуществляют контроль над своевременной подготовкой номеров к приему прибывающих в гостиницу, соблюдением чистоты в гостинице, регулярной сменой белья в номерах, сохранностью имущества и оборудования.
 7. Администратор информирует проживающих о дополнительных платных услугах, принимает заказы на их выполнение и контролирует их исполнение.
 8. На ресепшен можно получить устные справки, касающиеся гостиницы, расположения городских достопримечательностей, зрелищных, спортивных сооружений и т.д.
 9. Консьерж оказывает различные услуги: помогает гостям заказывать экскурсии и приобретать билеты на спектакли, советует посещение местных достопримечательностей, информирует об увеселительных программах, аренде автомобиля, заказывает столик в ресторане и т.д.
 10. Подносчик багажа помогает гостю донести багаж, провожает в номер, объясняет работу оборудования, находящегося в номере, желает приятного пребывания в гостинице.
- 13. Практика устной речи.** Составьте диалог между сотрудником ресепшен и стажером-практикантом гостиницы. Сотрудник рассказывает о ходе процедуры регистрации и выписки постояльцев, стажер-практикант задает уточняющие вопросы.

UNIT 13

Hotel Housekeeping

Hotel housekeeping is a complex operation. A lot of staff will usually be working within the hotel because when selecting the best hotel for a vacation, most people will assess not only the location, the size of the rooms, but also the hotel amenities, standards of cleanliness, hotel guests' reviews, etc. The exact number of housekeeping staff depends on the size of the property. The housekeeper is responsible for all of these staff, and their job includes recruiting, dismissing, training and supervising them, as well as drawing up shift rotas and determining the salary for each of them. It is also the responsibility of the housekeeper to discipline any members of staff if necessary.

The hotel housekeeper is in charge of keeping an assigned number of rooms clean. This includes a variety of services depending on the type of the room. For a standard occupied room, this will involve basic cleaning duties. For a room where the guests have just checked out, the job is more difficult and involves turning over nearly everything in the room. A check-out room must be so neat and clean that the new guests cannot tell that another family may have vacated the room only a few hours earlier.

The specific duties of a housekeeper may vary from one hotel to the next, but junior staff of the housekeeping department usually have standard responsibilities. The first is making beds. A good hotel cleaner should be able to make each bed in about a minute. Unless there are obvious stains, sheets and pillowcases are rarely changed daily. The average amount of time for sheets to be left unchanged is three days. However, in luxury hotels sheets are changed daily. The number of sheets and pillows on the bed can also vary. While a standard hotel bed has a bottom sheet, top sheet, blanket and comforter, nicer hotels will have a sheet both beneath and on top of the blanket. Some less-expensive hotels may not have a blanket at all. Hotel beds are typically made with the comforter covering the entire bed and are almost always made this way when guests first check in. However, during a guest's stay, the comforter may only be neatly folded at the bottom of the bed.

Next, the hotel cleaner must refresh any amenities in the room. Small touches such as closing the doors of a television cabinet can give a room a finished look very quickly. If there is a porch or balcony, this should be swept and any ashtrays need to be emptied.

Lastly, the trashcans in the rooms will be emptied, and the carpets swept. Moving on to the bathroom, the hotel cleaner will wipe down the tub, toilet, sink and counter. Towels will be changed and amenities will be refreshed. In a check-out room, the bathroom is cleaned more thoroughly with a variety of cleaning agents, usually including bleach. Small touches such as carefully folded towels are important here. Each hotel has its own preferred method for folding and placing the towels. The toilet paper must be folded to a neat point as well. In some hotels, the tip of the toilet paper is even pressed with a stamp featuring the hotel's logo or name.

Hotels with minibars and turndown service usually leave these specific tasks to separate members of the staff as well.

Though the typical hotel cleaner is responsible for a number of hotel rooms, there are many other important roles in the housekeeping team at most hotels. In larger hotels, there is usually a house person for each floor or section. This person is responsible for emptying the dirty linens and trash in housekeepers' carts and refilling their towels and amenities when needed. The house person is also responsible for vacuuming hallways, dusting banisters and areas on the floor. Another member of the housekeeping staff is usually assigned to the lobby area. In large hotels this can include the check-in area, pool, fitness center, childcare center, laundry facility and a variety of other areas. Lobby hotel cleaners usually make their rounds through these areas several times throughout the day. If a guest calls for special amenities such as a microwave or crib, or other items that are not typically left in the room such as a toothbrush, sewing kit or matches, these are often provided by another hardworking member of the housekeeping staff, sometimes called a runner.

Vocabulary list

housekeeping уборка помещений

to assess оценивать

amenities удобства

review отзыв

to be in charge of отвечать за

to vary различаться

to assign назначать

to include включать

variety разнообразие
occupied занятый
to involve вовлекать, включать
duty обязанность
neat аккуратный
to vacate освобождать
sheet простыня
pillowcase наволочка
blanket одеяло
comforter покрывало
to cover накрывать
to fold складывать
to refresh освежать
ashtray пепельница
to empty опустошать
to sweep (swept, swept) подметать
trashcan мусорная урна
carpet ковер
to wipe down вытирать
tub ванна
bleach отбеливатель
towel полотенце
crib детская кроватка
sewing kit набор для шитья
runner посыльный

1. Прочитайте и переведите текст.
2. Определите, какие из утверждений соответствуют содержанию текста (True), какие не соответствуют (False).
 1. Lobby housekeepers usually make their rounds through public areas several times a day.
 2. When selecting the best hotel for a vacation, most people will assess location, the size of the rooms, hotel facilities and reviews.
 3. A check-out room must be so neat and clean that the new guests can tell that another family may have vacated the room only a few hours earlier.
 4. The hotel housekeeper is responsible for keeping an assigned number of rooms clean.
 5. A good housekeeper should be able to make each bed in about one minute.
 6. Some inexpensive hotels may not have a blanket at all.
 7. A runner provides guests with special amenities such as a crib or some other items.

3. Дайте развернутые ответы на следующие вопросы:

- 1) What is the housekeeper in charge of?
- 2) Why is a check out room cleaning considered to be the most difficult one?
- 3) What are housekeeper's duties?
- 4) In what way may the specific duties of a housekeeper vary from one hotel to another?
- 5) What small touches can give a room a finished look?
- 6) In what case are the linen changed daily?
- 7) What is a house person responsible for?
- 8) Who is also responsible for vacuuming hallways, dusting banisters and areas on the floor?
- 9) What do lobby housekeepers do?
- 10) Who provides the guests of the hotel with the items that are not usually left in the room such a toothbrush, sewing kit or matches?

4. Переведите на русский язык следующие выражения:

- 1) complex operation
- 2) hotel amenities and reviews
- 3) a variety of services
- 4) to involve basic cleaning duties
- 5) neat and clean
- 6) changed daily
- 7) average amount of time
- 8) refresh any amenities
- 9) folding and placing the towel
- 10) laundry facility

5. Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:

- 1) учитывать место расположения
- 2) уборка практически всего номера
- 3) заметные пятна
- 4) застилать покрывалом
- 5) у подножия кровати
- 6) незначительные моменты
- 7) опустошить пепельницу
- 8) разгрузка и загрузка тележек
- 9) на протяжении всего дня
- 10) сотрудники хозяйственных служб

6. Совместите слова из левой колонки с их значением из правой колонки:

- | | |
|---------------|---|
| 1) recruit | a) things that you have to do as part of your job |
| 2) duties | b) to get someone to work in a company or join an organization |
| 3) sewing kit | c) things, especially valuable things, that are owned by someone |
| 4) crib | d) a period of work time in a factory, hotel, hospital, or other place where some people work during the day and some work at night |
| 5) property | e) a set of a needle and thread for repairing something |
| 6) shift | f) a bed for baby |

7. Заполните пропуски в предложениях подходящими по смыслу словами и словосочетаниями.

recruit	sewing kit	property	duties	crib	shifts
---------	------------	----------	--------	------	--------

1. A hotel (1) _____ includes six threads, six sewing pins, one safety pin and two buttons in the plastic box.
2. (2) _____ and additional beds are available free of charge for children of up to 12 years of age.
3. Every hotel, at some point in time, will have to (3) _____ new staff.
4. Housekeepers are expected to work in (4) _____, either morning or night.
5. One of the main (5) _____ of hotel room attendants is to prepare the hotel room's bed for the guest.
6. The rules and regulations are put in place to keep hotel guests and employees safe and protect hotel (6) _____ from damage.

8. Дополните на основе текста следующие предложения.

1. Another member of the housekeeping staff _____ to the lobby area.
2. Unless there are obvious stains, _____ are rarely changed daily.
3. Hotels with minibars and _____ usually leave these specific tasks to separate members of the staff.
4. Lastly, the trashcans in the rooms _____ and the carpets swept.
5. Small touches such as _____ are important here.

6. It is also the responsibility of the housekeeper _____ if necessary.

7. The number of _____ on the bed can also vary.

9. *Прочитайте и письменно переведите текст. Расскажите об особенностях работы персонала хозяйственных служб.*

Hotel Housekeeper Job Profile

A hotel housekeeper is responsible for the cleanliness of a hotel or motel. A hotel housekeeper is also referred to as a maid in the hotel and handles the cleaning of the establishment. Generally housekeepers are assigned the duties of cleaning the guest rooms. If the hotels have laundry service, then some of the housekeepers work only in the laundry service area. They are involved in the washing, cleaning, drying and folding of the linens, towels, bedding and any uniforms.

Basic Tasks:

- ◇ Clean the guest rooms after the guests have checked out.
- ◇ Clean the room; change the linen, bedding, towels; replace drinking glasses, tissues and soap.
- ◇ Disinfect the bathroom and toilets and replenish the essentials.
- ◇ Dust and polish the furniture.
- ◇ Empty the trash and mop the floor area without carpets.
- ◇ Vacuum the carpet and the curtains.
- ◇ Attend to the requests of cleaning from the guests during emergencies or accidental spills.
- ◇ Provide extra linen or towels to the guests upon request.
- ◇ Assist guests in providing directions or methods of using facilities or items in the hotel when requested.
- ◇ Check the functioning of the electrical gadgets provided in the rooms and report to the supervisors in the case of malfunctioning.
- ◇ Report and hand over things left in the room by the guests to the supervisor or duty manager.
- ◇ Manage the wheel cart with the supplies of linens, bedding, drinking glasses, towels, tissue papers, toilet soap, bathroom disinfectants and other related materials.
- ◇ Wash and clean the common corridors, windows, ashtrays, stairs, hallways and reception area.
- ◇ Clean the conference or banquet rooms, lobbies or lounges.
- ◇ Train the interns or trainee employees about the cleaning standards and the procedures.

These basic tasks can vary with the size and type of the employer you are employed with. In smaller establishments, the hotel housekeepers can also be given the duty of planning and procuring the supplies for the housekeeping department.

Work Schedules

The work schedule of a hotel housekeeper is usually 40 to 48 hours a week. They are expected to work in shifts, either morning or night. They may obtain rotational shifts during the weekends or holidays.

Salary/Wages

The median annual wage of hotel housekeepers is around \$16,900. The median annual salary of executive housekeepers is found to be \$29,640, but those working in luxury hotels or resorts earn more than \$40,000 annually.

Opportunities for Advancement

After acquiring experience in the field in smaller hotels or motels, housekeepers can advance to larger or luxury hotels. Housekeepers in large establishments may advance to become executive housekeepers or housekeeping supervisors after completing either internships or institutional management or hotel service courses.

Final Word

As there is a growth in the hotel industry, the opportunities for housekeepers are also expected to grow. An increase in the resort style hotels will increase the number of hotel housekeepers required for one hotel. If you are in solid physical condition that allows you do lots of lifting, bending, stooping and running errands, then getting into this field could be a good and logical career choice for you.

10. Составьте предложения из данных слов.

1. Housekeepers rooms are the guest duties of cleaning the assigned.
2. They shifts rotational holidays during the obtain weekends may or.
3. Housekeepers large may advance in to become housekeepers establish-ments executive.
4. They upon extra linen or provide to the request guests towels.
5. Some the service area housekeepers only of in the laundry work.
6. The for are opportunities expected to grow housekeepers also.
7. Getting be field could career a into choice for this you good.

11. Прочитайте и переведите текст. Поставьте глаголы в скобках в правильной видовойременной форме действительного или страдательного залога.

What's it really like?

Amelia Humber has worked in the hospitality industry all her life, and she now (run) _____ her own Bed and Breakfast.

Amelia Humber:

I (start) _____ working in hotels at a very early age, initially as a chambermaid to earn some extra money whilst I (be) _____ at school. I (leave) _____ school at 16 and started working full-time, but the long hours (mean) _____ that I knew I was going to have to do some further education if I (not want) _____ to be stuck doing such hard work for the rest of my career. I (go) _____ back to college and did an NVQ in hospitality which (teach) _____ me the business side of the practical work I (do) _____.

After this I started working as a receptionist at a hotel, and gradually (gain) _____ more and more responsibility in my job. I (begin) _____ to learn more about the money aspect of running a hotel, and (teach) _____ how to cash up and how to delegate money to various departments. I (work) _____ in this position for a number of years and (earn) _____ the trust and respect of my employers. I was later (award) _____ with an assistant housekeeper job, which can (liken) _____ to vocational training, and I (learn) _____ skills on the job which went towards a diploma in hotel management.

After a few years in this position, I left the company and (join) _____ the hotel chain Novotel, and after working as an assistant position for a year, I (promote) _____ to head housekeeper. This was a very demanding job and I was unable to remain in the position full-time once I (have) _____ children, but I replaced this with a job share and (return) to full-time work once the kids (be) _____ all at school.

After 15 years of being back in this position my husband and I (decide) _____ to turn our house into a Bed and Breakfast and make our money out of the spare rooms we now (have) _____ available after the children (leave) _____. I (not be able) _____ to make this decision if I (not have) the experience of being a housekeeper.

The job of a housekeeper (be) _____ demanding as you have to be great with people but willing to stand your own ground. It is very rewarding though, and if you (do) _____ it well you (receive) _____ a huge amount of satisfaction from the job.

12. *Письменно переведите предложения на английский язык, используя словарь.*

1. Руководитель службы хозяйственного обеспечения подчиняется генеральному директору или главному инженеру. Руководитель службы хозяйственного обеспечения отвечает за эффективную работу своего подразделения, т.е. проводит обучение, обеспечивает мотивацию и контроль работы сотрудников. Он должен иметь соответствующую подготовку и уметь организовать работу подразделения, подбирать персонал, осуществлять контроль расходов и закупки.
 2. Заместитель руководителя составляет график работы для персонала, готовит отчет о статусе номеров, отвечает за уборку и состояние номерного фонда.
 3. Руководитель прачечной, обычно второй заместитель руководителя, организует работу с целью обеспечения гостиницы чистым бельем для номерного фонда и ресторанов, а также организует выполнение заказов гостей по химической очистке одежды.
 4. Старшая горничная — младший руководитель в службе хозяйственного обеспечения. Она организует обучение персонала, отвечает за холлы, основные коридоры и другие помещения, осуществляет инвентаризацию моющих средств и прочих материалов.
 5. В обязанности горничной входит уборка и другое хозяйственное обслуживание номеров. За каждой горничной закрепляются комнаты, которые она должна убирать в течение смены. В каждой из них горничная выполняет один и тот же набор действий в соответствии с должностными инструкциями. Она также принимает участие в проверке номеров в соответствующее время для выяснения их статуса.
- 13.** *Практика устной речи. Составьте диалог между младшей и старшей горничными гостиницы, в ходе которого младшая горничная информирует старшую о проблемах, выявленных в ходе уборки номера (пропажа имущества гостиницы, его порча или выход из строя).*

UNIT 14

Food and Beverage Service

Like the lodging industry in general, foodservice in the hotel market has improved its position over the last few years. A typical characteristic is a market posting steady but not significant growth and emphasizing cost containment and innovation. As lodging foodservice competes with the multitude of commercial foodservice operations for the consumer dollar, value remains the focus of both operators and consumers. A number of studies have identified food and beverage services as a primary contributor of value to a customer's lodging experience.

"The goal of our food service operations is to provide the highest quality of food and service in a sophisticated, comfortable ambience, by friendly and professional staff, ensuring that every patron returns," states the Four Seasons Hotel in Las Vegas. This statement, succinct and focused, exemplifies what lodging operations nationwide are seeking. Most lodging executives identify food and beverage operations as one of the more complex areas to manage in the entire lodging arena. Lodging foodservice not only involves the traditional difficulties associated with both producing and serving food and beverages but also the performance of these functions every day, often 24 hours a day. The resulting labor costs and operational expenses prove burdensome for many lodging establishments. In order for these food and beverage operations to survive and thrive, they must draw not only guests of the lodging facility but also consumers from the external market of the lodging property. Hoteliers are analyzing their operations to identify ways of increasing the percentage of guests who stay to dine onsite, known as the capture rate.

In fact, the more profitable lodging food and beverage operations obtain more than 50 percent of their business from non-guests of the property. The hotel or motel guest is not a captive diner; he or she has many other opportunities for dining. Yet, in order for a hotel property to be profitable, a significant percentage of sales must be produced by food and beverage operations. To accomplish this, lodging facilities must successfully compete with the numerous chains and independent restaurants that offer a variety of services. One advantage for

full-service hotels is the banquet business, which can be a major revenue producer and operate at a high profit margin. It becomes critical for lodging operators to research tourists' specific food needs and wants, and how their specific operation can better serve these tourists. In addition, a clear, objective analysis of local competition is necessary to determine the segment and genre in which the hotel can compete and succeed.

If the hotel is competing with an established local competitor, then the hotel foodservice operation must outdeliver on all levels of quality, service, and ambience. In a large hotel, it is also necessary not to compete directly with another unit in the same hotel. Units must be diverse to give different segments of the market a choice; the ideal outcome is that hotel and local guests choose to dine in one of the hotel's offerings. A strong food and beverage program that delivers a high-quality product and experience can be used as a competitive advantage as well as a sales tool for the lodging facility.

Many hoteliers choose not to compete in this environment. Instead, their strategy is to eliminate food and beverage operations altogether, or to lease food and beverage operations to outside companies, either chain operated or an independent restaurant. In particular, food and beverage sales in motels and motor-hotel restaurants continue to decline as a percentage of overall sales when compared to full-service hotels, primarily as a result of an increasing number of lower-priced lodging operations offering free breakfast and no other meal service. However, that free breakfast has become a competitive positioning statement for the property. Guests now expect it, and they expect quality, yet such lodging facilities must maintain their cost structure.

There are five major hotel chains whose foodservice sales per hotel average more than \$2.3 million. At the top lies Sheraton Hotels, whose properties average well over \$4.6 million in foodservice sales. It should be noted that a number of convention/resort hotels could do well over \$30 million in annual food and beverage sales. Clearly, foodservice professionals have as much or more opportunity for success as in other segments of the foodservice industry. With potential sales like those noted, lodging food services remain a critical partner with respect to both the revenue and profit of the property. A smart, resourceful manager makes the foodservice operation unique, thus attracting additional patrons to the lodging establishment. Thus, foodservice can be looked on as a means of gaining competitive advantage over other lodging operations.

The field of lodging has a long history of serving people food and drink during their travels. From the earliest days of the Roman Empire, when people traveled on foot, on animal, or in vehicles drawn by animals, to the modern age of air, rail, and car transportation, hotels and inns provided for their needs. In fact, early hotels were usually the center of community activity and often the only place one could eat away from home. The glamour years of the late nineteenth and early twentieth centuries produced grander hotel properties, the so-designated palaces of the people, which solidified this perception of hotels as centers of public entertainment and as sources of food and drink for guests. This reputation continued well into the twentieth century, as hotels became the logical place to meet for entertainment and business discussion. Foodservice operations independent of hotels were rare even in the larger urban centers. It was not until the post–World War II era that independent restaurants and restaurant chains grew in both number and influence over the customer. As we enter the twenty-first century, lodging foodservice accounts for approximately 7 percent of the total foodservice market. From total domination of the market to its role as a secondary player today, lodging foodservice has undergone dramatic change. As properties struggle to decide whether or not to offer foodservice and, if so, the number of foodservice units and the level of service to offer, future managers must recall what the goals and mission of the foodservice operation should be:

1. To provide the appropriate level and degree of food and beverage service to the property's guests.
2. To support the overall goal(s) of the property.
3. To assist the property in gaining a competitive advantage over other lodging establishments.
4. To function efficiently and effectively in order to produce a profit.

Vocabulary list

steady устойчивый, прочный, твердый

significant growth существенный, ощутимый рост

emphasize подчеркивать

cost containment сдерживание затрат

multitude множество, большое число, масса

sophisticated сложный, лишенный простоты; утонченный, отвечающий изощренному вкусу

ambience окружение, атмосфера

succinct сжатый, краткий

nationwide в национальном масштабе; общенародный; всенародный; общенациональный

labor costs стоимость рабочей силы; затраты на рабочую силу

burdensome обременительный, тягостный
to thrive процветать, преуспевать, буйно расти
captive захваченный, пленник, взятый в плен
advantage преимущество
revenue доход; годовой доход
to eliminate устранить, устранять, исключать
means of gaining средства по достижению чего-л.
designated определяемый
to solidify укреплять
property собственность, имущество
struggle борьба, напряжение, усилие; битва

1. *Прочитайте и переведите текст.*

2. *Определите в каждой из четырех групп предложение, соответствующее содержанию текста.*

1.
 - a. Hoteliers are analyzing their operations to identify ways of increasing the percentage of guests who stay to dine outside.
 - b. Hoteliers are analyzing their operations to identify ways of increasing the percentage of guests who stay to dine onsite.
 - c. Hoteliers are analyzing their operations to identify ways of increasing the percentage of guests who don't stay to dine onsite.
2.
 - a. The more profitable lodging food and beverage operations obtain more than 50 percent of their business from guests of the property.
 - b. The more profitable lodging food and beverage operations obtain more than 70 percent of their business from non-guests of the property.
 - c. The more profitable lodging food and beverage operations obtain more than 50 percent of their business from non-guests of the property.
3.
 - a. In a large hotel, it is necessary not to compete directly with another unit in the same hotel.
 - b. In a large hotel, it is necessary to compete directly with another unit in the same hotel.
 - c. In a large hotel, it is not necessary to compete directly with another unit in the same hotel.
4.
 - a. A smart, resourceful manager makes the foodservice operation unique, thus attracting additional competitors to the lodging establishment.
 - b. A smart, resourceful manager makes the foodservice operation unique, thus attracting additional clients to the lodging establishment.
 - c. A smart, resourceful manager makes the foodservice operation unique, thus attracting additional employees to the lodging establishment.

3. Дайте развернутые ответы на следующие вопросы:

1. What does lodging foodservice compete with?
2. How do most lodging executives identify food and beverage operations?
3. What does lodging foodservice have to do in order to survive and thrive?
4. Has the hotel or motel guest any other opportunities for dining?
5. Why can the banquet business be an advantage for full-service hotels?
6. Is it possible to compete directly with another unit in the same hotel?
7. Why do food and beverage sales in motels and motor-hotel restaurants continue to decline as a percentage of overall sales when compared to full-service hotels?
8. How can a smart, resourceful manager make the foodservice operation unique?
9. Does the field of lodging have a long history of serving people food and drink during their travels?
10. What should the goals and mission of the foodservice operation be?

4. Переведите на русский язык следующие выражения:

- 1) compete with the multitude of commercial foodservice operations
- 2) primary contributor of value
- 3) comfortable ambience
- 4) one of the more complex areas
- 5) producing and serving food and beverages
- 6) established local competitor
- 7) lease food and beverage operations to outside companies
- 8) lower-priced lodging operations
- 9) support the overall goal
- 10) assist the property in gaining a competitive advantage

5. Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения.

- 1) гостиничная индустрия
- 2) характерная черта
- 3) устойчивый рост
- 4) бороться за потребителя
- 5) предоставлять еду и напитки высочайшего качества
- 6) дружелюбный и профессионально подготовленный персонал
- 7) выполнять свои функции каждый день
- 8) обременительно для многих отелей

- 9) выжить и процветать
10) изо всех сил стараться решить

6. Совместите слова из левой колонки с их значениями из правой колонки.

- | | |
|---------------|---|
| 1) burdensome | a) a beneficial factor or combination of factors |
| 2) thrive | b) to get rid of; remove |
| 3) advantage | c) hard to bear; onerous |
| 4) eliminate | d) to grow strongly and vigorously; to do well; prosper |
| 5) ambience | e) a piece of real estate |
| 6) property | f) the atmosphere of a place |

7. Заполните пропуски в предложениях подходящими по смыслу словами в нужной форме.

thrive burdensome an advantage property ambience be eliminated

1. He (1) _____ from the tennis match in the first round.
2. The deer population in this town (2) _____.
3. The restaurant had a delightful (3) _____.
4. He had (4) _____ over me because of his experience.
5. Narrow and (5) _____ and useless to anyone as his life now seemed to him, Prince Andrew on the eve of battle felt agitated and irritable as he had done seven years before at Austerlitz.
6. He has to (6) _____ in Scotland.

8. Прочитайте и письменно переведите текст на английский язык, используя словарь.

Служба общественного питания обеспечивает обслуживание гостей в ресторанах, кафе или барах гостиницы, решает вопросы по организации и обслуживанию банкетов, презентаций и других праздничных мероприятий.

При организации питания туристов используются различные методы обслуживания: а-ля карт, а парт, табльдот, шведский стол.

При использовании метода а-ля карт гости из карты меню блюд и напитков выбирают то, что им больше всего нравится. Заказ передается на кухню, и сразу же начинается приготовление.

При методе обслуживания а парт гости делают предварительный заказ и обслуживаются в установленный промежуток времени. Очень часто эта форма встречается в домах отдыха и курортных гостиницах.

Метод табльдот предполагает обслуживание гостей в одно и то же время по одному и тому же меню.

Шведский стол представляет собой широкий выбор блюд со свободным доступом: можно взять все, что угодно, в желаемом количестве из того, что предложено и выставлено.

Предприятия питания предлагают туристам разнообразные дополнительные услуги: организацию торжеств, питание в номере, сервис на этаже, мини-бары в номере и др.

Гостиничный ресторан работает несколько иначе, чем обычный ресторан. Время работы гостиничного ресторана должно быть таким, чтобы удовлетворять потребности подавляющего большинства постояльцев, даже если для этого в отдельные часы работа ресторана не будет приносить прибыли. При этом до 70 % гостей отеля не обедают в гостиничном ресторане и до 50 % не ужинают в нем, а $\frac{2}{3}$ дохода ресторана поступают от сторонних посетителей.

Формула успеха ресторанного бизнеса – это сочетание хорошей еды, хорошего сервиса и разумной ценовой политики. Но для достижения этого сочетания требуется отслеживать массу других параметров (сроки приготовления пищи, санитарные нормы, издержки производства, предпочтения клиентов, конкуренция соседних ресторанов и т.д.).

9. Прочитайте текст. Подберите подходящий по смыслу заголовок к каждому абзацу. Перескажите текст.

A. Atmosphere

B. Examples

C. Price

D. Advantages

E. Service style

F. Challenges

Quick-Service Restaurants

Quick-service is the term for restaurants that capitalize on speed of service and convenience. Fast-food restaurants often fall under the umbrella of quick-service restaurants, but not all quick-service places serve fast-food. Quick-service restaurants are characterized by simple décor, inexpensive food items and speedy service.

(1) _____

The least expensive of all, quick-service restaurants usually offer meals for \$6 or less. They often provide “combo” meal choices which can add on extra for sides and drinks, but food items are also available a la carte.

(2) _____

Service style at quick-service restaurants typically includes a service counter with one or more cashiers working to take orders. Customers order off a menu board hanging on the wall or from the ceiling. It is not unusual to see a drive-through at a quick-service restaurant.

(3) _____

In comparison to full-service restaurants, quick-service establishments generally have simpler dining areas with fewer decorations. However, quick-service chains in particular often strive to achieve a very specific, individual «look and feel» in their restaurants. For example, Jamba Juice chains paint their walls and hang posters that comply with a very specific color palette and theme, and every store is required to play specific music every month.

(4) _____

Like fast-casual restaurants, quick-service restaurants experience a good deal of turnover. Frequent ownership and management change coupled with an overwhelmingly young workforce tend increase general turnover rates. Coffee shops, which are popular quick-service restaurant concepts, are a good example. Statistics from a recent three-year study show that coffee shops experience a three-year cumulative ownership turnover rate of 70 percent.

(5) _____

Quick-service restaurants often succeed in a big way because of speed of service and overall consistency. In earlier days when McDonald’s was still young, the idea of assembly line food service operations were still new. However, this makes for a recognizable, familiar and consistent line of food wherever the restaurant is located. A McDonald’s burger tastes the same in Kansas as it does in Tokyo or Moscow. This type of familiar consistent.

(6) _____

Examples of quick-service restaurants include McDonald’s, Sbarro, Subway, Wendy’s, Rosticks KFC, Jamba Juice and Starbucks.

10. Практика устной речи. Подготовьте презентацию о гостинично-ресторанных услугах, предоставляемых вашим отелем.

UNIT 15

Entertainment

Choosing a hotel guests expect a certain quality accommodation, catering and activities. Entertainment has risen to new level in the vocation decision-making process. There is a growing influence of entertainment on vocation travel choices. Today the travelling public wants to have fun, to be entertained, to enjoy fantasy, and to escape from the realities of everyday life. That's why hotels provide entertainment programs for their guests.

Lots of people prefer to mix rest with activity. That's why the hotel entertainment team provides them with a large variety of entertainment both day and night meaning that they will not be bored for one minute. Both children and adults are welcome to take part in the various activities which are scheduled throughout the season. Sport competitions, bingo, terrace games and aquagym are just some of activities run during the day.

Many hotels, especially all-inclusive ones, provide entertainment programs for their guests. For those places that are secluded, having entertainment is a must. Some hotels have regular staff whose sole job is to entertain. This route often leads to a special bond between entertainers and the guests, which makes their vocation more memorable. Sometimes hotels contract outside performers to entertain from time to time. A combination of both could also work.

There are several different types of entertainment out there, and creating a program that is both successful and doable is the challenge that every hotel entertainment specialist must make. While planning hotel entertainment program it's necessary to keep in mind the needs and wants of the guests, the constraints and special features and theme of the type of hotel. A little planning and hard work can make all the difference for the guest's vocation.

Hotel entertainment team, responsible for the organization and delivery of the daytime and evening entertainment program suited to all hotel guests, is providing them with a memorable holiday experience.

They organize, run and actively take part in the daytime recreational activity before taking centre stage for the evening entertainment. They

host children's disco, a variety of game shows and a range of fun & exciting events as well as communicating with guests on a daily basis.

Animators must be multi-talented actors, singers and improvisation specialists, highly outgoing with good sense of humor and enjoy working with people. They must love constantly be "on". They need high energy for their work at motivating and entertaining guests.

Sport animators must be knowledgeable of different kinds of sports and beach activities. Their duty is to maintain equipment in safe working order and ensure guests that safety and service is always the first priority.

Vocabulary list

influence влияние, воздействие

to escape уходить от реальности; бегство

variety многообразие, разнообразие

to be bored скучать, тосковать

activities деятельность

schedule график, план, расписание

must необходимость, потребность

bond связь

doable выполнимый

challenge сложная задача, проблема

constraint принужденность; стеснение; скованность

to run управлять, направлять

range (of) ассортимент, коллекция

outgoing дружелюбный, коммуникабельный, общительный

constantly непрерывно, постоянно

to be "on" выходить на сцену; быть на виду

to maintain обслуживать, содержать в исправности

priority приоритет; порядок срочности

1. Прочитайте и переведите текст.

2. Определите в каждой из четырех групп предложение, соответствующее содержанию текста.

1. a. Entertainment influences on vocation choice of traveling public.

b. Traveling public expects only certain quality accommodation and catering.

c. Travelling public wants to escape from entertainments.

2. a. Travelers never mix rest with activity.

b. Travelers prefer not to combine rest with activity.

c. Travelers prefer to combine recreation with activity.

- 3. a. Some hotels have never regular animators.
- b. Some hotels have regular staff whose job is to entertain.
- c. Some hotels contract only free-lancers.

- 4. a. Animators can be dull.
- b. Animators needn't have the sense of artistry.
- c. Animators must have a free, easy, and genial nature.

3. *Дайте развернутые ответы на следующие вопросы:*

- 1. What kind of service do guests usually expect?
- 2. How does entertainment influence on vacation travel choice?
- 3. What is the job of entertainment team staff?
- 4. Do all hotels have regular entertainment team staff?
- 5. What features must be considered while planning an entertainment program?
- 6. What are entertainers responsible for?
- 7. What is the main duty of sport animators?

4. *Переведите на русский язык следующие выражения:*

- 1) travelling public
- 2) both day and night
- 3) are welcome to take part in
- 4) provide entertainment programs for
- 5) contract outside performers
- 6) necessary to keep in mind the needs and wants of guests
- 7) program suited to all hotel guests
- 8) memorable holiday experience

5. *Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:*

- 1) определенное качество
- 2) веселиться
- 3) убеждать от реальности
- 4) совмещать отдых с активной деятельностью
- 5) большое разнообразие
- 6) быть обязательным
- 7) штатные сотрудники
- 8) время от времени
- 9) нести ответственность за что-либо

10) быть в центре внимания

11) поддерживать снаряжение в рабочем состоянии

6. Совместите слова из левой колонки с их значениями из правой колонки:

- | | |
|------------------|--|
| 1) guest | a) to give a performance that people enjoy |
| 2) extreme sport | b) things that you do to enjoy yourself |
| 3) entertain | c) activity that is exciting and dangerous |
| 4) sense of | d) someone who is paying to stay at a hotel or eat in a restaurant |
| 5) take part in | e) a natural ability or quality that some people have |
| 6) recreation | f) to be involved in an activity with other people |

7. Заполните пропуски в предложениях подходящими по смыслу словами и словосочетаниями.

guests entertainment take part in extreme sports sense of humor recreation
--

1. She has got a great (1) _____.
2. There is live music to entertain (2) _____.
3. A jazz band provided the (3) _____, while people ate and drank under the stars.
4. His favorite (4) _____ is playing golf.
5. Are you planning to (5) _____ motocross racing next week?
6. Have you ever done any (6) _____ like paragliding or white water rafting?

8. Дополните на основе текста следующие предложения.

1. Choosing a hotel _____ expect a certain quality accommodation, _____ and activities.
2. Both children and _____ are welcome to take part in the various _____.
3. Many hotels, especially all-inclusive ones, provide entertainment _____ for their guests.
4. While planning hotel entertainment program it's necessary _____ the needs and wants of guests.
5. Animators must enjoy working with _____.

6. Sport animators must be knowledgeable of different kinds of _____ and _____ activities.
7. Sport animators' duty is to maintain _____ in safe working order.

9. Составьте предложения из данных слов.

1. Today wants travelling to the have public fun.
2. The entertainment the guests team hotel provides variety of entertainment with a large.
3. Sport are just competitions bingo terrace games and aquagym some of during the day activities run.
4. For secluded a must having entertainment hotels is.
5. Hotel holiday experience entertainment team is responsible for providing guests with a memorable.
6. Animators multi-talented must actors be with humor good sense of.
7. Safety service is and always the first beach priority.

10. Вы увидели следующее объявление в журнале "Travelling and Tourism".

Entertainment Agency PARADISE

Is looking for young and motivated people for it's Animation Team for hotels on the Greek islands for the Summer season 2014.

Previous experience would be an advantage.

*Do you speak English and German and Russian?
Are you 18 years old?
Are you available to work abroad for at least 3 months?
Do you like to work in an International Team?
Are you outgoing and friendly?*

Then you may be the right person for one of our Animation Team!!!

We are still looking for:

kids club animator – sport all-around animator – fitness animators – choreographers

Apply for the job now!!!

Write to us saying what kind of work you are interested in and why.

*Send your letter of application to Akamas Ave., P/O.Box 62108, 8061 Paphos, Cyprus.
E-mail: info@paradise.com*

Составьте письмо с просьбой о приеме на работу. Объясните, откуда вы узнали о вакансии и почему решили написать. Расскажите, почему вы подходите

те на выбранную должность, какое у вас образование и есть ли опыт подобной работы. Задайте вопросы об оплате, условиях работы и проживания.

11. Письменно переведите предложения на английский язык, используя словарь.

1. Анимация в туризме начала развиваться с 1970-х гг. и только в середине 1990-х гг. появилась в России.
2. Путешествующих туристов объединяет не только интерес к культуре, обычаям, традициям народов мира, желание познакомиться с историческими достопримечательностями, но и желание отдохнуть и развлечься.
3. Гостиничная анимация включает в себя развлекательные, спортивно-оздоровительные мероприятия, работу мини-клубов и многое другое.
4. Тураниматор — это специалист, занимающийся разработкой индивидуальных и коллективных анимационных программ.
5. Одним из важных направлений аниматорской деятельности в отеле является анимация для детей.
6. Для организации эффективной работы с детьми необходимо иметь соответствующие помещения, оснащенные различным инвентарем для рисования, лепки, подвижных и развивающих игр и т.д.
7. В качестве формы аниматоры носят яркие футболки, позволяющие туристам видеть и узнавать их издалека.
8. Планируя развлекательное шоу, менеджер-аниматор должен учитывать возраст участников и зрителей, уровень образованности, пол, этническую принадлежность.
9. Работа аниматора интересная и веселая, поэтому традиционно аниматорами работают молодые люди.
10. Вместе с аниматорами работают певцы, профессиональные танцоры и музыканты, которых специально приглашает и оплачивает администрация отеля.
11. По оценкам специалистов, в настоящее время включение анимационных программ в содержание туристских маршрутов и поездок, в работу отелей повышает их престиж и востребованность на рынке туристских услуг.
12. Тематические и развлекательные парки являются мощным средством привлечения туристов в Европе и крайне важны для индустрии путешествий.

12. Прочитайте приведенный ниже текст. Преобразуйте слова, напечатанные заглавными буквами в конце строк, так, чтобы они грамматически и лексически соответствовали содержанию текста. Письменно переведите текст на русский язык.

PortAventura Park

Come and enjoy one of the (1) _____ theme parks in Spain for your holiday or weekend getaway with your partner, your (2) _____ or whoever you want! In PortAventura you (3) _____ a theme park full of all kinds of fun. The six areas of the theme park will let you discover new and (4) _____ worlds with magnificent shows and breathtaking (5) _____ rides for all ages. From the tallest and (6) _____ roller coasters in Europe to the smaller rides that parents and children can enjoy together in the magical family area of SésamoAventura.

Take advantage of the privileged location of the theme park in one of (7) _____ resorts in Catalonia, Spain in the heart of the Costa Dorada, which will allow you to enjoy weekend breaks and holidays in which you can participate in a wide variety of tourism, sports and relaxation thanks to (8) _____ proximity to Barcelona, three golf courses next to the theme park and the Beach Club overlooking the sea. If you are also a (9) _____ of water rides, you can take advantage of the (10) _____ climate and the unique environment that Catalonia and the Costa Dorada have to offer in our water park Costa Caribe Aquatic Park. To complete your experience why not stay in one of our four (11) _____ which are (12) _____ themed in tune with the theme park. Sleep in an authentic town of the Far West or in a Caribbean resort with white (13) _____ beaches and crystal clear waters, all of which (14) _____ only a few meters from the theme park and offer comprehensive services.

Check out our offers, weekend getaways and holidays. Sign up to receive our newsletter and you will receive all the (15) _____ on how to plan an action (16) _____, fun holiday for the whole family and you will also receive all of our best offers available! Because at PortAventura Park, one of the best theme parks in Spain, we never stop (17) _____ and re-inventing ourselves so the fun never ends. Take advantage of all the (18) _____ PortAventura Park has to offer.

SIMBOLIC

CHILD
DISCOVER

WONDER
MAGIC
FAST

GOOD

WE

LOVE
FAVOUR

HOTEL
COMPLETE

SAND
BE

INFORM
PACK

GROW

POSSIBLE

13. Прочитайте текст и подготовьте пересказ на английском языке.

Венецианский карнавал

Венецианский карнавал — одно из наиболее известных и популярных ежегодных событий в Венеции (Италия). Карнавал привлекает в Венецию множество туристов. Точное число приезжающих в эти дни в Венецию туристов никому не известно, но считается, что за время карнавала этот город посещает до трех миллионов человек.

В течение одиннадцати дней на улицах Венеции происходит множество красочных событий. В городе выступают уличные музыканты, артисты театра и цирка, в Венецию приезжают артисты и музыканты из разных стран. В эти дни вы встретите на улицах Венеции много людей в карнавальных костюмах и масках. Многие туристы также покупают маски и становятся участниками карнавала.

Карнавал в Венеции проводится каждый год в разное время. Начинается карнавал в субботу, за десять дней до начала 40-дневного поста перед Пасхой. (В последние годы карнавальные мероприятия начинаются неделей раньше.)

Первое документальное упоминание о карнавале в Венеции относится к 1094 г. Тем не менее карнавальные традиции имеют гораздо более древнюю историю и корни в языческих праздниках. Предполагают, что с 1162 г. карнавал стал проводиться ежегодно. В 1296 г. карнавал был объявлен государственным праздником. В Средние века он длился шесть недель начиная с 26 декабря.

Обязательным атрибутом карнавала является маска. Под прикрытием масок люди могли позволить себе то, что было недопустимо в другое время. Во время проведения карнавала в какой-то мере стиралась грань между высшими и низшими классами.

В XVIII в. венецианский карнавал пришел в упадок и был почти забыт в течение многих лет.

Возрождение карнавала началось в конце XX в. С 1979 г. венецианский карнавал стал одним из самых ярких событий в Италии. Правительство Италии и муниципалитет Венеции используют карнавал для привлечения туристов.

14. Практика устной речи. Представьте, что один из вас является аниматором в курортном отеле, а другой — отдыхающим этого отеля. Расскажите гостю о предлагаемых вашим отелем развлекательных программах и спортивных мероприятиях для взрослых и детей.

UNIT 16

Safety and Security

Hospitality includes providing a safe environment for guests. There is nothing more important in any service industry than keeping the customer happy and safe. No other service industry has the burden of keeping guests safe as much as the tourist industry, because no other service industry has customers at such a disadvantage. Hotel guests routinely leave their rooms with valuables inside. They can become vulnerable when sleeping or showering, or injured of the hotel's negligence. So there are a lot of things to think about from the point of view of management, and security is one of the major concerns.

The security department of a hotel is vital to delivering hospitality to guests. This department is responsible for establishing the details of the following systems:

- ◇ Guest and employee safety
- ◇ Room key security
- ◇ Fire safety systems
- ◇ Bomb threat action
- ◇ Emergency evacuation plans
- ◇ Employee safety training plans
- ◇ Emergency communication plans

The security department is often regarded as a passive department, reacting only when called on. In reality, it is a very active department. One of the department's goals is to prevent emergencies through planning. Another goal, however, is to train all hotel employees to respond to emergencies.

The security department of a hotel is organized like any other department. At the head of the department is the director of security – a trained professional who must ensure that a busy hotel filled with guests, employees, and equipment stays safe.

The security director needs personnel, technology, and a budget to operate a 24-hour control system for the hotel. The number of people required to staff this department depends on the size of the hotel.

National, state, and local safety codes and ordinances require the hotelier to adhere to a long list of rules and regulations. Hotels must have

safe and secure door locks, fire-prevention measures, exit strategies and plans, pool safety, security cameras.

Well lit and visible areas around the building are important, as is a staff. Trained security staff need to be on the hotel ground 24 hours a day. However, if this feasible, security staff and guards should be on duty at night when the most crime happens. Security cameras are also essential and need to be placed at the front desk, public areas of the hotel, such as the cafeterias, bars, pools, parking lots and waiting rooms. In the absence of security personnel, security cameras, while not required, are often utilized to not only protect the property from vandalism or theft, but also to keep quests and their personal belongings safe. Cameras can be used to watch for a variety of serious concerns such as room break-ins, arson and assaults, as well as less serious infractions such as too many quests staying in a single room. Security cameras should be used 24 hours a day, be reviewed daily, and archived.

Card key locks are an investment in guest security and safety. The electronic key system and smart card can be used for guest rooms as well as other areas of the hotel. As each new guest registers, a fresh plastic key is produced. The new combination for the guest room lock will respond only to the new guest room key.

Smoke alarm installation and maintenance, sprinkler system installation and maintenance, fire drill testing, fire alarm operation and maintenance, are all very important in ensuring the safety of guests. The hotel staff should be equipped with fire safety plans, first aid kits and breathing assistance, such as a respirator, in case of an emergency.

Pools and spas should have lifeguards, however most to do. Hotels with pools should enforce pool hours and hotel staff should be trained in CPR (Cardiopulmonary resuscitation) and first aid. Hotel guests should be the only ones with access to the pool and spa facilities. Entrance to the facilities should require activated room card key.

Guests in turn should follow some basic guidelines which will help keep stress and problems to a minimum, making travel an enjoyable and safe escape.

Vocabulary list

burden бремя
disadvantage невыгодное положение
routinely запростом; регулярно
vulnerable уязвимый
injured травмированный
negligence небрежность; халатность
concern проблема; опасение
vital важный; необходимый

to regard считать; рассматривать
to ensure гарантировать
code свод законов, правил, инструкций
ordinance распоряжение
to adhere (to) придерживаться чего-л.
feasible осуществимый; возможный
break-in взлом; (незаконное) вторжение
arson поджог
assault нападение; угроза физического насилия
to archive архивировать
installation установка, устройство
maintenance эксплуатация; техническое обслуживание
sprinkler разбрызгиватель
aid kit аптечка; набор для оказания первой медицинской помощи
cardiopulmonary resuscitation реанимационные мероприятия
guidelines указания, руководящие принципы
escape отдых (зд.)

1. Прочитайте и переведите текст.

2. Определите, какие из утверждений соответствуют содержанию текста (True), какие не соответствуют (False).

1. The main aim of any service industry is providing a safe environment for guests.
2. The security department is responsible for employees safety not guests.
3. The director of security needn't be a trained professional.
4. Security staff and guards don't need a director.
5. The hoteliers must adhere to a long list of rules and regulations required by national, state, and local safety codes and ordinances.
6. A fresh plastic key is produced for each new guest of the hotel.
7. The holidaymakers, often in a relaxing, vacation mood forget to take adequate precaution and rely on the often faulty security measures offered by the hotels.

3. Дайте развернутые ответы на следующие вопросы:

1. What is more important for a service industry?
2. Why is security a vital part of hotel management?
3. What are the duties of the security staff?
4. What security techniques are needed to be used for ensuring the safety of guests?
5. Why is the installation of security cameras so essential for the hotel?
6. How does the card key work?
7. What measures can protect the hotel against fire?

4. Переведите на русский язык следующие выражения:

- 1) keeping the customer happy and safe
- 2) hotel's negligence
- 3) prevent emergencies through planning
- 4) trained professional
- 5) well lit and visible areas
- 6) in the absence of
- 7) protect the property from vandalism or theft
- 8) as well as
- 9) in case of an emergency
- 10) follow some basic guidelines

5. Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:

- 1) благоприятные условия
- 2) неблагоприятные условия
- 3) ценные вещи
- 4) правильно себя вести в экстренных ситуациях
- 5) гарантировать что-либо
- 6) круглосуточно обеспечивать безопасность
- 7) выполнять ряд правил и инструкция
- 8) нести службу по ночам
- 9) личные вещи
- 10) вести наблюдение за чем-л.

6. Совместите слова из левой колонки с его значениями из правой колонки.

- | | |
|---------------|---|
| 1) theft | a) hurt in an accident |
| 2) negligence | b) the department within an organization that protects buildings and people |
| 3) injured | c) the action or crime of stealing |
| 4) vandalism | d) a warning of danger |
| 5) security | e) a person or a group of people hired to escort and protect another person |
| 6) alarm | f) the act of deliberately damaging or destroying things, especially public or private property |
| 7) guard | g) failure to give care attention, especially when this causes harm or damage |

7. Заполните пропуски в предложениях подходящими по смыслу словами и словосочетаниями.

thefts	security	guard	negligence	alarm	escape
--------	----------	-------	------------	-------	--------

1. Half of the accidents on the road occurs because of the (1) _____ of drivers.
2. Every precaution has been taken to ensure the personal (2) _____ of the delegates.
3. We're hoping to (3) _____ to Greece in May.
4. There have been a lot of (4) _____ recently .
5. The Prime Minister arrived under heavy (5) _____ .
6. The burglars left empty-handed after triggering the (6) _____.

8. Дополните на основе текста следующие предложения.

1. No other service industry has the _____ of keeping guests safe as much as the tourist industry.
2. Sometimes guests can become _____ of the hotel's negligence.
3. The hotelier is required to adhere to a long list of _____ and _____.
4. _____ can be used to watch for room break-ins, arson and assaults.
5. Pools and spas should have _____ trained in first aid.
6. Guests _____ should follow some basic guidelines.

9. Составьте предложения из данных слов.

1. Hospitality providing includes for guests a safe environment.
2. Hotel guests with valuables routinely rooms inside leave their.
3. The director security of is a well professional trained.
4. Hotels must have secure safe and locks door.
5. Security cameras a day be used 24 should hours.
6. The key system can guest electronic be used for rooms.
7. The access hotel guests pool to the should be only for.

10. Письменно переведите предложения на английский язык, используя словарь.

1. Обеспечение безопасности в гостинице — проблема общая. Она касается защиты жизни и здоровья гостей и работников гостиницы, а также сохранности имущества.
2. В обязанности секьюрити входит наблюдение за порядком в холле отеля и других помещениях, а также реагирование

на сообщения от постояльцев по поводу всевозможных инцидентов.

3. Большинство крупных отелей сегодня оснащены современными системами видеонаблюдения, а их номера открываются при помощи специального электронного ключа, что значительно снижает криминальный риск в отеле.

4. Служба безопасности гостиницы занимается:

- ◇ разработкой процедур реагирования на чрезвычайные происшествия;
- ◇ повседневной безопасностью гостевых комнат;
- ◇ контролем ключей;
- ◇ предотвращением краж, контролем замков;
- ◇ контролем доступа в здание гостиницы;
- ◇ системой охранной сигнализации;
- ◇ контролем территории;
- ◇ наружным освещением;
- ◇ системой наблюдения с помощью телемониторов.

11. Прочитайте статью и заполните пропуски частями предложений. Письменно переведите текст на русский язык.

- a) can link cameras
- b) accuse you of stealing
- c) so that they can record the websites
- d) make a few personal calls
- e) tape recorders and video cameras
- f) to steal property

Someone's Watching You

Admit it! Sometimes you (1) _____, you take home some office pens, you come back a bit later after lunch. You always thought nobody noticed. Nobody could (2) _____! But not any more! From now on, employers will be taking advantage of new technology in order to spy on staff. And that means you!

You may not see them, but tiny (3) _____ are probably spying on you now. Security devices for watching and listening to everything that happens at the workplace. And don't try to hide! They can even check if workers are really where they say they are. Companies (4) _____ to offices in case workers are tempted (5) _____. They can install

machines in sales representatives' cars so as to check on their expense accounts.

And what's more, businesses are bringing in IT security companies to watch employees' virtual movements. Software is installed (6) _____ you visit and check the e-mails you send. They find out all your secrets. You have been warned!

12. *Практика устной речи. Один из вас является начальником службы безопасности отеля на Гаити, а другой – клиентом, который собирается провести медовый месяц в вашем отеле с проживанием в уединенном бунгало. Убедите его в том, что это безопасно.*

Interdepartmental Cooperation and Communications

Proper and appropriate coordination between the departments is essential for providing hotel services. The interdepartmental communications must be maintained to get the job done at right time. If these lines of communication break down, so does the quality of service. The Front office is usually considered one of the most important departments in a hotel, the main controlling centre. The Front office functions include reservation and registration, room and rate assignment, guest services, room status maintenance, settlements of guest accounts and creation of guest history records. Front office managers must take an active part in gathering information that will be of interest to guests. Thus, the Front Office employees cooperate with all departments—marketing and sales, housekeeping, food and beverage, banquets, controller, maintenance, security, and personnel (human resources).

The marketing and sales department relies on the front office to provide data on guest histories, details concerning guest's prior visit. Some of the information gathered is based on zip code, numbers and frequency of visits, corporate affiliation, special needs, and reservations for sleeping rooms. The front office staff must keep this database current and accurate.

The marketing and sales staff may have to check the lists of available rooms three, six, or even twelve months in the future to be sure the hotel can accommodate the expected number of guests. A database of available rooms is maintained in the property management system by the front office.

Housekeeping department and the front office communicate with each other about room status. The front office must have a control on room allocation. The housekeeping department manager provides regular (three times a day) reporting on the availability of the rooms for guest occupancy. Housekeeping room status can be described as follows:

- ◇ Available Clean, or Ready – room is ready to be occupied;
- ◇ Occupied – guest or guests are already occupying a room;
- ◇ Stay-over – guest will not be checking out of a room on the current day;
- ◇ Dirty or On-Change – guest has checked out of the room, but the housekeeping staff has not released the room for occupancy;
- ◇ Out-of-Order – room is not available for occupancy because of a mechanical malfunction.

Communication between the Food and beverage department and the Front Office is also essential. There are handovers which are used to communicate a charge to a guest's account. The front office provides timely and accurate information about the number of guests expected to register. Such messages help an overworked food and beverage manager, restaurant manager, or banquet captain meet the demands of the public.

The banquet department, which often combines the functions of a marketing and sales department and a food and beverage department, requires the front office to relay information to guests about scheduled group events and bill payment.

The controller relies on the front office staff to provide a daily summary of financial data for billing and maintenance of credit-card ledgers through a well-prepared night audit. This information is also used to measure management ability to meet budget targets.

The maintenance or engineering department and front office communicate on room status and requests for maintenance service. Maintenance employees must know the occupancy status of a room before attending to plumbing, heating, or air-conditioning problems. If the room is reserved, the two departments will work out a time frame so the guest will be able to enter the room or be assigned to another room.

Communications between the security department and the front office are very important in providing hospitality to the guest. These departments work together very closely in maintaining guest security. Fire safety measures and emergency communication systems as well as procedures for routine investigation of guest security concerns require the cooperation of these departments.

The human resources management department may rely on the front office staff to act as an initial point of contact for prospect employees in all departments. It may ask the front office to screen job candidates. Some directors of human resources management depend on the front office to distribute application forms to job applicants. The human resources management department may also develop

guidelines for the front desk clerk to use in initially screening candidates. Such guidelines may include concerns about personal hygiene, completion of an application, education requirements, experience, and citizenship status. This information will help the executives in the human resources management department interview potential job candidates.

A hotel can provide good service, when all departments will work together in an efficient and effective way, by showing good team work, coordination and communication. Thus, interdepartmental communication is essential for a better planning of work.

Vocabulary list

proper должный, надлежащий

appropriate соответствующий

to maintain поддерживать

assignment распределение; выделение

front office служба приема и размещения

marketing and sales коммерческий отдел

housekeeping хозяйственная служба

food and beverage служба общественного питания

banquets обслуживание банкетов

controller финансовая служба

maintenance инженерно-техническая служба

security служба безопасности

human resources отдел кадров

to rely (on) надеяться

data данные; информация; сведения

prior прежний, бывший; предшествующий

frequency частота (событий), частотность (среднее число некоторых событий за промежуток времени)

affiliation членство, принадлежность

current текущий, данный, современный

to release разрешить использование

charge расходы

overworked натруженный, переутомленный

scheduled запланированный

ledger главная книга, гроссбух (фин.)

to measure оценивать, определять

plumbing водопроводное дело; слесарные работы

heating отопление

frame рамка

initial первичный; первоначальный

to distribute раздавать

hygiene гигиена

citizenship гражданство

1. Прочитайте и переведите текст.

2. Определите, какие из утверждений соответствуют содержанию текста (True), какие не соответствуют (False).

1. The interdepartmental communications is not important for hotel management.
2. The front office employees are perceived to be the most knowledgeable.
3. The front office staff cooperates only with the customers.
4. Housekeeping department and the front office communicate with each other about room occupancy.
5. The security department and the front office have no communication links.
6. Some directors of human resources management depend on the front office to distribute application forms to job applicants.
7. Coordination among departments is essential for providing quality quest service.

3. Дайте развернутые ответы на следующие вопросы:

1. What does the interdepartmental cooperation mean?
2. What departments are closely connected with the front office?
3. Why does the front office department play a pivotal role in delivering hospitality to guests?
4. What is the job of the marketing and sale department executives?
5. What is the housekeeping personnel responsible for?
6. Why is communication between the food and beverage department and the front office essential?
7. What kind of information does the banquet department require daily?
8. What is the main function of the controller?
9. What kind of service does the maintenance or engineering department provide?
10. What department maintains quest security in the hotel?
11. Why does the job of the human resources management department depend on the front office?

4. Переведите на русский язык следующие выражения:

- 1) lines of communication
- 2) take an active part in
- 3) keep database
- 4) provide regular reporting
- 5) current day
- 6) work together very closely

- 7) prospect employees
- 8) guidelines
- 9) experience
- 10) team work

5. Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:

- 1) взаимодействие гостиничных служб
- 2) центр контроля
- 3) специальный код
- 4) список свободных номеров
- 5) номер, готовый для заселения
- 6) удовлетворять требования гостя
- 7) средства противопожарной безопасности
- 8) форма заявления
- 9) необходимое образование
- 10) провести собеседование

6. Совместите слова из левой колонки с их значениями из правой колонки:

- | | |
|---------------|---|
| 1) data | a) happening or existing now |
| 2) guidelines | b) the use, or the period of use, of a place |
| 3) current | c) facts or information used for making calculations or decisions |
| 4) charge | d) official instructions or advice about how to do something |
| 5) scheduled | e) someone who applies for something, such as a job |
| 6) occupancy | f) an amount of money that you have to pay |
| 7) applicant | g) planned to happen at a particular time or day |

7. Заполните пропуски в предложениях подходящими по смыслу словами и словосочетаниями.

current	applicants	scheduled	guidelines	occupancy	data	charge
---------	------------	-----------	------------	-----------	------	--------

- 1. There's an additional charge for single (1) _____ of a double room.
- 2. The pilot announced (2) _____ time and weather in Sydney.

3. The following (3) _____ should be adhered to.
4. Successful (4) _____ will be notified by telephone.
5. The analysis was based on (5) _____ collected in the field.
6. There's a meeting (6) _____ with housekeeping staff at eleven.
7. There's an additional (7) _____ for single occupancy of a double room.

8. *Дополните на основе текста следующие предложения.*

1. Proper and appropriate coordination between the departments is _____ providing hotel services.
2. Front office managers must take an active part in _____ information that will be of interest to _____.
3. The marketing and sales department relies on the front office _____ on guest histories.
4. The housekeeping department manager provides regular _____ on the availability of the rooms for guest occupancy.
5. _____ management department may ask the front office to screen job candidates.
6. A hotel can _____, when all departments will work together in an efficient and effective way.

9. *Составьте предложения из данных слов.*

1. The hotel interdepartmental must communications be maintained the in.
2. The front employees with all cooperate departments office.
3. Ready means to be room is ready occupied.
4. The receptionist the guests welcomes and registers.
5. Housekeeping responsible is the cleanliness and for hygiene of hotel.
6. All departments office a unique communication have link the front with.
7. Housekeeping should report personal circumstances about unusual.

10. *Письменно переведите предложения на английский язык, используя словарь.*

1. В число основных служб гостиничного предприятия входят служба бронирования, служба приема и размещения, служба обслуживания и эксплуатации номерного фонда, служба безопасности.

2. Все гостиничные службы подразделяются на контактные и не-контактные.

3. Персонал контактных служб должен:

- ◇ иметь опрятный и привлекательный внешний вид;
- ◇ иметь безупречную манеру поведения;
- ◇ знать этикет и психологию общения с людьми;
- ◇ быть коммуникабельным;
- ◇ знать иностранные языки в объеме, необходимом для приема гостей;
- ◇ быть молодым по возрасту (обычно не старше 35 лет).

4. Менеджер по бронированию должен уметь быстро и аккуратно отвечать на вопросы о будущем бронировании.

5. Контактная служба (франт-офис) организует обслуживание клиентов и отвечает за оплату гостиничных услуг.

6. Служба приема и размещения является сердцем любого отеля.

7. Основные цели и стратегии службы приема и размещения гостиницы — это предоставление гостям услуг самого высокого качества, а также увеличение процента занятости гостиницы.

8. Основными функциями службы приема и размещения считаются: бронирование мест в гостинице; регистрация и размещение туристов; оформление расчетов при выезде гостя; предоставление различной информации.

9. Работа службы обслуживания и эксплуатации номерного фонда несложная, но важная.

10. Швейцар встречает гостя, открывает дверь, вызывает такси, руководит парковкой, помогает гостю разгрузиться, охраняет багаж и передает его подносчикам багажа, которые вносят его в гостиницу и дальше разносят по номерам.

11. Горничная занимается уборкой номеров и подготовкой их для сна. Горничная должна убрать 10—13 номеров в день в гостиницах высокой категории и 18—20 номеров в гостиницах экономического класса.

12. Служба безопасности создается для защиты гостей, их имущества и имущества отеля от возможного вреда со стороны разного рода криминальных элементов.

13. Для успешной работы службы безопасности очень важным является ее взаимодействие с другими подразделениями гостиницы, прежде всего с финансовым департаментом и отделом персонала.

14. Сотрудники службы безопасности при поступлении на работу обязательно проходят обучение, в ходе которого их подробно

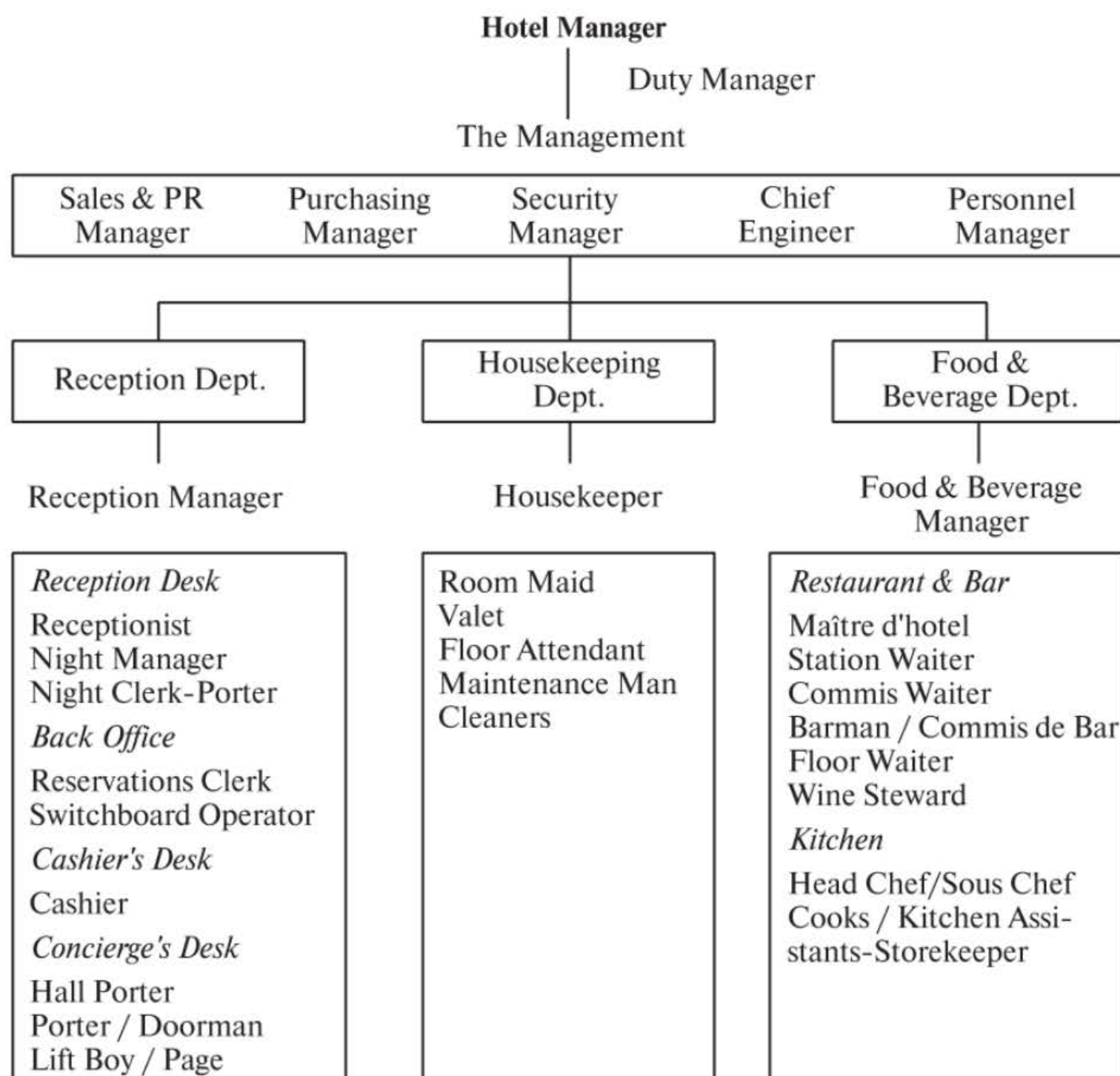
знакомят с отелем, его подразделениями, правами и обязанностями, типичными ситуациями, приемами оказания первой медицинской помощи.

- 11. Практика устной речи.** Ознакомьтесь со структурой гостиничного предприятия. Расскажите о деятельности подразделений гостиницы, функциональных обязанностях сотрудников и их взаимодействии.

Hotel Departments And Staff

The internal organization of hotels as well as the names of jobs and departments vary from hotel to hotel. The main departments, however, are similar in most hotels. They are:

- ◇ Front Office or Reception Department
- ◇ Housekeeping Department
- ◇ Food and Beverage Department



Dealing with Customer Complaints

There is a certain amount of expertise required when handling customer complaints in a hotel. Most of the time, the complaint comes to the hotel receptionist, who should have the skill and knowledge to handle it effectively.

It is not necessary a complaint does always have to be voiced it can also be unvoiced. Hence, hotel staff should be able to address both types of complaints. It is important to remember that the hotel exists because of the guests only and if guests no longer stay at the hotel due to dissatisfaction then there will be no hotel. A part of the front office's responsibility is to serve the customer well and this is evident in the way they handle problem.

Here are some tips that will teach you how to handle customer complaints at your hotel effectively and ensure customer satisfaction.

Allow the Customer to Speak

It is important that you give a patient ear to the customer while he is complaining and do not make an effort to interrupt. The customer is already angry and the interruption would cause his or her temper to flare even further. Allow the customer to describe, in detail, the reason for their unhappiness with the hotel or its service. The customer may yell and shout, but the front office staff should never take it personally. Instead, the staff should concentrate on resolving the issue. While you can ask questions to understand the reasons better, it is important that you let the customer speak out his mind. Ask open-ended questions if you are not clear about the issue and this will show the customer you are genuinely interested in understanding their problem and resolving it. It will help the customer calm down and speak more coherently. As a receptionist, you should be aware of the difference between a genuine problem that requires solving and a situation where the customer is venting his frustration. So, listen to the complaint carefully to find out what is troubling the customer.

Your Guests are the Best Advertisement of your Hotel

Hotels should never forget that the best way to advertise their service is through a satisfied customer. If a customer is dissatisfied, he will give negative feedback and bad reviews about the hotel and its services. This will have far-reaching consequences, as many customers now use online sites to provide feedback about hotels. Other potential guests read this and use it to base their decisions on whether to use the hotel or not. On the other hand, if a customer leaves the hotel satisfied, not only will he give positive feedback, he will return with friends and family the next time he is in town.

Respect the Guests whatever they be

Regardless of the customer's race, language, appearance or culture, he or she should be treated with respect and made to feel valued and special. This should be throughout all departments of the hotel. When you respect your customers, you will make an effort to meet their needs, leading them to be satisfied.

Handle the Complaints Smoothly

When dealing with an irate customer face-to-face or over the phone, it is important to be professional and courteous. Using a polite tone and demeanor will let you show the customer that you are making an effort to understand the situation and can help in defusing it. You should not show your nervousness, as this creates an impression of uncertainty and adds fuel to the fire. By being calm and confident, you will have a more positive effect. The fact that a customer approaches you should be an indication that he believes you would be able to help and resolve his problem. Also, handle the complaint positively. See it as an opportunity to improve customer service rather than taking it personally. Give your customers alternatives and suggestions if a particular service is not available. Try to convince the customer that you have made a note of their suggestions and show your appreciation by telling them that you will ask management to implement them as soon as possible.

Put yourself in your Customer's Position

If you look at the situation or problem from the customer's perspective, you will be able to better understand their frustration and/or anger. Even if you are not wrong or not part of the problem, it is important you issue an apology to the customer. The apology should be issued even if the customer is angry and yelling at the top of his lungs. Empathizing with the customer is a good way to handle customer complaints as it shows them that you understand what they are going through. It will help defuse the situation.

Take Responsibility to Resolve your Customer's Problem

As much as possible, you should try to resolve the customer's problem. Remember, the customer has come to you with the hope that you can help them out. This is the time to show them that you are willing to aid them. Unless the situation is something, you cannot resolve or address, avoid transferring the problem to another person. But if you do have to take the complaint to someone else then, stay on the call until the other person answers, first introduce the caller and transition the situation then after make sure that person understands the problem very clearly and is now full of aware the customer's name and problem. Never blindly transfer an angry caller, if the call is forwarded to a voicemail box or gets disconnected, the customers will be more angry when they call back.

Ask the Customer for an Appropriate Solution

Many times asking the customer to suggest an appropriate solution can go a long way in diffusing the situation. Also, if the solution is reasonable and you have the authority, you can immediately act upon it. If you do not have the authority, explain this to the customer and give him a period within which his problem will be resolved. If the customer gives an unreasonable solution, be calm and explain why the hotel cannot use it. Then give the customer an alternative to calm him down. It is important that you first apologize and then to suggest an appropriate solution. This transition should be seamless. Immediately after apologizing for the inconvenience caused, you should inform the customer of steps you will take to address his complaint and how long it will take. This is only possible if you listen to the customer's complaint and understand it completely.

Follow Up the Problems with Customers

Once a customer's problem has been resolved, it is important that you follow up with him or her to find out whether he is happy with the solution. This will allow you to confirm that the problem has really been resolved and that the customer is now happy with the services of the hotel. A follow up also makes the customer feel special and this can make a huge difference in the overall impression that the customer has about the hotel. A follow up can build customer loyalty and pave the way to repeat business.

The Bottom Line

The key to running a successful hotel is customer service. A big part of this is addressing customer complaints and ensuring that these complaints are resolved to the customer's satisfaction. Successful resolution will have a positive effect on the customer, who will be more conducive to returning to the hotel in the future, as the way the complaint was handled and resolved

makes the customer feel special and shows him that the hotel is genuinely interested in keeping its customers happy and satisfied.

Vocabulary list

to handle complaints работать с жалобами
dissatisfaction недовольство
evident очевидный
tip рекомендация, совет
to ensure гарантировать, обеспечивать
satisfaction удовлетворение
to interrupt перебивать
to flare вспыхнуть от гнева
to yell кричать, вопить
to resolve the issue решать проблему
coherently понятно, вразумительно
genuine problem истинная проблема
to trouble беспокоить
to advertise рекламировать
feedback отклик, отзыв, ответная реакция
consequence последствие
appearance внешность
to treat относиться
to value ценить
courteous вежливый, обходительный, учтивый
to defuse разряжать (обстановку)
nervousness нервозность
uncertainty неуверенность
confident уверенный
to approach обращаться (с просьбой)
indication знак, признак
to improve улучшать
suggestion предложение
appreciation оценка, понимание, признательность
to implement осуществлять, обеспечивать выполнение
frustration разочарование
apology извинение
to empathize сопереживать
to aid помогать, способствовать
to get disconnected разъединить (по телефону)
appropriate соответствующий
authority полномочия
unreasonable необоснованный, чрезмерный
seamless плавный, без пауз
inconvenience неудобство
caused вызванный
to confirm подтверждать
conducive благоприятный, подходящий
genuinely искренне, неподдельно

1. Прочитайте и переведите текст.

2. *Определите, какие из утверждений соответствуют содержанию текста (True), какие не соответствуют (False).*

1. It is important to let the customer speak out his mind while you are asking questions to understand the reasons of complaint.
2. Many times asking the customer to suggest an appropriate solution could go a long way in diffusing the situation.
3. You will be able to inform the customer of steps you are going to take to address his complaint and how long it will take only if you listen to the customer's complaint and understand it completely.
4. A follow up also makes the customer feel special and this can make a little difference in the overall impression that the customer has about the hotel.
5. A big part of this is addressing customer complaints and ensuring that these complaints are resolved to the customer's dissatisfaction.
6. When dealing with an irate customer face-to-face or over the phone, it is vital to be professional and courteous.

3. *Дайте развернутые ответы на следующие вопросы:*

1. What is the main requirement for dealing with complaints?
2. How can dissatisfied customers spoil hotel business?
3. What is necessary to do to ensure customer satisfaction?
4. Why is it not recommended to interrupt the customer?
5. What is the best way to advertise the hotel and its services?
6. Why should every hotel customer be treated with respect?
7. What can the hotel employee do to help in defusing the situation?
8. How should the dissatisfied customer be treated when the complaint is to be taken to someone else?
9. What will allow you to confirm that the problem has really been resolved?
10. What makes the customers feel special and shows them that the hotel is genuinely interested in keeping its customers happy and satisfied?

4. *Переведите на русский язык следующие выражения:*

- 1) ensure customer satisfaction
- 2) concentrate on resolving the issue
- 3) make an effort
- 4) base their decisions on

- 5) give negative feedback
- 6) add fuel to the fire
- 7) defuse the situation
- 8) issue an apology
- 9) suggest an appropriate solution
- 10) build customer loyalty

5. Найдите в тексте английские эквиваленты следующих выражений и составьте с ними свои собственные предложения:

- 1) определенный опыт
- 2) обеспечение удовлетворенности клиентов
- 3) терпеливо выслушать клиента
- 4) рассердиться еще больше
- 5) высказать недовольство
- 6) далеко идущие последствия
- 7) удовлетворять потребности
- 8) выражать понимание
- 9) продемонстрировать желание помочь
- 10) передать решение проблемы другому человеку
- 11) извиниться за предоставленные неудобства
- 12) быть искренне заинтересованным в том, чтобы посетители были довольны и счастливы

6. Совместите слова из левой колонки с их лексическими значениями из правой колонки.

- | | |
|------------------|---|
| 1) complaint | a) to tell someone that you are sorry for doing something wrong or for causing a problem |
| 2) satisfaction | b) an annoying problem or situation, especially one that forces you to make an extra effort to do something |
| 3) apologize | c) a written or spoken statement in which someone says they are not satisfied with something |
| 4) inconvenience | d) the feeling of pleasure that you get when you achieve or obtain something that you want |
| 5) improve | e) a way to solve a problem or to deal with a bad situation |
| 6) solution | f) to make something better |

7. Заполните пропуски в предложениях подходящими по смыслу словами и словосочетаниями.

complaint	satisfaction	apologize	inconvenience	improve	solution
-----------	--------------	-----------	---------------	---------	----------

1. You should (1) _____ to your customers for wasting their time.
2. Friendly service and low prices all contribute to customer (2) _____.
3. Customers are complaining of having to suffer the (3) _____ of the delayed transfer.
4. You must discuss these problems with the other managers and then come up with (4) _____.
5. Many of us have to manage complaints and feedback as part of our job, and we can use this feedback to (5) _____ the way in which we work.
6. Customers lodged a formal (6) _____ about the way they were treated.

8. Дополните на основе текста следующие предложения.

1. The hotel receptionist should have _____ to handle it effectively.
2. You should be aware of the difference between _____ that requires solving and a situation where the customer is venting his frustration.
3. Give your customers _____ if a particular service is not available.
4. Even if you are not wrong or not part of the problem, it is important you _____ to the customer.
5. If the call is forwarded to _____ or gets disconnected, the customers will be more angry when they call back.
6. Once a customer's problem has been resolved, it is important that you _____ to find out whether he or she is happy with the solution.
7. Try to convince the customer that you have made _____ and show your appreciation by telling them that you will ask management to implement them as soon as possible.

9. Прочитайте и переведите текст. Определите очередность действий в ходе работы с жалобами, объясните свой выбор.

Guidelines for Handling Guest Complaints

Front office management and staff should keep the following resolution guidelines in mind when handling guest complaints.

When expressing a complaint, the guest may be quite angry. Front office staff members should not make promises that exceed their authority. If a problem cannot be solved, front office staff should admit this to the guest early on.

Honesty is the best policy when dealing with guest complaints. Front office staff should be advised that some guests complain as part of their nature. The staff should develop an approach for dealing with such guests.

Top Ten Ways of Handling Guest Complaints

- a.* Isolate the guest if possible, so that other guests will not overhear.
- b.* Stay calm. Do not argue with the guest.
- c.* Follow up. Even if was the complaint resolved by someone else, contact the guest to ensure that the problem was resolved satisfactory.
- d.* Monitor the progress of the corrective action.
- e.* Take notes. Writing down the key facts saves time if someone else must get involved. Guest tends to slow down when they see the front desk agent trying to write down the issue.
- f.* Set an approximate time for completion of corrective actions. Be specific, but do not underestimate the amount of time it will take to resolve the problem.
- g.* Listen with concern and empathy.
- h.* Be aware of the guest's self-esteem. Show a personal interest in the problem. Try to use the guest's name frequently.
- i.* Tell the guest what can be the best done. Offer choices. Do not promise the impossible, and do not exceed your authority.
- j.* Give the guest your undivided attention. Concentrate on the problem, no on placing blame. Do NOT insult the guest.

Top Ten Ways of Handling Guest Complaints List

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

10. Прочитайте письмо-жалобу. Письменно переведите его на русский язык с использованием словаря.

To:

Mr. Sam Brown
General Manager
Beach Side Hotel
Spain

19th January 2014

Dear Mr. Brown,

My husband and I were recently guests at your hotel for 2 weeks during our honeymoon.

We were highly recommended the Beach Side Hotel by our friends who had stayed there last year on their honeymoon. We also did our own research before deciding where to stay, your website is beautifully presented with wonderful photos of the hotel, and there are several positive reviews on the web, which helped us, make our final choice and decision. We felt confident that in choosing a hotel, which came highly praised from our close friends as well as winning us over via your website and its reviews online, was sure to be the vacation we were hoping for.

We were reassured at the time of booking that we were to be in one of the newly renovated rooms on the quiet side of the hotel.

Upon Check-In, we were told that due to an unexpected over booking, we had to be moved to another room, room number 3045 and that should something free up during our stay that we would be able to move if we wished.

The room was certainly one of the older, un-renovated rooms located on the first floor facing the pool, which meant that it was very noisy.

The room itself was also really quite dirty and seemed to have been perhaps unused for quite some time; there was a constant damp and mould smell in the room that gave my wife a headache after the first night.

We complained and were assured that we would be moved into another room but each day went by with no rooms available for us and we ended up staying in the same room for the rest of our stay.

Staying in your hotel ruined our entire honeymoon and we will never be going back to your hotel or recommending it to any of our friends.

The room was not at all what we booked and had we have known the state of both the room and the level of noise outside our windows we would have never chosen to stay at your hotel.

We feel that we were completely miss-led via your website, booking process and the very positive feedback that we had received from our friends.

We would like a refund for our total stay.

Awaiting your prompt reply,

Nancy Harris

11. *Ознакомьтесь с инструкцией по написанию ответа на письмо-жалобу.*

Instructions

- a.* Summarize the complaint to allow the reader to see that you understand the customer's complaint. Repeating the complaint does not mean that you agree, but it shows that you listened and understood. State that you empathize with the customer's frustration.
- b.* Explain what went wrong, or why it happened. If you need to investigate, advise the customer immediately and assure him that you will provide updates during a lengthy investigation. Do not forget to send those updates.
- c.* Tell the customer how you have resolved the problem or plan to stymie it in the future. Answer each complaint in the customer's letter. Do not skip or ignore any issue.
- d.* Offer the customer something, such as an apology, gift certificate, discount on the next order, a refund or priority service with the next order. Customers need to know that you appreciate their patronage and time taken to write.
- e.* Close the letter by telling the customer what to do next, such as writing again if dissatisfied in the future. The customer needs assurance and a clear idea about future action. End with action rather than vague generalities.

12. *Прочитайте и переведите на русский язык образцы писем-извинений. Напишите ответ на письмо-жалобу из упражнения 10.*

Dear, <Receiver>

On behalf of <Hotel Name>, please accept my apology for your unpleasant stay at the <Hotel branch> on <date>.

We strive to ensure our patrons experience the best visits possible during their travels and we fell short of our goal this time. To prove to you that we take every complaint seriously, we have enclosed an invitation in this letter offering a free two-night stay at any one of our <#> locations.

We hope you will see the improvement and enjoy your time with us in your next visit. Please feel free to contact me if you have any further questions or comments concerning your stay. Thank you.

Sincerely Yours,

<Sender >

To:

Managing Director
All in One Solutions

Florida
May 12, 2012

Dear Sir,

On behalf of (Hotel Tipton), kindly accept our sincere apologies for not being able to (provide you the high standard of hospitality which is the general norm of our hotel). We genuinely regret the inconvenience caused to you because of this.

As a gesture of good will, we request you kindly to accept a (free stay for two days).

I am sure you would pardon the mistake on our part this time and would continue your business association with us.

We reassure you of our co-operation and look forward to a more positive association with you in the future as well.

Thanking You
Yours Sincerely,

Steve Smith

13. Письменно переведите текст на английский язык, используя словарь. Сделайте устное сообщение на заданную тему.

В жизни часто возникают непредвиденные ситуации, которые впоследствии могут перерасти в конфликт. Работа в гостиничном бизнесе предполагает умение решать любые ситуации, не доводя их до конфликта. Несмотря на то что не всегда бывает возможно подготовить сотрудника гостиницы к внештатным ситуациям, он четко должен представлять, как себя вести, чтобы удовлетворить жалобу клиента и не испортить имидж отеля или впечатление гостя о городе. Неважно, большая это гостиница или мини-отель, жалобы должны решаться одинаково.

Жалобы гостя можно разделить на 4 типа: жалобы на оборудование или мебель (кондиционер, освещение, водоснабжение, лифт и т.д.); на отношение сотрудников отеля; на сервис; на непредвиденные обстоятельства. Любую из них можно решить за 4 шага.

Шаг 1. В первую очередь необходимо внимательно выслушать гостя, узнать обо всех его претензиях и причине недовольства. К каждой проблеме нужно подходить со всей серьезностью и ни в коем случае не говорить, что проблема незначительная (даже если она является таковой). Ни в коем случае не принимайте жалобу на свой счет, ведь гость не упрекает вас, а информирует о том, что его что-то не устраивает в гостинице. Никогда не спорьте с гостем и старайтесь сохранить как можно более дружелюбное выражение лица. Бывает, что гости, у которых возникли жалобы, разговаривают слишком эмоционально. Вам, как работнику гостиницы, необходимо сохранять спокойствие и четко выявить проблему. Если вы не в состоянии решить проблему самостоятельно, необходимо проинформировать о случившемся руководителя, после чего доложить гостю о ходе решения. Запомните, в данном случае вы несете персональную ответственность и именно от вашего поведения зависит исход события.

Шаг 2. Гостя необходимо информировать о предпринимаемых действиях на каждом этапе пути. Если вы не можете связаться с руководителем, об этом также необходимо сообщить: «Уважаемый ***, я сообщу о сложившейся ситуации менеджеру (или руководителю), и мы решим проблему в течение 10 минут». Желательно проинформировать руководителя в присутствии гостя.

Шаг 3. Руководитель (или менеджер) должен связаться с гостем и сообщить, что он был проинформирован о сложившейся ситуации. Руководитель (или менеджер) должен принести извинения и предложить альтернативное решение или бонус от отеля. Обычно в качестве бонуса гостям предлагается переселение в номер улучшенной категории с сохранением стоимости, предоставление скидки на проживание, бесплатного трансфера, бесплатного проживания (если проблема действительно глобальная). Если проблема не была решена, необходимо доложить об этом генеральному директору.

Шаг 4. После доклада генеральному директору администратор гостиницы должен узнать у гостя, решилась ли проблема, после чего сделать запись в журнал. Решение любой ситуации должно занимать не более 24 часов.

К сожалению, эти простые на первый взгляд правила соблюдаются далеко не всегда. А ведь именно их соблюдение позволило бы значительно повысить рейтинг гостиниц и гостиничного бизнеса в России в целом.

- 14.** *Практика устной речи. В качестве управляющего гостиницы организуйте встречу с персоналом гостиницы. Напомните о необходимости качественного обслуживания клиентов во избежание возникновения жалоб с их стороны. Приведите примеры решения конфликтных ситуаций.*

Приложение 1. Диалоги

1. Прочитайте диалоги с партнером по ролям вслух.
2. Переведите диалоги письменно на русский язык, а затем сделайте обратный перевод.
3. Воспроизведите диалоги с партнером по ролям.

How the Hotel Works

M – Manager, E – New Employee

Dialogue 1

M: So, you will be working here in reception near the entrance of the hotel. Your main responsibility is to speak to and help the hotel's guests. These are our customers and they pay to stay here. So you should be polite.

E: So, when a new guest arrives and they want their key to their room, they want to check in, I have to take their name and information and then give them their key?

M: Yes, but you need to see first if they have a reservation here. Most of our guests book their rooms through the internet or by phone before they come. So their names will be on the computer system. But you have some people who want a room and haven't booked a room or made a reservation before they arrive. If we are fully booked, there are no rooms available, then you apologize and say that there are no rooms. If there are rooms available, then take all their details and information and check them in.

Dialogue 2

E: Does the hotel provide meals to the guests who have a room?

M: Yes, we do. There are four different plans for meals. Some of the guests have paid for a room and full board. This means that breakfast, lunch and dinner in the hotel are included in the price they paid. There is also half board. This means that breakfast and dinner in the hotel are included in the price they paid. We also have some guests that have paid for bed and breakfast, where breakfast in the hotel is only included in the price they paid for the room. There are a few guests

who have paid for room only, where no meals in the hotels are included in the price they have paid. If they want breakfast or lunch they have to pay for it.

E: So 'room only' is a different name for self-catering?

M: It's similar but different. 'Self-catering' is where the room has a kitchen in it where the guests can cook their own meals or food. None of our rooms have a kitchen inside of them, so we don't offer 'self-catering'.

E: Ok, I understand.

Dialogue 3

E: I have a question. What happens if the room isn't ready when the guest arrives at the hotel?

M: If the room is being cleaned or is still occupied, then politely ask them to wait in the lounge. The lounge is the place near reception with comfortable sofas and chairs where the guests can relax, read a newspaper or have a drink.

E: Ok.

M: If they don't want to wait and would prefer to go out of the hotel, then offer to store or keep their luggage and bags, so they can visit places without carrying them.

E: Ok.

M: When the room is ready and the guests want to check in, then you have to take all their details, like name and address and then check their ID. Then give them the room key.

E: And when they check out at the end of the time they are staying in the hotel?

M: When they are checking out/leaving the hotel, you need take the room key from them and give a copy of their bill. The bill is the piece of paper that shows how much money they have to pay us. After that take the money off the guest and say goodbye.

Dialogue 4

M: So after you've registered the guest and given them the key, you have to tell the guest what number their room is and which floor their room is on. There are only three floors in this hotel, the reception, entrance and lounge are here on the ground floor, but most of the rooms are on the first and second floors above us.

E: How do they go to their rooms?

M: Because most of the rooms are on a different floor to here at reception, they can either go up to their rooms using the lift or if they want to walk

up, they can use the stairs. Tell the guests this and point where they both are. Also, tell them where their room is on the floor, which corridor they have to walk down when they leave the lift or stairs. For example, when you leave the lift, go right and walk down the corridor. Your room is at the end of the corridor.

E: Ok. So I don't have to carry the guests' luggage or bags to their rooms?

M: No, you don't move from the reception desk. Normally, the guests will take or carry their own luggage to their room. If they don't want to, then we have a man who does that. He is called the porter and it's his job to carry the guests' luggage to their room.

Dialogue 5

E: What types of rooms are there in the hotel?

M: The rooms are different types and have different numbers of beds in them. For example, we have double rooms, which have a big bed for two people to sleep in. There are also single rooms, which only have one bed for one person to sleep in. And there are also twin rooms, which have two beds for one person to sleep in each. We also have a special room for very rich people which is big and is like a small apartment or flat with its own lounge and bar. This is called a suite. Some of the rooms have a balcony, where the room has a part which is outside in front of the windows. So the guests can relax and enjoy the sun and the views.

E: What facilities do the rooms in the hotel have?

M: Each of the rooms has an en suite bathroom. There is a shower and toilet inside all of the rooms. In the en-suite bathrooms there are towels, so the guests can dry themselves after having a shower. The rooms also have air conditioning, so in summer when it's hot, the guests can decrease the temperature in the room. There is also a mini-bar in each room, where there are small bottles of alcohol, water and snacks like nuts and crisps for the guests to eat or drink. But they have to pay for them when they check out and leave.

E: What if a guest wants to eat or drink something in their room which isn't in the mini-bar. What can they do?

M: We offer room service where they ring reception and can order sandwiches, meals or drinks. Then we take it up to the room for them to eat or drink. Also each of the rooms has a safe, where the guests can leave expensive or important things in the room that they don't want to be lost or stolen.

Calling to Get a Reservation

Dialogue 1

C – Client, R – Receptionist

C: I'd like to reserve a hotel room.

R: That should be no problem. May I have your full name, please?

C: My name is John Sandals.

R: Hello, Mr. Sandals. My name is Michelle. What days do you need that reservation, sir?

C: I'm planning to visit New York from Friday, April 14 until Monday, April 17.

R: Our room rates recently went up. Is that okay with you, Mr. Sandals?

C: How much per night are we talking about?

R: Each night will be \$308.

C: That price is perfectly acceptable.

R: Wonderful! Do you prefer a smoking or nonsmoking room?

C: Nonsmoking, please.

R: Next question: Is a queen-size bed okay?

C: That sounds fine.

R: Okay, Mr. Sandals. Your reservation is in our computer. All we need now is a phone number.

C: Certainly. My phone number is 626-555-1739.

R: Thank you, Mr. Sandals. We look forward to seeing you in New York!

Dialogue 2

R: Good morning. The Grand Rosewood Hotel. Can I help you?

C: Hi, good morning. I'd like to make a reservation for the third weekend in September. Do you have any vacancies?

R: Yes sir, we have several rooms available for that particular weekend. And what is the exact date of your arrival?

C: The 24th.

R: How long will you be staying?

C: I'll be staying for two nights.

R: How many people is the reservation for?

C: There will be two of us.

R: And would you like a room with twin beds or a double bed?

C: A double bed, please.

R: Great. And would you prefer to have a room with a garden view?

C: If that type of room is available, I would love to have a view over the garden. What's the rate for the room?

R: Your room is three hundred and ninety pounds per night. Now what name will the reservation be listed under?
C: Charles Wilson.
R: Could you spell your last name for me, please?
C: Sure. W-I-L-S-O-N.
R: And is there a phone number where you can be contacted?
C: Yes, my phone number is 555-26386.
R: Great. Now I'll need your credit card information to reserve the room for you. What type of card is it?
C: Visa. The number is 987654321.
R: And what is the name of the cardholder?
C: Charles Wilson.
R: Alright, Mr. Wilson, your reservation has been made for the twenty-fourth of September for a room with a double bed and garden view. Check-in is at 2 o'clock. If you have any other questions, please do not hesitate to call us.
C: Great, thank you so much.
R: My pleasure. We'll see you in September, Mr. Wilson. Have a nice day.

Calling to Cancel a Reservation

C: I'm calling to cancel a reservation I made earlier in the week.
R: To cancel your reservation, I need your name, phone number, and date of trip, please.
C: Daniel Taylor, 818-555-1234. My reservation begins on the second Monday of April.
R: I see your reservation on my computer. Let me just cancel it, and you'll be all set.
C: Thanks. I'll call again when things get better at home.
R: You're welcome.

Checking into the Hotel

Dialogue 1

C: I have a reservation. My name is John Sandals.
R: May I see your ID, please, Mr. Sandals?
C: Certainly. Here it is.
R: Thank you. Do you have a credit card, Mr. Sandals?
C: Yes, I do. Do you accept American Express?
R: Sorry, sir, just VISA or MasterCard.
C: Here's my VISA card.

R: Okay. You're in room 507. It's a single queen-size bed, spacious, and nonsmoking. Is that suitable?

C: Yes, it sounds like everything I expected.

R: Here's your key, sir. If you need anything, just dial 0 on your room phone.

Dialogue 2

R: Good evening, sir! How can I help you?

C: I'd like to check in.

R: Have you made a reservation with us in advance?

C: Yes, I have. I've booked a single room for 5 nights at your hotel. I made a reservation yesterday online.

R: One moment, sir. I'll have a look. Yes, here it is. We've received your request. Can I have your full name, please?

C: My name is Marco Oliveira.

R: Can you spell that, please?

C: It's M-A-R-C-O and O-L-I-V-E-I-R-A.

R: Thank you, sir. I will also need your address and phone number for filling in the check-in form.

C: My address is: 67 Imperio st., Lisbon, Portugal. My mobile phone number is: (351) 657-22-89.

R: Thank you. Are you planning to pay by a credit card or by cash?

C: I'm going to pay by cash.

R: All right. Can you sign here, please?

C: Yes, sure. Here you are.

R: Thank you. Here is your key, sir. Your room number is 451. It's on the 4th floor on the right from the elevator. Do you need any help with your luggage?

C: No, thanks. I'm fine.

R: Enjoy your stay, Mr. Oliveira.

C: Thank you.

Checking out of the Hotel

Dialogue 1.

R — Receptionist, G — Guest

R: Hi, there. Are you checking out now?

G: Yes, sorry. I know we're a few minutes late.

R: That's no problem. It's always really busy at check out time anyway.

G: Oh, really. The last hotel we stayed in charged us for a late check out.

R: The hotel isn't booked this week, so it's not a problem. How was everything?

G: The room was great. The beds were really comfortable, and we weren't expecting our own fridge.

R: I'm glad you liked it.

G: The kids were disappointed that the pool wasn't open this morning, though.

R: I apologize for that. We can't get a cleaner in any earlier than 10 am.

G: Well we had a nice swim last night anyhow.

R: Will you be putting this on your credit card?

G: No. I'll pay cash.

R: OK. So the total comes to \$123.67, including tax.

G: I thought it was \$115 even. That's what they said yesterday when we checked in.

R: Yes, but there is an extra room charge on your bill.

G: Oh, I forgot. My husband ordered a plate of nachos. Sorry.

R: No problem. So... from \$140, here's your change. Now, I'll just need to ask you for your room keys.

Dialogue 2

R – Receptionist, C – Client

R: Good morning. May I help you?

C: Yes, I'd like to check out now. My name's Adams, room 312. Here's the key.

R: One moment, please, sir. Here's your bill. Would you like to check and see if the amount is correct?

C: What's the 14 pounds for?

R: That's for the phone calls you made from your room.

C: Can I pay with travellers cheques?

R: Certainly. May I have your passport, please?

C: Here you are.

R: Could you sign each cheque here for me?

C: Sure.

R: Here are your receipt and your change, sir. Thank you.

C: Thank you. Goodbye.

Dealing with a Customer

R: Front desk.

C: Hello. This is Martin Baum. The bathroom light in my room doesn't work. Could you have somebody come up and take a look at it, please?

R: Oh, of course, Mr. Baum. What room number was that, please?

C: Room 615.

R: Okay, I'll have a man up there in a minute.

C: Fine. And another thing -I don't seem to have a room service menu. Is there one?

R: Yes, there is. We have 24-hour room service. I'm sorry about that. I'll have a room service waiter to bring you a menu up right away.

C: Thanks.

R: If you need anything else, just let me know.

C: I will. Good night.

R: Good night.

Talking to Room Service

Dialogue1

R.S – Room Service, H.G – Hotel Guest

R.S: Room service.

H.G: Good morning. This is room 113. I'd like some breakfast, please.

R.S: Right. Excuse me. Mrs. Jones?

H.G: That's right.

R.S: What can I do for you?

H.G: I'd like some grapefruit juice, marmalade, two scrambled eggs with two sausages, toast, and a pot of black coffee, please. How long will it take?

R.S: Just a few minutes, maram.

H.G: Great. Thank you.

Dialogue 2

G – Guest, C – Clerk

G: I'd like to order dinner.

C: Of course. What would you like?

G: I'd like to order a bottle of champagne, lobster tail, and filet mignon, medium rare.

C: I'm sorry. We ran out of filet mignon. May I suggest the porterhouse instead?

G: That's too bad, but the porterhouse will do.

C: And may I suggest chocolate-covered strawberries with the champagne?

G: Normally, I would take you up on that suggestion, but just the champagne will do for tonight.

C: Okay, no strawberries. Room service will be charged to your amenities account. Is that all right?

G: That's fine.

C: Your meal will be delivered as soon as it's all ready. It will be up shortly. Enjoy your food, sir.

Dialogue 3

G: I'd like to order a restock on my minibar.

C: You finished everything in there, sir?

G: Absolutely everything.

C: What would you like to order?

G: Three bottles each of Perrier and Jim Beam.

C: Uh-huh. What else do you want?

G: The apples were great. Could you bring a couple more up?

C: No problem. Is there anything else I can get for you?

G: Some grape juice would also be nice.

C: I'll get all of that for you right away. Someone should be up shortly.

Hotel Facilities

Dialogue 1

G: Where can I have lunch?

C: The restaurant is on the fourth floor. You can also order lunch by phone.

G: Good. Is there an Internet access in the hotel?

C: Yes. The Internet cafe is on the second floor.

G: Great.

C: There is also a hairdresser, dry cleaner's and laundry on the first floor.

G: Thank you. I want to go up to my room now.

C: The elevator is straight ahead. If you have any problems, contact the administrator. You should press the call button for this. Have a good night!

G: Thank you.

Dialogue 2

G – Guest, S – Staff

G: We're looking for a good restaurant for dinner?

S: What kind of food are you interested in?

G: Since we are in Thailand, we want to try Thai food.

S: The Thai Thai Restaurant is always a good choice.

G: Thank you very much. We'll try it. Could you recommend a place to take our kids? They're getting bored at the beach.

S: There's a movie theater in Phuket Town at Central Festival they might enjoy.

G: Well maybe. Is there anything else more exciting?

S: Lots of kids seem to have a great time at the Go-Cart track.

G: No way. That's way too dangerous.

S: Have they ever ridden an elephant?

G: No, but is it safe?

S: Oh, absolutely. The elephants are well trained and the trainer leads the elephant along the path. Riders are strapped into the seats with safety belts, just like in a car. And to be truthful, the rides are not that long- 30 minutes or so.

G: That sounds ok.

Asking about the Hotel Gym

G – Guest, C – Clerk

G: Excuse me. Does this hotel have a fitness facility?

C: Yes, sir. We try to anticipate all our guests' needs, including fitness.

G: Great! Where is your fitness facility located?

C: You're actually standing above it. Take the elevator or the stairs. You can't miss it.

G: Is there an extra pay for the gym?

C: No, the gym is free to guests. Take your room key, however, so you can get in.

G: What time is the gym open, and what time does it close?

C: The gym is open seven days a week, twenty-four hours a day.

G: Is a trainer available? Do you offer trainer services along with the gym?

C: Unfortunately, no. We might be getting one in the near future. But at the present time, no.

In the Restaurant

W – Waiter, G – Guest

W: Good evening, sir and madam. Welcome to our restaurant. How may I help you?

G: Good evening. Can you arrange a table for two right now?

W: Sir, have you any reservations?

G: Sorry, we don't. We thought we would get free table but the restaurant is so busy now.

W: It's ok, sir. But I'm sorry to say that the restaurant is full now. (Looking at the restaurant)... Sir, look at that table. I guess it will be free soon. Would you please have a rest in our waiting room for about some minutes, sir.

G: Ok. All right.

W: Well, may I have your name, sir?

G: I'm Martin Baum.

W: Ok Mr. Baum, come with me. This way, sir. This is the waiting room.
Please take a seat. Here is the tea for you. Please take your time. I'll call you as soon as the table is free.

G: Thank you.

W: You are welcome.

(After 10 minutes)

W: Sorry to have kept you waiting, Mr. Baum. We have managed a table for you now. Come with me. This way, please. Here we are. Will this table be all right?

G: Ok. We'll take it.

W: Would you like Martini or Whiskey or any soft drinks before dinner?

G: Two Martini, please.

W: One moment, please. Here's the menu. I'll return to take your order.

(After having dinner)

G: Here is your tip.

W: Thank you very much, sir.

G: Your service is superb. We really love it.

W: It's my pleasure, sir. Please come again. Good night, sir. Good night, madam.

Getting from the Hotel into the City

G – Guest. C – Clerk

G: How do I get to downtown from here? Can I take a bus or do I have to take a taxi?

C: There are no buses that go to downtown from here. You'll have to take a cab.

G: And how much does that cost?

C: The fare to downtown is usually about \$20. Would you like me to call you one?

G: Sure, can I get one for 2:00 PM?

C: Absolutely. It'll be waiting for you in front of the hotel. Is there anything else I can do for you?

G: Yes, can you get someone to change the sheets in my room?

C: Yes, of course.

G: Thanks. You've been very helpful .

Asking the Concierge for Sightseeing Advice

G – Guest, C – Concierge

G: I need some sightseeing advice. I was told to come to see you.

C: When you need sightseeing advice, madam, concierge is the right person to ask.

G: A Concierge? Could you explain that to me?

C: A concierge helps you find all the great places for visiting, shopping, and eating.

G: Then what would you recommend as a starting point for my sightseeing?

C: Definitely the Statue of Liberty. I think that that is everyone's favorite first stop.

G: Actually, I've already been there. Do you have another suggestion?

C: I think I can come up with something. How do you spend your spare time?

G: I keep my body healthy by running and my mind active by visiting museums.

C: Well, the Museum of Modern Art and Central Park were made for you! Have you gone to either one?

G: No, although I've heard great things about both of them.

C: You don't want to miss either place. Central Park and the Museum of Modern Art are big and beautiful.

G: Sounds great! I'll get my running gear and then I'm out of here.

C: This is a day you're going to remember for a long time.

Booking a Ticket at the Airport

C – Client, A – Travel agent

A: Good afternoon, sir. How can I help you?

C: Good afternoon! I'd like to make a reservation for a roundtrip ticket to Oslo.

A: When are you planning to fly there, sir?

C: Next week, preferably on Tuesday. And I'd like the ticket back on Friday.

A: There is one daytime flight on Tuesday, at 3.15 pm and one night flight at either for 10.20 am or for 5.30 pm. Which ones would you like, sir?

C: Early flights are more suitable for me. I mean, I'd prefer Tuesday 3.15 pm flight and Friday 10.20 am, if possible

A: One moment, sir. I'm processing the request. Luckily, the tickets for these flights are available. Would you like to travel 1st-class or economy?

C: Economy, please. How much does the roundtrip cost?

A: It's 380 euros, sir.

C: Are meals and refreshments included?

A: Yes, sir, they are.

C: Great. I'm happy with these flights.

A: All right then. Can I have your full name, please?

C: Bill Razor.

A: Your address and phone number too, please.

C: My address is: 56-34 Swinton Street, London, UK. My phone number is: (44- 20) 7728-26-54.

A: Are you going to pay by credit card or by cash?

C: I'll pay by my Visa Card. When will I have my tickets?

A: You'll receive them two days before your departure date, sir. And you'll need to confirm the request.

C: Ok. Thank you.

A: You're welcome.

At Passport Control

O – Officer, T – Tourist

O: Good evening. Where have you come from?

T: Moscow, Russia.

O: May I have your passport, please?

T: Here you are.

O: What's the nature of your visit? Business or pleasure?

T: Business. I'm taking part in the international Congress "Tourism and Hospitality".

O: How long do you intend to stay in Great Britain?

T: Five days.

O: What is your occupation?

T: I work as hotel manager for Heliopark Empire in Moscow.

O: Do you have a return ticket?

T: Yes, here it is.

O: That's fine. Thanks. Enjoy your trip.

T: Thank you.

Приложение 2. Словарь профессиональных терминов и сокращений

Категории отелей

1★ одна звезда
2★ две звезды
3★ три звезды
4★ четыре звезды
5★ пять звезд
cat DeLuxe категория DeLuxe
cat A категория A
cat B категория B
cat C категория C
cat D категория D
HV клубный отель
HV1 клубный отель 1 кат.
HV2 клубный отель 2 кат.

Классификация номеров

1 BDRM апартаменты с одной спальней
2 BDRM апартаменты с двумя спальнями
Apartment тип номера в гостиницах, приближенных к виду современных квартир, имеющих места для приготовления еды (стоимость питания обычно не входит в стоимость номера); двухкомнатная и более квартира с кухней
Balcony Room номер с балконом
BG бунгало
Cabana постройка на пляже (или возле бассейна) наподобие бунгало, стоящая отдельно от основного здания отеля и иногда оборудованная как спальня
Chale пристройка к основному зданию
DeLuxe номер повышенной комфортности
Dune Room бунгало на втором плане
Duplex двухэтажный номер
Ex. Suite съют с двумя спальнями
Family Room семейный номер размером больше стандартного (часто из двух комнат)
GardenVilla, Superior бунгало с видом на сад, комната в здании

Honeymoon Room номер для молодоженов
HV (holiday village) отель, представляющий собой комплекс бунгало
Jacuzzi villa вилла с джакузи
Junior suite номер улучшенной планировки (полулюкс)
King-size bed королевская кровать (шириной больше 180 см)
King Suite «королевский сьют»
MB (main building) основное здание
Mini-suite номер улучшенной категории, лучше чем Superior
New Building новое здание
Pavilion название корпуса
RON без уточнения размещения
Room размещение в однокомнатном номере
Sport-Area название корпуса
Standart Room стандартная комната
Studio однокомнатный номер больше стандартного
Suite номер улучшенной планировки и категории (люкс)
Superior комната большего размера, чем стандартная
Superior/Main Building комната большего размера, чем стандартная, в главном здании
Terrace терраса
Villa размещение в бунгало

Классификация вида из номера

Beach view вид на пляж
City view вид на город
Dune view вид на песок
Front 1-я береговая линия
Garden view вид на сад
Ocean view вид на океан
Golf view вид на залив
Jungle view вид на джунгли
Land view вид на окрестности
Mountain view вид на горы
RON (run of the house) размещение в отеле без уточнения вида номера и вида из окна
River view вид на реку
Park view вид на парк
Pool view вид на бассейн
Sea view вид на море
Seaside view боковой вид на море
Valley view вид на долину

Классификация размещения

2 ADL + 2 CHD (2-6) (2-12) 2 взрослых + 2 детей (первый ребенок от 2 до 6 лет, второй от 6 до 12 лет)

2 ADL + 2 CHD (6-12) 2 взрослых + 2 детей от 6 до 12 лет

3ad + 1 CHD (2-12) трехместный + ребенок от 6 до 12 лет (Family room)

3ad + 2ch (2-12) трехместный + двое детей от 2 до 12 лет (Family room)

3ad + 2ch (2-12)(2-6) трехместный + 2 детей: первый ребенок от 2 до 12 лет, второй от 2 до 6 лет (Family room)

3ad + 2ch (2-6) трехместный + двое детей от 2 до 6 лет (Family room)

4ad + lch (6-12) четырехместный + 1 ребенок от 6 до 12 лет

4ad + lch(2-5) четырехместный + 1 ребенок от 2 до 5 лет

5ad пятиместный

BO (bed only) размещение без питания

CH большой ребенок, в основном до 12 лет, по ряду отелей до 15 лет

ch маленький ребенок, например 0—6 лет

DBL двухместный номер с одной большой двуспальной кроватью

DBL + 2 CHD (2-6) двое взрослых + 2 детей от 2 до 6 лет

DC большой ребенок + 2 взрослых

Dc маленький ребенок + 2 взрослых

EXB (extra bed) двухместный + дополнительная кровать

Inf (infant) ребенок 0—2 лет

Qdpl четырехместный номер

SC большой ребенок + 1 взрослый

Sc маленький ребенок + 1 взрослый

SGL одноместный номер

Tripl трехместный номер

Tripl + 1 CHD (2—6) — трехместный номер + ребенок от 2—6 лет (Family room)

TWIN — двухместный номер с двумя отдельными кроватями

Питание

A-la-carte (а-ля карт) меню, в котором каждое блюдо указано со своей отдельной ценой

All inc питание в течение дня, включая напитки местного производства в неограниченном количестве

American buffet аналог континентального завтрака плюс различные нарезки (колбасы, сыры) и горячие блюда (омлет, сосиски)

BB завтраки

BO без питания

Continental Breakfast легкий завтрак, состоящий из кофе или чая, сока, булочки, масла и джема

De Luxe all inc разновидность ultra all inc

El all inc элегантный all inc

Elegance all inc разновидность ultra all inc

Er (нет) без питания

Excellent all inc разновидность ultra all inc

Extended all inc разновидность ultra all inc

FB полный пансион

FB+ расширенный полный пансион с напитками местного производства во время еды

HB полупансион

HB+ расширенный полупансион

High class all inc разновидность ultra all inc

Imperial all inc разновидность ultra all inc

Max all inc разновидность ultra all inc

Mega all inc разновидность ultra all inc

Mini all inclusive полный пансион с напитками местного производства не только во время еды, но в ограниченном количестве

Royal Class all inc разновидность ultra all inc

Super all inc разновидность ultra all inc

Superior all inc разновидность ultra all inc

Superior all inc VIP Service all inc разновидность ultra all inc

Ultra all inc питание в течение дня, включая напитки импортного производства (в том числе спиртные) + дополнительные услуги на усмотрение администрации отеля

Ultra deluxe all inc разновидность ultra all inc

VC all inc разновидность ultra all inc

VIP all inc Very Important Person all inc

В отеле

WiFi Wireless Fidelity беспроводной доступ в Интернет

LAN Local Area Network доступ в Интернет через локальную сеть

АОН автоматический определитель номера (на телефонном аппарате)

LCD – Liquid Crystal Display плоский жидкокристаллический экран, также плазменная панель (обычно о телевизоре)

check-in заселение в отель

check-out выписка из отеля, расчетный час. Во всех отелях — 12.00. К этому времени необходимо освободить номер, оплатить дополнительные услуги. Действие программы «Все включено» заканчивается также в 12.00. Продление пребывания в отеле возможно за дополнительную плату

Транспортирование

Complimentary Ticket бесплатный проезд

Endorsment полномочия, которые заключаются в возможности заменить или перерегистрировать авиабилет на другой самолет

Party Ticket групповой билет

Revalidation Sticker официальная надпись на летном купоне. Обозначает новую бронь, которая должна быть сделана

Stand by (ожидание) пассажир, у которого нет подтвержденной брони, но который ждет в аэропорту возможности вылета, если посадочные места в самолете появятся в продаже в последнюю минуту. Многие авиакомпании предлагают очень низкие цены для таких пассажиров

Destination место, куда по контракту с туроператором (турагентом) перевозчик должен доставить туриста (пассажира)

Transit провоз пассажиров из одной страны в другую через промежуточную страну

Transfer встреча или проводы в аэропорту (на вокзале)

Charter оптовая покупка самолета для перевозки пассажиров или груза. Чартерные перевозки назначаются на конкретное время, в конкретный день, в конкретно заказанное место

Авиабилеты

MR/MRS — mister/mistress взрослый/ая пассажир/ка с оплаченным отдельным местом в самолете, питанием и багажом

CHD ребенок до 12 лет с оплаченным отдельным местом в самолете, питанием и багажом

INF ребенок до двух лет без места в самолете, без питания и без багажа

OW билет в одну сторону

Y или N перелет экономическим классом

C или B перелет бизнес-классом

F перелет первым классом

SVO (обычно Москва SVO) аэропорт «Шереметьево»

Сокращения и термины, применяемые в прайс-листах

Размещение

ADL взрослый, возраст старше максимального от **CHL** в прайсе
CHL ребенок от двух до 12–14 лет, за которого производится оплата
DBL двухместный номер с одной двуспальной кроватью
EB (EXB extra bed) дополнительная кровать в номере
INF (infant) ребенок до двух лет
QDPL четырехместный номер
SGL одноместный номер (как правило, это **DBL**, в котором вы проживаете один)
TRPL (tripл) трехместный номер
TWIN двухместный номер с двумя односпальными кроватями

Вид из номера

BV (Beach view) вид на пляж
CV (City view) вид на город
DV (Dune view) вид на песок
Front 1-я береговая линия
GV (Garden view) вид на сад
LV (Land view) вид на окрестности
MV (Mountain view) вид на горы
OC (Ocean view) вид на океан
PV (Pool view) вид на бассейн
ROH (run of the house) размещение без уточнения вида и номера
RV (River view) вид на реку
SV (Sea view) фронтальный вид на море
SSV (Seaside view) боковой вид на море
VV (Valley view) вид на долину

Питание

BO (bed only) или **RO** (room only) без питания
BB (bed & breakfast) завтраки
HB полупансион (как правило, завтрак + ужин)
HB+ расширенный полупансион
FB полный пансион
FB+ расширенный полный пансион с напитками местного производства во время еды
ALL все включено: полный пансион с напитками местного производства без ограничения
UALL полный пансион с напитками местного и импортного производства + доп услуги на усмотрение администрации отеля

Сокращения и термины, применяемые в прайс-листах

Разновидности UALL Elegance ALL, VIP ALL, Supper ALL, De luxe ALL, VC ALL, Superior ALL, Mega ALL, Superior ALL VIP service, Royal class ALL, Ultra de luxe ALL, Extendet ALL, Max ALL, Night class AL, Imperial ALL. Мало чем отличаются от UALL. Названия в основном играют роль рекламы. Отель вправе сам устанавливать программы ALL. Единого стандарта не существует.

Номера

APTS (apartments) тип номера, приближенный к современной двухкомнатной и более квартире с кухней

BG (bungallow) отдельная однокомнатная постройка

1 BDRM апартаменты с одной спальней

2 BDRM апартаменты с двумя спальнями

Cabana подобие бунгало, как правило, на пляже или около бассейна. Одна комната, оборудованная под спальню

DE LUXE номера повышенной комфортности

DPL (duplex) двухэтажный номер

Executive floor один или несколько этажей с более высоким уровнем обслуживания

Family room семейный номер больше стандартного одно- или чаще двухкомнатный

Honeymoon room номер для молодоженов

HV (holiday villages) категория отеля (номера) — комплекс бунгало

KSB (king size bed) кровать королевского размера шириной более 180 см.

Std однокомнатные номера

Superior Shalt шале повышенной комфортности

Superior/MB однокомнатный большого размера в основном здании отеля

Приложение 3. Глоссарий

A

access time the amount of time required for a processor to retrieve information from the hard drive; recorded in milliseconds

accounts payable financial obligations the hotel owes to private and government-related agencies and vendors

accounts receivable amounts of money owed to the hotel by guests

aging of accounts indication of the stage of the payment cycle—such as 10 days old, 30 days overdue, 60 days overdue

all-suites a level of service provided by a hotel for a guest who will desire a more athome atmosphere

amenities personal toiletry items such as shampoo, toothpaste, mouthwash, and electrical equipment

American Hotel&Lodging Association a professional association of hotel owners, managers, and related occupations

American plan a room rate that includes meals, usually breakfast and the evening meal, as well as room rental in the room rate

assets items that have monetary value

assistant general manager a person in the hotel who executes plans developed by the corporate owners, general manager, and other members of the management staff

athletics director the person responsible for supervising physical exercise facilities for guests

atrium concept a design in which guest rooms overlook the lobby from the first floor to the roof

average daily rate (ADR) a measure of the hotel staff's ability to sell available room rates; the method to compute the ADR is: room revenue number of rooms sold

B

back office the accounting office of a hotel

back office accounts payable amounts of money that have been prepaid on behalf of the guest for future consumption of a good or service (sometimes referred to as back office cash accounts)

balance sheet an official financial listing of assets, liabilities, and owner's equity

bank cards credit cards issued by banks, examples of which include Visa, MasterCard, and JCB

banquet manager a person who is responsible for fulfilling the details of service for a banquet or special event

banquet sheet a listing of the details of an event at which food and beverages are served

bell captain the supervisor of the bell staff

bell staff people who lift and tote baggage, familiarize guests with their new surroundings, run errands, deliver supplies, provide guests with information on in-house marketing efforts and local attractions, and act as the hospitality link between the lodging establishment and the guest

bill-to-account an extension of credit to a guest by an individual hotel, which requires the guest or the guest's employer to establish a line of credit and to adhere to a regular payment schedule

blackout total loss of electricity

blocking procedure process of reserving a room on a specific day

bottom up a sales method that involves presenting the least expensive rate first

brownouts partial loss of electricity

bus association network an organization of bus tour owners and operators who offer transportation and travel information to groups

business affiliations chain or independent ownership of hotels

business services and communications center guest services that include copying, computers, fax, etc.

C

call accounting a computerized system that allows automatic tracking and posting of outgoing guest room calls

cancellation code a sequential series of alphanumeric combinations that provide the guest with a reference for a cancellation of a guaranteed reservation

cash bank a specific amount of paper money and coins issued to a cashier to be used for making change

cashier a person who processes guest checkouts and guest legal tender and makes change for guests

cashier's report a daily cash control report that lists cashier activity of cash and credit cards and machine totals by cashier shift

chain a group of hotels that follow standard operating procedures such as marketing, reservations, quality of service, food and beverage operations, housekeeping, and accounting

chain affiliations hotels that purchase operational and marketing services from a corporation

city ledger accounts a collection of accounts receivable of nonregistered guests who use the services of the hotel

collective bargaining unit a labor union

commercial cards credit cards issued by corporations, an example of which is Diners Club

commercial hotels hotels that provide short-term accommodations for traveling guests

commercial rates room rates for businesspeople who represent a company but do not necessarily have less bargaining power because of their infrequent or sporadic pattern of travel

communications hierarchy a listing of the order in which management personnel may be called on to take charge in an emergency situation

company-owned property a hotel that is owned and operated by a chain organization

complimentary rate (comp) a rate for which there is no charge to the guest

computer supplies paper, forms, ribbons, ink cartridges, and floppy disks needed to operate the system

concierge a person who provides an endless array of information on entertainment, sports, amusements, transportation, tours, church services, and baby-sitting in a particular city or town

conference call a conversation in which three or more persons are linked by telephone

confirmed reservations prospective guests who have a reservation for accommodations that is honored until a specified time

continental breakfast juice, fruit, sweet roll, and/or cereal

controller the internal accountant for the hotel

convention guests guests who attend a large convention and receive a special room rate

corporate client a hotel guest who represents a business or is a guest of that business and provides the hotel with an opportunity to establish a regular flow of business during sales periods that would normally be flat

corporate guests frequent guests who are employed by a company and receive a special room rate

corporate rates room rates offered to corporate clients staying in the hotel

CPS (characters per second) measure of the speed with which individual characters are printed

credit a decrease in an asset or an increase in a liability, or an amount of money the hotel owes the guest

credit balance amounts of money a hotel owes guests in future services

credit-card imprinter makes an imprint of the credit card the guest will use as the method of payment

credit-card validator a computer terminal linked to a credit-card data bank that holds information concerning the customer's current balance and security status

crisis management maintaining control of an emergency situation

cross-training training employees for performing multiple tasks and jobs

cumulative total feature an electronic feature of a PMS that adds all posted room rate amounts previously entered into one grand total

current guests guests who are registered in the hotel

cursor a flashing point on a monitor that indicates where data can be entered on a

computer screen

cycle of service the progression of a guest's request for products and services through a hotel's departments

D

daily announcement board an inside listing of the daily activities of the hotel (time, group, and room assignment)

daily blocking assigning guests to their particular rooms on a daily basis

daily flash report a PMS listing of departmental totals by day, period to date, and year to date, which helps the manager to determine the financial success of the previous day and the current status in achieving other financial goals

daily function sheet a listing of the planned events in the hotel

daily sales report a financial activity report produced by a department in a hotel that reflects daily sales activities with accompanying cash register tapes or point-of-sale audit tapes

database interfaces the sharing of information among computers

data sorts report options in a PMS that indicate groupings of information

debit an increase in an asset or a decrease in a liability

debit balance an amount of money the guest owes the hotel

debit cards embossed plastic cards with a magnetic strip on the reverse side that authorize direct transfer of funds from a customer's bank account to the commercial organization's bank account for purchase of goods and services

demographic data size, density, distribution, vital statistics of a population, broken down into, for example, age, sex, marital status, and occupation categories

departmental accounts income- and expense-generating areas of the hotel, such as restaurants, gift shop, and banquets

desk clerk the person who verifies guest reservations, registers guests, assigns rooms, distributes keys, communicates with the housekeeping staff, answers telephones, gives information about and directions to local attractions, accepts cash and gives change, and acts as liaison between the lodging establishment and the guest as well as the community

direct-mail letters letters sent directly to individuals in a targeted market group in a marketing effort

director of marketing and sales the person who analyzes available markets, suggests products and services to meet the needs of those markets, and sells these products and services at a profit

director of security the person who works with department directors to develop procedures that help ensure employee honesty and guest safety

discount rate a percentage of the total sale that is charged by the credit card agency to the commercial enterprise for the convenience of accepting credit cards

discretionary income the money remaining from wages after paying for necessities such as food, clothing, and shelter

distance learning learning that takes place via satellite broadcasts, PictureTel, or on-line computer interaction

documentation printed or on-screen (monitor) instructions for operating hardware or software that accompany a specific PMS

dot-matrix a printer that produces small dots printed with an inked ribbon on paper

draft-style a good type of dot-matrix print

E

ecotourists tourists who plan vacations to understand the culture and environment of a particular area

electronic key a plastic key with electronic codes embedded on a magnetic strip

electronic key system a system composed of battery-powered or, less frequently, hardwired locks; a host computer and terminals; a keypuncher; and special entry cards that are used as keys

elevator operator a person who manually operates the mechanical controls of the elevator

E-mail a communication system that uses an electronic network to send messages via computers

employee handbook publication that provides general guidelines concerning employee conduct

empowerment management's act of delegating certain authority and responsibility to frontline employees

ergonomics the study of how people relate psychologically and physiologically to machines

escort service having a uniformed security guard escort a hotel employee to a financial institution

euro the accepted currency for some European states: Belgium, Germany, Spain, France, Ireland, Italy, Luxembourg, the Netherlands, Austria, Portugal, Finland, and Greece

European plan a rate that quotes room charges only

executive housekeeper a person who is responsible for the upkeep of the guest rooms and public areas of the lodging property as well as control of guest room inventory items

express checkout means by which the guest uses computer technology in a guest room or a computer in the hotel lobby to check out

extended stay a level of service that attracts long-term guests by providing light food service and amenities that include fully equipped kitchenette, spacious bedrooms, and living areas for relaxation and work

F

- FAM (familiarization) tours** complimentary visits sponsored by the lodging property that host representatives of travel organizations, bus associations, social and nonprofit organizations, and local corporate traffic managers
- family rates** room rates offered to encourage visits by families with children
- fax machine** equipment for facsimile reproduction via telephone lines
- fire safety display terminal** a device that ensures a constant surveillance of sprinkler systems and smoke detectors
- float** the delay in payment from an account after using a credit card or personal check
- floor inspector** a person who supervises the housekeeping function on a floor of a hotel
- floor limit** a dollar amount set by the credit-card agency that allows for a maximum amount of guest charges
- flow analysis processes** the preparation of a schematic drawing of the operations included in a particular function
- flowchart** an analysis of the delivery of a particular product or service
- folio** a guest's record of charges and payments
- folio well** a device that holds the individual guest folios and city ledger folios
- food and beverage director** a person who is responsible for the efficient operation of the kitchen, dining rooms, banquet service, room service, and lounge
- foot patrol** walking the halls, corridors, and outside property of a hotel to detect breaches of guest and employee safety
- forecasting** projecting room sales for a specific period
- franchisee** a hotel owner who has access to a national reservation system and receives the benefits of the corporation's management expertise, financial backing, national advertising, and group purchasing
- frontline employees** employees who deliver service to guests as front desk clerks, cashiers, switchboard operators, bellhops, concierge, and housekeeping employees
- front office** the communication, accounting, and service center of the hotel
- front office manager** the person responsible for leading the front office staff in delivering hospitality

full house 100 percent hotel occupancy; a hotel that has all its guest rooms occupied

full service a level of service provided by a hotel with a wide range of conveniences for the guest

function sheet listing of the daily events in a hotel, such as meetings, etc.

G

general ledger a collection of accounts that the controller uses to organize the financial activities of the hotel

general manager the person in charge of directing and leading the hotel staff in meeting its financial, environmental, and community responsibilities

gigabyte 1,024 megabytes of formatted capacity

group planner the person responsible for securing guest room accommodations, food and beverage programs, transportation reservations, meeting facilities, registration procedures, tours, and information on sightseeing, while maintaining a budget for group travelers

group rates room rates offered to large groups of people visiting the hotel for a common reason

group travelers persons who are traveling on business or for pleasure in an organized fashion

guaranteed reservations prospective guests who have made a contract with the hotel for a guest room

guest folio a form imprinted with the hotel's logo and a control number and allowing space for room number, guest identification, date in and date out, and room rate in the upper left-hand corner; it allows for guest charges to be imprinted with a PMS and is filed in room-number sequence

guest histories details concerning the guests' visits, such as zip code, frequency of visits, corporate affiliation, or special needs

guest test evaluation procedure in which an outside person is hired by the hotel to experience hotel services and report the findings to management

H

half-day rate a room rate based on length of guest stay in a room

hard key a metal device used to trip tumblers in a mechanical lock

hard-key system a security device consisting of the traditional hard key that fits into a keyhole in a lock; preset tumblers inside the lock are turned by the designated key

hardware computer equipment used to process software, such as central processing units, keyboards, monitors, and printers

hospitality the generous and cordial provision of services to a guest

Hospitality Television (HTV) a commercial hospitality educational organization based in Louisville, Kentucky, that provides satellite broadcasts to hotels, restaurants, and food service facilities

hotel broker a person who sells hotel room prize packages to corporations, sweepstakes promoters, game shows, and other sponsors

hotel representative a member of the marketing and sales department of the hotel who actively seeks out group activities planners

house count the number of persons registered in a hotel on a specific night

housekeeper's room report a daily report that lists the occupancy status of each room according to the housekeeping department

housekeeping room status terminology that indicates availability of a guest room such as available, clean, or ready (room is ready to be occupied), occupied (guest or guests are already occupying a room), dirty or stayover (guest will not be checking out of a room on the current day), on change (guest has checked out of the room, but the housekeeping staff has not released the room for occupancy), and out-of-order (the room is not available for occupancy because of a mechanical malfunction)

house limit a dollar amount set by the hotel that allows for a maximum amount of guest charges

Hubbart formula a method used to compute room rates that considers such factors as operating expenses, desired return on investment, and income from various departments in the hotel

human resources manager the person responsible for administering federal, state, and local employment laws as well as advertising, screening, interviewing, selecting, orienting, training, and evaluating employees

I

incentive program an organized effort by management to understand employees' motivational concerns and develop opportunities for employees to achieve both their goals and the goals of the hotel

independent hotel a hotel that is not associated with a franchise

in-house laundry a hotel-operated department that launders linens, uniforms, bedspreads, etc.

ink-jet a printer that produces small dots printed with liquid ink on paper

inquiries/reports a feature of the PMS that enables management to maintain a current view of operations and finances

in-room guest checkout a feature of the property management system that allows the guest to use a guest room television to check out of a hotel

in-service education courses that update a professional's educational background for use in current practice

interdepartmental communication communication between departments

interfacing the ability of computers to communicate electronically and share data

interhotel property referrals a system in which one member-property recommends another member-property to a guest

Internet a network of computer systems that share information over high-speed electronic connections

intersell cards credit cards issued by a hotel corporation, similar to private label cards

intradepartmental communication communication inside a department

I/O ports (input/output devices) keyboards, monitors, modems, mouse, joystick, light pen, printers, and track balls

J

job analysis a detailed listing of the tasks performed in a job, which provides the basis for a sound job description

job description a listing of required duties to be performed by an employee in a particular job

K

keyboard a standard or Dvorak-type typewriter-style keypad that allows the operator to enter or retrieve data

key clerk a person who issues keys to registered guests and other hotel personnel and sorts incoming mail for registered guests and management staff

key drawer a drawer located underneath the counter of the front desk that holds room keys in slots in numerical order

key fob a decorative and descriptive plastic or metal tag attached to a hard key

keypad a numeric collection of typewriter keys and function keys that allows the operator to enter numbers or perform math functions in a computer

L

laser a printer that produces photo images on paper

late charges guest charges that might not be included on the guest folio because of a delay in posting by other departments

letter-quality a better type of dot-matrix print

liabilities financial or other contractual obligations or debts

limited service a level of service provided by a hotel with guest room accommodations

litigious society an environment in which consumers sue providers of products and services for not delivering those products and services according to expected operating standards

M

main menu on-screen list of all the available individual programs (modules) that are included in the software system

maintenance manager a staff member in a limited-service property who maintains the heating and air-conditioning plant, produces guest room keys, assists housekeeping attendants as required, and assists with guest safety and security

management contract property a hotel that is operated by a consulting company that provides operational and marketing expertise and a professional staff

manager's report a listing of occupancy statistics from the previous day, such as occupancy percentage, yield percentage, average daily rate, RevPAR, and number of guests

market segments identifiable groups of customers with similar needs for products and services

marquee the curbside message board, which includes the logo of the hotel and space for a message

mass marketing advertising products and services through mass communications such as television, radio, and the Internet

master credit card account an accounts receivable that tracks bank, commercial, private label, and intersell credit cards such as Visa, MasterCard, and JCB

megabyte 1,024 kilobytes of formatted capacity

megahertz (mHz) one million cycles per second; indicates computer speed

message book a loose-leaf binder in which the front desk staff on various shifts can record important messages

military and educational rates room rates established for military personnel and educators

modem computer hardware that allows for transfer of data through telephone lines, data expressed in baud—information transfer—rates

modified American plan a room rate that offers one meal with the price of a room rental

moments of truth every time the hotel guest comes in contact with some aspect of the hotel, he or she judges its hospitality

money wire an electronic message that authorizes money from one person to be issued to another person

monitor a television screen with color or monochrome capacity to view input and output data, control column width and line length of display, adjust height of character display, and allow visual control

moonlighter a person who holds a full-time job at one organization and a part-time job at another organization and limited food service and meeting space

motivation investigating employee needs and desires and developing a framework for meeting them

Murphy bed a bed that is hinged at the base of the headboard and swings up into the wall for storage, an example being the SICO brand wallbed

N

needs analysis assessment of the flow of information and services of a specific property to determine if proposed new equipment can improve the flow

night audit the control process whereby the financial activity of guests' accounts is maintained and balanced on a daily basis

night auditor a person who balances the daily financial transactions of guests who have used hotel services, acts as a desk clerk for the night shift, and communicates with the controller

no-show factor percentage of guests with confirmed or guaranteed reservations who do not show up

O

occupancy management formula calculation that considers confirmed reservations, guaranteed reservations, no-show factors of these two types of reservations, predicted stayovers, predicted understays, and predicted walk-ins to determine the number of additional room reservations needed to achieve 100 percent occupancy

occupancy percentage the number of rooms sold divided by the number of rooms available

on-line operational and connected to the main computer system

on-the-job training a training process in which the employee observes and practices a task while performing his or her job

operational effectiveness the ability of a manager to control costs and meet profit goals

operational reports operational data on critical financial aspects of hotel operations

optimal occupancy achieving 100 percent occupancy with room sales that will yield the highest room rate

optimal room rate a room rate that approaches the rack rate

organization charts schematic drawings that list management positions in an organization

orientation checklist a summary of all items that must be covered during orientation

orientation process the introduction of new hires to the organization and work environment, in order to provide background information about the property

outsourcing provision of service to the hotel—for example, a central reservation system— by an agency outside of the hotel

outstanding balance report a listing of guests' folio balances

overbooking accepting reservations for more rooms than are available by forecasting the number of no-show reservations, stayovers, understays, and walk-ins, with the goal of attaining 100 percent occupancy

P

package rate room rates that include goods and services in addition to rental of a room

paid in advance (PIA) guests who paid cash at check-in

paid-outs amounts of monies paid out of the cashier's drawer on behalf of a guest or an employee of the hotel

paid-out slips prenumbered forms that authorize cash disbursement from the front desk clerk's bank for products on behalf of a guest or an employee of the hotel

parking garage manager the person responsible for supervising garage attendants and maintaining security of guests and cars in the parking garage

payback period the period of time required for the hotel to recoup purchase price, installation charges, financing fees, and so forth through cost savings and increased guest satisfaction; assists in deciding whether to install computers

Peddler's Club a marketing program meant to encourage repeat business by frequent business guests

percent occupancy the number of rooms sold divided by the number of rooms available multiplied by 100

percent yield the number of rooms sold at average daily rate versus number of rooms available at rack rate multiplied by 100

physical plant engineer the person who oversees a team of electricians; plumbers; heating, ventilating, and air-conditioning contractors; and general repair people to provide behind-the-scenes services to the guests and employees of the lodging property

PictureTel the use of telephone lines to send and receive video and audio impressions

plant an outside person who is hired by a hotel to experience hotel services and report the findings to management

pleasure travelers people who travel alone or with others on their own for visits to points of interest, to relatives, or for other personal reasons

point-of-sale an outlet in the hotel that generates income, such as a restaurant, gift shop, spa, or garage

point-of-sale front office a front office whose staff promotes other profit centers of the hotel

point-of-sale terminals computerized cash registers that interface with a property management system

policy and procedure manual publication that provides an outline of how the specific duties of each job are to be performed

postal code *See* zip or postal code

posting the process of debiting and crediting charges and payments to a guest folio

potential gross income the amount of sales a hotel might obtain at a given level of occupancy, average daily rate, and anticipated yield

ppm (pages per minute) printing speed capability

predicted house count an estimate of the number of guests expected to register based on previous occupancy activities

printer computer hardware in dot-matrix, ink-jet, or laser models that produces hard copies of output data in letter quality or draft style in various print fonts, with printing speed being expressed in CPS (characters per second), number of characters per line, and pages per minute and paper insertion being tractor-fed, single-sheet, or continuous-form

prior approved credit use of a credit card to establish creditworthiness

private label cards credit cards issued by a retail organization, such as a department store or gasoline company

processor speed how fast a CPU (central processing unit) makes calculations per second; expressed in MHz (the abbreviation for “megahertz”)

profit-and-loss statement a listing of revenues and expenses for a certain time period

property management system (PMS) a generic term used to describe applications of computer hardware and software used to manage a hotel by networking reservation and registration databases, point-of-sale systems, accounting systems, and other office software

psychographic data emotional and motivational forces that affect a service or product for potential markets

R

rack rate the highest room rate category offered by a hotel

real estate investment trust (REIT) a form of financing an investment in real estate through a mutual fund

recreation director the person who is in charge of developing and organization recreational activities for guests

referral member a hotel owner or developer who has access to the national reservation system

referral property a hotel operating as an independent that wishes to be associated with a certain chain; uses national reservation system

referral reservation service a service offered by a management company of a chain of hotels to franchisee members

registration card a form on which the guest indicates name, home or billing address, home or billing phone number, vehicle information, date of departure, and method of payment

reservation code a sequential series of alphanumeric combinations that provide the guest with a reference for a guaranteed reservation

reservation referral system a worldwide organization that processes requests for room reservations at a particular member-hotel

reservations manager the person who takes and confirms incoming requests for rooms, noting special requests for service; provides guest with requested information; maintains an accurate room inventory; and communicates with marketing and sales

reservation status terminology used to indicate the availability of a guest room to be rented on a particular night, i.e., open (room is available for renting), confirmed (room has been reserved until 4:00 p.m. or 6:00 p.m.) guaranteed (room has been reserved until guest arrives), and repair (room is not available for guest rental)

residential hotels hotels that provide long-term accommodations for guests

revenue account part of owner's equity

revenue per available room (RevPAR) the amount of dollars each hotel room produces for the overall financial success of the hotel, determined by dividing room revenues received for a specific day by the number of rooms available in the hotel for that day

revenue potential the room revenue that could be received if all the rooms were sold at the rack rate

revenue realized the actual amount of room revenue earned (number of rooms sold _ actual rate)

role-playing acting out a role before actually being required to do the job.

room attendants employees who clean and maintain guest rooms and public areas

room blocking reserving rooms for guests who are holding reservations

room key control system an administrative procedure that authorizes certain personnel and registered guests to have access to keys

room revenues the amount of room sales received

room sales figure the total of posted daily guest room charges

room sales projections a weekly report prepared and distributed by the front office manager that indicates the number of departures, arrivals, walk-ins, stayovers, and no-shows

rooms forecast the projection of room sales for a specific period

room status information on availability of entry to a guest room—reservation (open, confirmed, guaranteed, or repair) or housekeeping (ready, on change, or out-of-order)

rule-of-thumb method for determining room rates guideline stipulating that the room rate should be \$1 for every \$1,000 of construction costs (this figure is from the 1960s; the current figure is \$2 for every \$1,000 of construction costs)

S

safety committee a group of frontline employees and supervisors who discuss safety issues concerning guests and employees

sales associate a person who books the guest's requirements for banquets and other special events

sales indicators number of guests and revenue generated

self-check-in process a procedure that requires the guest to insert a credit card having a magnetic stripe containing personal and financial data into a self-check-in terminal and answer a few simple questions concerning the guest stay

service management program a management program that highlights a company's focus on meeting customers' needs and allows a hotel to achieve its financial goals

service strategy statement a formal recognition by management that the hotel will strive to deliver the products and services desired by the guest in a professional manner

shift leader the person responsible for directing the efforts of a particular work shift

single-sheet a type of printer that uses single-sheet paper

skill demonstration demonstration of specific tasks required to complete a job

sleeper a room that is thought to be occupied but is in fact vacant

smart card an electronic device with a computer chip that allows a guest or an employee access to a designated area, tracking, and debit-card capabilities for the hotel guest

software computer-designed applications that process data such as guest information and aid in financial transactions and report generation

statement of cash flows a projection of income from various income-generating areas of the hotel

stayovers currently registered guests who wish to extend their stay beyond the time for which they made reservations

surcharge rates telephone rates for adding service charges for out-of-state long-distance telephone service

T

tax cumulative total feature an electronic feature of a PMS that adds all posted room tax amounts previously entered into one grand total

telephone initiation and reception agreements contracts between senders and receivers of PictureTel concerning specifications of the telephone call and who pays for the call

telephone operator the person who handles incoming and outgoing calls, locates registered guests and management staff, deals with emergency communication, and assists the desk clerk and cashier when necessary

tickler files files used to prompt notice that certain events will be occurring

top down a sales method that involves presenting the most expensive rate first

total quality management (TQM) a management technique that encourages managers to look at processes used to produce products and services with a critical eye

total restaurant sales figure total of all sales incurred at restaurants or food outlets in the hotel

touch screen a type of computer monitor screen that allows the operator to input data by touch

tractor-fed a type of printer that uses a continuous roll of paper

traffic managers persons who direct hotel guests to available elevators in the lobby

training tickler file a database that keeps track of training sessions and alerts trainers to important upcoming dates

transfer slip a form used to transfer an amount of money from one account to another while creating a paper trail

travel directories organized listings of hotel reservation access methods and hotel geographic and specific accommodations information

traveler's checks prepaid checks that have been issued by a bank or other financial organization

trial balance a first run on a set of debits to determine their accuracy against a corresponding set of credits

true integration the sharing of a reservation database by a hotel's central reservation system and property management system

U

understays guests who arrive on time but decide to leave before their predicted date of departure

upsell to encourage a customer to consider buying a higher-priced product or service than originally anticipated

V

visual alarm systems flashing lights that indicate a fire or other emergency in a hotel room

W

walking a guest with a reservation offering accommodations at another hotel to a guest who has a reservation when your hotel is overbooked

walk-in guests guests who request a room rental without having made a reservation

working supervisor a person who participates in the actual work performed while supervising

Y

yield the percentage of income that could be secured if 100 percent of available rooms are sold at their full rack rate

yield management a process of planning to achieve maximum room rates and most profitable guests (guests who will spend money at the hotel's food and beverage outlets, gift shops, etc.), which encourages front office managers, general managers, and marketing and sales directors

to target sales periods and develop sales programs that will maximize profit for the hotel

yield percentage the effectiveness of a hotel at selling its rooms at the highest rate available to the most profitable guest

Z

zip drive a computer accessory that holds data; a 100-megabyte zip drive holds an equivalent of 70 floppy disks

zip or postal code an individual local postal designation assigned by a country

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