

# CHAPTER

## OVERVIEW OF THE HOSPITALITY INDUSTRY

# I



### Preamble

If you think a nine-to-five job doesn't suit you because you love meeting people and entertaining them, a career in hospitality could be a good choice. This career is best suited to those who are ready to take up everyday challenges and work in high-pressure zones. However, there is more to the hospitality sector than pressure. It is a 24 × 7 entertaining job that lets you enjoy while working.

Hospitality may be one of the most exciting industries to work in, but it isn't an easy life. Are you ready to go?

***At the end of this chapter, you should be able to:***

- Memorize the specialized terms and expressions
- List various categories of hotels
- List various departments of a hotel
- Develop a sense of work ethic
- Develop a pleasing manner while dealing with the customers



### Lead-in Activity

***Pre-speaking: Look at the pictures below. What are the advantages and disadvantages of working in a hotel? Which department would you like to start your career in? Discuss and compare your ideas with your partner's.***



## Professional Knowledge

### Careers in Hospitality

As lifestyle needs and services **evolve** through time, more job positions are created. In fact, if you **browse** the classified ads nowadays, you will **encounter** certain terms that seem not to exist **decades** ago. For example, terms like white-**collar** jobs, blue-collar jobs, and home-based jobs, along with the popular “hospitality management jobs.”

The hospitality industry is one of the fastest-growing industries in the world. It offers some exciting careers and a lot of job satisfaction. But working in a hotel isn’t easy—the peak holiday season is a hard time, with employees often working long hours and sometimes seven days a week.

But what are hospitality management jobs anyway? If you’re not familiar with this kind of professional field, here are the **essentials** that you need to know about the said area of expertise.

#### Basic definition

To put it simply, these jobs or professions generally involve hospitality. The main **principle** here is that you cater services to other people so that they would feel more welcome wherever the service is catered. Thus, the main job here is to become **hospitable** and **accommodating** to whomever you are serving.

#### The staff

In the hospitality field, it doesn’t really matter whether you serve customers face to face or not. In fact, many jobs in this field involve behind-the-scenes services, such as chefs,

planners and other positions that require planning and preparation. However, positions that **involve** more **exposure** to customers typically include front-line services, such as receptionists, waiters, waitresses, **concierge**, park administrators, **casino** personnel, and so on.

### **The working environment**

There are many choices of where you can work in this field. For instance, restaurants and cafes could be one good starting point. Additionally, you can work in bed and breakfast establishments or hotels. Casinos are also good working environments where you could expect to have big tips. Resorts and museums are also **viable**. And the best part is that you can work on **cruise ships** and have the chance to travel all over the world!

It is also possible for you to set up your own business. This is especially true if you have decided to specialize in a course related to **culinary arts**. You can run your own restaurant if you want to. If you specialize in the tourism field, you could run your own travel agency.

### **People**

Hospitality refers to the relationship that is built up between a guest and their host, and it also refers to the act of being hospitable, that is, taking care of and entertaining the guest, visitors or strangers with full and due respect. The hospitality industry is different from other industries. Hospitality is people dealing with people, from the porter to the hotel manager. If you don't like different types of people, this isn't the career for you.

### **Job requirements**

Enjoying being among people is the first and foremost requirement to be able to chart a course of success in the hospitality industry. The job in this field requires one to be people-friendly, adaptable, and energetic. Other traits that will come in handy include the ability to work in a team, problem-solving capabilities, and working in a customer-centric atmosphere. If the smiles on your guests' satisfied faces make you forget all your difficulties—including the pressure of working on your feet for long hours without the weekends for yourself—you are probably well-suited to this profession. On the contrary, a **reclusive**, **introverted** personality who prefers to keep to themselves, working in a cubicle for a **stress-free** job, or likes a typical office-hours shift is a complete misfit.

### **Hotel jobs**

The worth of the hospitality industry is in billions, so it is a good opportunity to take advantage of it. Hospitality mainly refers to those jobs in the sectors of hotels, restaurants, casinos, catering, resorts, SPAs, and some businesses dealing with tourists. Many youngsters are now viewing it as their career **prospects** and making good use of its **boom** time. To be

in this industry, you need to be **presentable**, **appealing**, polite, sweet-natured, friendly, **extroverted**, and, of course, hard-working. The workforce in the hospitality industry is usually young; it varies in age from 25 to 40. This is the most active part of their life and they make the hardest efforts during their working period.

## Word Bank

career	[kə'riə(r)]	<i>n.</i> 职业, 生涯, 履历	a diplomatic career 外交官生涯
hospitality	[hospri'tæləti]	<i>n.</i> 殷勤, 好客; (提供给客人的) 食宿招待	hospitality industry 酒店业
evolve	[i'vɒlv]	<i>vt. &amp; vi.</i> 演变; 进化	Language is constantly and gradually evolving. 语言在不断地缓慢发展。
browse	[braʊz]	<i>vi.</i> 随意翻阅, 浏览	He sits browsing over/through a book. 他坐着翻阅书籍。
encounter	[ɪn'kaʊntə(r)]	<i>vt.</i> 遇到, 偶然碰到	I encountered great difficulties in learning English grammar. 我在学习英语语法时遇到了很大困难。
decade	[dekeɪd]	<i>n.</i> 十年, 十年间	Prices have risen steadily during the past decade. 过去的十年间, 物价一直在稳步上涨。
collar	['kɒlə(r)]	<i>n.</i> 衣领, 领子	He turned his overcoat collar up. 他把外套的衣领翻了起来。
essential	[ɪ'senʃl]	<i>n.</i> 要素; 要点; 必需品	We only have time to pack a few essentials. 我们只来得及装几件生活必需品。
principle	['prɪnsəpl]	<i>n.</i> 原则, 原理	Each side declared that it would never abandon its principle. 各方都说绝不放弃自己的原则。
hospitable	[hɒ'spɪtəbl]	<i>adj.</i> 热情好客的	The villagers were hospitable and offered us homemade food. 村民们热情好客, 给我们提供了家常食物。
accommodating	[ə'kɒmədeɪtɪŋ]	<i>adj.</i> 乐于助人的	Eddie is always very accommodating to me. 艾迪总是很乐于助人。
exposure	[ɪk'spəʊʒə(r)]	<i>n.</i> 暴露, 显露	After only a short exposure to sunlight, he began to turn red. 他在阳光下只晒了一会儿, 皮肤就开始变红了。
concierge	['kɒnsiəʒ]	<i>n.</i> 礼宾员, 前台接待	That hotel has very good concierge services. 那家酒店的礼宾服务很棒。
casino	[kə'si:nəʊ]	<i>n.</i> 赌场; 娱乐场	He spent all his time gambling in the casino. 他把时间都消磨在赌场的赌博上。
viable	['vaɪəbl]	<i>adj.</i> 切实可行的; 可实施的	The scheme is economically viable. 这个计划从经济效益来看是可行的。

cruise ship	[kru:z ʃɪp]	<i>n.</i> 游轮	A cruise ship or cruise liner is a passenger ship used for pleasure voyages. 游轮是用来观光旅行的客船。
culinary art	[ˈkʌlɪnəri ɑ:t]	烹饪技术	She is studying culinary arts. 她正在学习烹饪技术。
reclusive	[rɪˈklu:sɪv]	<i>adj.</i> 隐遁的，隐居的	She lives an unsocial reclusive life. 她过着与世隔绝的生活。
introverted	[ɪntroʊvɜ:tɪd]	<i>adj.</i> 内向的，含蓄的	Do you call yourself introverted or extroverted? 你性格内向还是外向？
stress	[stres]	<i>n.</i> 压力，紧张	The roof couldn't bear the stress of the snow. 屋顶受不了积雪的压力。
prospect	[ˈprospekt]	<i>n.</i> 前景；前途	John is in high spirits about the prospects. 约翰对前景充满希望。
boom	[bu:m]	<i>n.</i> (经济等的)繁荣，迅速发展；隆隆声	The industry enjoyed a boom. 这个行业欣欣向荣。
presentable	[priˈzentəbl]	<i>adj.</i> 拿得出的，像样的；中看的；中听的	I have nothing presentable to wear. 我没有像样的衣服可穿。
appealing	[əˈpi:lɪŋ]	<i>adj.</i> 有感染力的，吸引人的	What an appealing little baby! 多么讨人喜爱的小婴儿！
extroverted	[ˈekstroʊvɜ:tɪd]	<i>adj.</i> 外向的	She's a good person to be invited to a party because she's such an extroverted person. 最好把她邀来参加聚会，因为她很爱交际。

## Where Does the Name “Hotel” Come from?

A hotel is a place that provides paid accommodation, generally on a **temporary** basis. Hotels usually provide many kinds of services, such as restaurants, childcare or swimming pools. A number of hotels contain meeting rooms and **conference facilities** and encourage people to arrange get-togethers and **conventions** at their venue.

The word “hotel” **originated** from French. It refers to a French **version** of a townhouse but not a building where accommodation is offered. The word also refers to a bar or a pub in Australia. Even in the United Kingdom, many bars, with the word “hotel” in their names, do not provide lodging or foodstuffs. In India, hotel often refers to a restaurant, as the best restaurants are often located near good hotels. Accommodating people in dedicated buildings has **immense antiquity**, and people of various customs started practicing it. Hoshi Ryokan, a Japanese hotel established in the year of 718, is one of the oldest hotels in the world. Basic lodging of a room with no more than one bed, one cupboard, one small table, and one washstand has been **substituted** by modern rooms with en-suite bathrooms, telephones, a television, alarm clocks, **broadband** Internet connection, etc. Drinks and food are provided by a mini bar which is a refrigerator containing drinks, snacks, coffee, tea, etc.

Many hotels are termed unusual hotels, such as treehouse hotels in Brazil, cave hotels in Australia, capsule hotels in Japan, ice hotels in Sweden, snow hotels in Finland, garden hotels, underwater hotels, library hotels, boat hotels, etc. J Hotel in Shanghai Tower, one of the world's highest hotels, is over 556 meters high. However, the world's largest hotel is situated in Malaysia and its name is First World Hotel. The oldest hotel still in operation is the Nishiyama Onsen Keiunkan in Japan, which was founded in 705. A grouping or collection of hotels under an **identifiable** brand name, managed by an organization, is called a hotel chain.

## Word Bank

temporary	['tempərəri]	<i>adj.</i> 临时的, 暂时的	They just reached a temporary agreement. 他们只是达成一个临时协议。
conference	['kɒnfərəns]	<i>n.</i> 会议	Nearly all the members attended the conference. 几乎全体成员都出席了这次会议。
facility	[fə'sɪləti]	<i>n.</i> 设备, 设施	All rooms have private facilities. 所有房间都配有私人设施。
convention	[kən'venʃn]	<i>n.</i> (某一职业、政党等的人士召开的) 大会	A declaration was adopted at the recent convention. 在最近举行的大会上, 通过了一项宣言。
originate	[ə'ɪdʒɪneɪt]	<i>vi.</i> 起源于, 来自	His book originated from a short story. 他的书是根据一个短篇小说撰写的。
version	['vɜ:ʃn]	<i>n.</i> 版本; 形式	The original version is superior. 原版更胜一筹。
immense	[ɪ'mens]	<i>adj.</i> 极大的, 巨大的	They made an immense improvement in English. 在英语方面, 他们取得了巨大的进步。
antiquity	[æn'tɪkwəti]	<i>n.</i> 古老; 年代久远; (尤指中世纪前流传下来的) 古迹, 古物; 古代	The street smacks of antiquity. 这条街有点古色古香。
substitute	['sʌbstɪtju:t]	<i>vt. &amp; vi.</i> 代替, 替换, 代用	She was dancing while someone substituted for her at the piano. 她在跳舞, 别人代她弹钢琴。
broadband	['brɔ:dbænd]	<i>n.</i> 宽带	The two companies plan to develop new broadband services for customers in the UK. 两家公司计划为英国的客户开发新的宽带服务。
identifiable	[aɪ'dentɪ'fəəbl]	<i>adj.</i> 可以确认的	Would you be able to identify the man who robbed you? 你能够认出那个抢你东西的人吗?

## Hotel Types

The following are some types of hotels:

A business hotel: A hotel providing modern business facilities and good **security** for businessmen. It is usually in the business center.

An airport hotel: A hotel located at or near the airport for passengers of **transit** flights.

A tourist hotel: A hotel where the tourists can stay on their holidays or trips with good **entertainment**. There are fewer facilities in a tourist hotel than in a luxury hotel, but it has good value.

A **motel**: A hotel with a place for cars or motorcycles. It is located close to highways but doesn't have a lot of facilities.

A middle-ranged hotel: A hotel which has the **essential** facilities and is cheaper than a luxury hotel.

A guesthouse: A private house often run by a family. It is small and usually has a few rooms. There is a very nice or **cozy** atmosphere there.

A low-end hotel: A very cheap hotel with limited facilities.

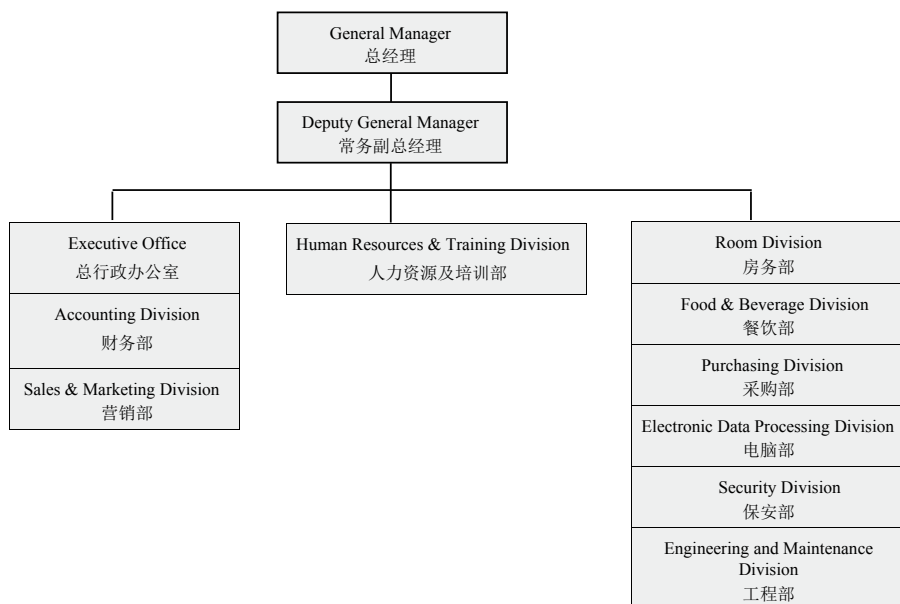
A luxury hotel: The highest standard of hotel with very good services, facilities, decorations, and staff. And it is very expensive.

## Word Bank

security	[sɪ'kjʊərəti]	<i>n.</i> 安全	They lulled her into a false sense of security. 他们哄骗她，使她产生一种错误的安全感。
transit	['trænzɪt]	<i>n.</i> 中转	the transit lounge 中转候机室
entertainment	[.entə'teɪnmənt]	<i>n.</i> 娱乐活动，款待	The hotel is famous for its entertainment. 这家旅馆以其娱乐活动而著称。
motel	[məʊ'tel]	<i>n.</i> 汽车旅馆	All the motels lie beside the road. 所有的汽车旅馆都位于公路旁边。
essential	[ɪ'senʃl]	<i>adj.</i> 必不可少的，非常重要的	Food is essential for life. 生命离不开食物。
cozy	['kəʊzi]	<i>adj.</i> 舒适的，惬意的	He lives in a cozy little room. 他住在一个舒适的小屋里。

## Hotel Departments

As shown in the following figure, hotels are organized into large **divisions** and smaller departments. Each department is responsible for a particular function or service and at the same time is **interrelated** with and dependent on other departments. The best services for the guests and the highest job satisfaction for staff are based on clear, **prompt** communication and **genuine** cooperation among employees in all divisions and departments.



## Room Division

As we know, the majority of hotel **revenues** are generated from room division in the form of room sales. This department provides the services guests expect during their stay in the hotel. The room division is typically composed of five different departments:

- Front Office
- Reservation
- Housekeeping
- Uniformed services
- Telephone

## Food & Beverage Division (F&B)

F&B typically constitutes the second-largest revenue generator in a hotel, with an **average** of 23.1% from food sales and 8.6% from beverage sales. In a five-star hotel, the food and beverage division may include the following formats:

- Quick service
- Table service
- Specialty restaurants
- Coffee shops
- Bars
- **Lounges**
- Clubs
- Banquets



- Catering Functions: Wedding, Birthdays...

## **Sales & Marketing Division**

A typical hotel usually has a sales & marketing division. However, if the staff size, volume of business, hotel size and expected group arrivals are not large enough, the hotel might have marketing staff placed under the reservation department ( i.e., no need for a sales & marketing division ).

A typical sales & marketing division is composed of four different departments:

- Sales
- Convention services
- **Advertising**
- Public relations

## **Accounting Division**

The accounting division **monitors** the financial activities of the **property**. Some of the activities undertaken in the accounting division are listed below:

- To pay outstanding **invoices**
- To distribute unpaid statements
- To collect amounts owed
- To process **payroll**
- To accumulate operating data
- To compile financial reports
- To make bank deposits
- To secure cash loans
- To perform other control and processing functions

## **Engineering and Maintenance Division**

This department maintains the property's structure and grounds as well as electrical and mechanical equipment. Some hotels might have this division under different names, such as maintenance division, property operation, and maintenance department...

## **Security Division**

Security division **personnel** are usually in-house staff, security officers, or retired police officers, who have certain physical skills and prior experience.

Some of the functions of the security division are listed below:

- To **patrol** the property
- To monitor surveillance equipment
- To ensure safety and security of guests, visitors, and employees

## Human Resources Division

Some of the duties of the human resources division are listed below:

- To be responsible for internal and external **recruitment**
- To calculate employees' salaries, **compensation**, and tax **withholding**...
- To administer employees' paperwork and monitor attendance...
- To maintain good relations with Labor Unions
- To ensure employees' safety and working conditions

## Other Divisions

All the above-mentioned divisions should exist in a typical five-star hotel; however, there might be some revenue generators that are specific to certain hotels but not found in others. Below is a list of some possible extra or other divisions that might exist in a hotel:

- Retail **outlets** (i.e., shops rented to outsiders or managed by the hotel)
- Recreation facilities (i.e., fitness center, tennis courts, and cinema halls...)
- Conference centers
- Casinos

## Word Bank

division	[dr'vɪʒn]	<i>n.</i> 部分; (机关, 公司等) 部门, 处	Which division of the company do you work in? 你在这个公司的哪个部门工作?
interrelate	[ˌɪntər'reɪt]	<i>vt. &amp; vi.</i> 相互关联 (影响)	Many would say that crime and poverty are interrelated with one another. 很多人都说犯罪与贫穷是密切相关的。
prompt	[prompt]	<i>adj.</i> 迅速的, 准时的	Prompt payment of bills is greatly appreciated. 如蒙即期结账, 则不胜感激。
genuine	[ˈdʒenjuɪn]	<i>adj.</i> 真诚的, 真心的	As time went on, a genuine friendship grew up between us. 随着时间的推移, 我们之间产生了一种真挚的友情。
revenue	[ˈrevənju:]	<i>n.</i> 收入, 收益; 税收	A government's revenue and expenditure should be balanced. 政府的财政收入和支出要平衡。
average	[ˈævərɪdʒ]	<i>n.</i> 平均, 平均数	Tom's work at school is above the average. 汤姆在学校的成绩在平均水平之上。
lounge	[laʊndʒ]	<i>n.</i> 休息室	She is waiting for me in the departure lounge. 她在候机室等我。
advertising	[ˈædvətaɪzɪŋ]	<i>n.</i> 广告, 广告宣传	The advertising campaign didn't have much effect on sales. 这些广告攻势对销售额并没有起到多大作用。
monitor	[ˈmɒnɪtə(r)]	<i>vt.</i> 监听, 监视	This instrument monitors the patient's heartbeats. 这台仪器监测病人的心跳。

property	['propəti]	<i>n.</i> 财产；所有物	That car is my property; you mustn't use it without my permission. 这辆车是我的财产，你必须得到我的允许才能使用。
invoice	['ɪnvɔɪs]	<i>n.</i> 发票	The invoice amount was £35. 发票金额为 35 英镑。
payroll	['peɪrəʊl]	<i>n.</i> 工资名单；工薪总额	His yearly payroll is \$1.2 million. 他的年薪是 120 万美元。
personnel	[ˌpɜːsə'nel]	<i>n.</i> (总称) 人员；员工	The personnel are not happy with the changes of these rules. 全体工作人员对改变这些规定很不高兴。
patrol	[pə'trəʊl]	<i>vt. &amp; vi.</i> 巡逻，巡查	We have been patrolling for days but have seen nothing. 我们巡查多日，什么也没发现。
recruitment	[rɪ'krʊ:tment]	<i>n.</i> 招募，招聘	The recruitment process for this position is very strict. 这个职位的招聘流程非常严格。
compensation	[ˌkɒmpen'seɪʃn]	<i>n.</i> 补偿，赔偿 (赔偿) 金	He paid a sum of money as a compensation for the loss in the fire. 他付了一笔钱作为这次火灾损失的补偿。
withhold	[wɪð'həʊld]	<i>v.</i> 拒绝给予	Income Tax Withholding 代扣所得税
outlet	['aʊtlet]	<i>n.</i> 商店；经销店	This cosmetics firm has 34 outlets in Britain. 这家化妆品公司在英国有 34 个经销店。

## Hotel Positions

Below is a list of the most common positions at a large hotel.

### Administration

As a part of the administration team for a hotel, you need to handle the accounts and bookkeeping tasks for the business or provide **secretarial** or **HR** help. You will also be expected to have a reasonable grasp of a foreign language and have a degree or **diploma** in the field.

### Management

With one of these positions, you are responsible for the day to day running of the hotel. As a manager, you will deal with the hiring and firing of employees, as well as helping to maintain **budgets**. Experience in the hotel industry is definitely necessary to get this position. You will also be expected to have a solid grasp of a foreign language.

### Conference & Events Coordinator

All of the large hotels have conference centers which cater to large groups holding

events. As the events coordinator, you should verify the details on bookings and ensure that all meeting rooms are prepared properly for a meeting. This includes coordinating with the food and beverage services to have tea and coffee or meals ready in the room and coordinating with housekeeping to have the room cleaned after the meeting. Most hotels want to see some experience in a similar position when you are applying for this type of job. Some **aptitude** for a foreign language will be needed as well.

### **Front Desk/Reservations**

In this position, you are constantly interacting with customers on a daily basis, dealing with reservations over the phone, checking guests in and out, and generally providing information and directing patrons. One of the primary requirements for the position is to be fluent both in the local and a foreign language. Employers will also expect some previous experience, although excellent language skills and a pleasant **demeanor** can make up for any insufficient work experience.

### **Bell Staff**

This is a simple job that can be **grueling** at times. Your responsibility is to carry the guests' luggage to and from their room. When not moving luggage, you may be expected to pleasantly greet guests as they enter the building or the lobby. Some foreign language skills will be useful for this position, and **potential** employers will look favorably on some experience, although it is not necessary.

### **Housekeeping**

As a part of the housekeeping staff, you will be responsible for cleaning guest rooms on a daily basis and helping to keep the rest of the hotel clean. Basically no language skills or experience are needed for this job, but it is also one of the lowest paid positions in the hotel. Head housekeepers will be expected to have some experience, and probably need some foreign language skills.

### **Food & Beverage (F&B)**

As a part of the F&B staff, you will be responsible for providing high-quality food and beverage service to guests, according to set standards, serving courteously and efficiently. Maintain cleanliness of tables, service areas and equipment. Stock all wares and equipment needed for service. Maintain a full knowledge of the chef's menu and be able to clearly discuss and **accurately** describe the various dishes.

### **Maintenance**

The maintenance team does minor repairs around the hotel such as **unclogging drains**, fixing doors, changing light bulbs, and providing routine maintenance on the **HVAC** (Heating,

Ventilation, and Air Conditioning) systems. You will need some mechanical aptitude and probably experience, but language skills will be **optional**.

## Word Bank

administration	[ədˌmɪnɪˈstreɪʃn]	<i>n.</i> 管理, 经营	Who is in charge of the administration of your company? 你们公司的行政工作由谁负责?
secretarial	[ˌsekreˈteəriəl]	<i>adj.</i> 秘书的, 书记的	The duties of the post are mainly secretarial. 这个岗位的职责主要是文秘工作。
HR		<i>n.</i> 人力资源	Human Resources 人力资源
diploma	[dɪˈpləʊmə]	<i>n.</i> 毕业文凭, 学位证书	She worked hard in order to earn her music diploma. 她刻苦用功, 以求获得音乐学位证书。
budget	[ˈbʌdʒɪt]	<i>n.</i> 预算, 经费	Our budget has been pared down to the bone. 我们的预算额已削减到最低限度。
coordinator	[kəʊˈɔːdɪneɪtə(r)]	<i>n.</i> 协调者	He is a health services coordinator. 他是一名健康服务协调员。
aptitude	[ˈæptɪtjuːd]	<i>n.</i> (学习方面的) 才能, 资质, 天资	That student has an aptitude for mathematics. 那个学生有数学方面的天赋。
demeanor	[dɪˈmiːnə(r)]	<i>n.</i> 〈美〉〈正〉行为, 举止, 态度	The girl has a quiet, modest demeanor. 这个女孩子的态度娴静而谦逊。
grueling	[ˈɡruːəlɪŋ]	<i>adj.</i> 使精疲力尽的	The new recruits were put through a week of grueling endurance test. 新兵要接受为期一周的艰苦耐力测试。
potential	[pəˈtenʃl]	<i>adj.</i> 潜在的, 有可能的	It's important to draw out a child's potential capacities. 发掘孩子的潜力是很重要的。
accurately	[ˈækjəreɪtli]	<i>adv.</i> 精确地, 准确地	You need to hit the ball accurately. 你必须准确击球。
unclog	[ˌʌnˈklog]	<i>vt.</i> 使畅通, 扫除 (阻碍)	I used that red toothbrush to unclog the drain. 我用那只红色牙刷去通排水孔。
drain	[dreɪn]	<i>n.</i> 排水沟, 排水管	The drain was choked up with dirt. 排水管被污物堵住了。
HVAC		暖通空调	Heating, Ventilation, and Air Conditioning 暖通空调
optional	[ˈɒpʃənl]	<i>adj.</i> 可选择的	The goods are optional, but only one item can be chosen. 这些物品是可以任选的, 但只能选一个。



## Activities

### I. Speaking

*Work in pairs.*

What do you like about the hospitality industry? Write down six things and then compare your ideas with your partner's.

### II. Vocabulary

*Match each job to its correct duty. Use a dictionary when necessary.*

1) chambermaid	a) to carry guests' bags to their rooms
2) hotel manager	b) to clean guest rooms
3) bartender	c) to serve guests in the restaurant
4) accountant	d) to manage all the hotel staff
5) concierge	e) to serve guests at the bar
6) porter	f) to find business for the hotel
7) waiter	g) to give information and help guests
8) marketing manager	h) to do the hotel's finances

*Match each room type to its correct definition.*

Double room/Twin room/Four-bed room/Single room/Triple room/Quad suite/  
Connecting suite

Room types	Definitions
	A room for one person with one bed
	A room for two persons with one big bed designed for two
	A room for two persons with two separate single beds
	A room for three persons with three beds
	A room for four persons with four beds
	A room for four persons with two double beds
	A series of connected rooms used as a unit

*What type of room would be suitable for the following guests? There may be more than one type that suits their requirements.*

Guests	Room types
Mr. and Mrs. Johnson	
The Smiths (the parents, one boy and one girl)	
Hoa and Chi (friends)	
Mr. Rousseau	
A group of three students	
A group of four people (friends)	

### III. Pronunciation: The /h/ Sound

*Which word does not have the /h/ sound? Practice reading the words.*

hotel	holiday	hour	housekeeping	happy	help
hospitable	hospitality	hospital	honor	honey	

### IV. Reading

*All guests arriving at your hotel have two basic needs. The first one is the service and accommodation you offer. You can satisfy this by determining the type of service that the guest requires. The second one is that of recognition. You can satisfy this by treating each guest as an individual and by making each guest feel welcome. What is the correct order for the following guest greeting and welcoming steps?*

- ☐ Greet guests warmly and sincerely to let them know you're glad to have them.
- ☐ Recognize and acknowledge guests immediately upon their arrival at the front desk.
- Make eye contact.
- Smile at guests before they smile at you.
- Assure guests that you will be with them in a moment if current job activities prevent you from formally greeting them. You can say something like this: "Good morning, I'll be with you in a moment."
- ☐ Personalize all conversations with guests by addressing each guest by name, as soon as it is known.
- ☐ Note the guests' response to the greeting to determine if they have a reservation or are walk-ins with no reservations.

*What kind of hotel would be suitable for the following guests?*

Guests	Hotel types
Mr. Brown: "I'm driving to San Francisco. I need somewhere to stay for the night."	
Mrs. Houston: "I'm flying to Hong Kong early tomorrow morning."	
Mr. Rousseau: "I will spend three nights in Arcadia. I want to stay in the best hotel in the city."	
Jack: "I haven't got much money, but I want to stay in the best hotel possible."	
Joan and Sue: "We are students, so we aren't very rich. We need somewhere to stay during our trips."	
Mr. Kaplan: "I'm going for a week's holiday in the Mediterranean. I want a hotel with its own beach and plenty of entertainment."	

continued

<b>Guests</b>	<b>Hotel types</b>
Miss Hoa: “ I’m here on business. I need a hotel in the commercial district of the city. ”	
The Johnsons: “ We want to stay in a house with a nice family atmosphere. However, we haven’t got a lot of money. ”	



# CHAPTER

## THE FRONT OFFICE AND ITS SECTIONS

# II

## Introduction to the Front Office

### Lesson 1



#### Preamble

The basic business of a hotel is to sell rooms. The front office is the department which is responsible for the thorough and systematic methods of reservation, registration and assigning of rooms. The front office is the first and last point of contact with every guest and thus it plays a vital role in the hotel's image building.

Front office is the first department that we will be studying in the lesson about hotels.

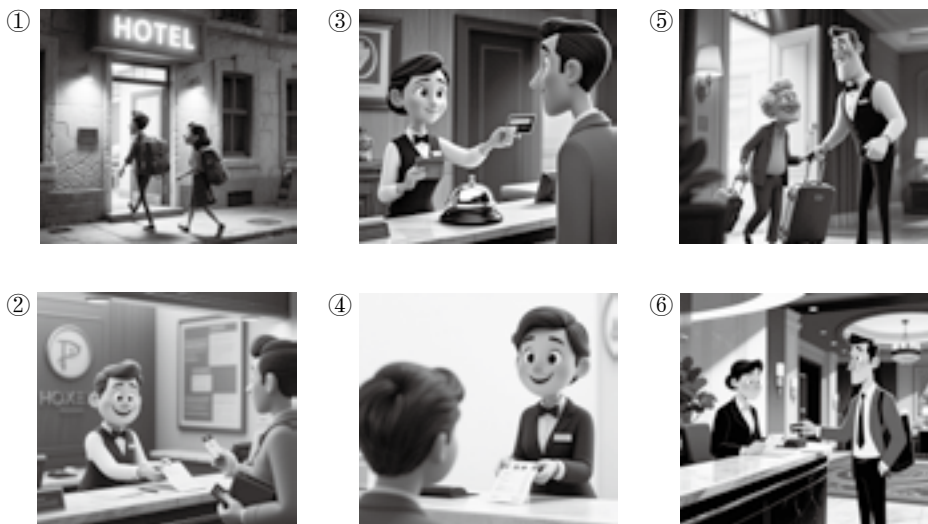
*At the end of this lesson, you should be able to:*

- Memorize the specialized terms and expressions
- List the function areas of the front office
- State the importance of the front office
- Tell the function of the front office



#### Lead-in Activity

*Pre-speaking: Look at the pictures below. Where is the hotel front office usually located? What services can you find at a hotel front office? What qualities does a receptionist need? Would you like to be a receptionist? Discuss and compare your ideas with your partner's.*



## Professional Knowledge

### 1. Front office functions

The front office is usually located close to the main entrance of the hotel. The front office of a hotel is not only its “shop window”, but also its “nerve center”.

- It is a **liaison** between the guest and the hotel.
- It is the focus of guest requests for information and service as well as the **profit** center of room sales.

Members of the front office staff welcome the guests, carry their luggage, help them **register**, give them their room keys and mail, answer questions about the activities in the hotel and surrounding area, and finally check them out. In fact, the only direct contact most guests have with hotel employees, other than in the restaurants, is with members of the front office staff.

The front office functions can be divided into 9 general areas:

- Reservation
- Reception
- Operators
- Bell service
- Mail and information
- Concierge
- Health and recreation center
- Business center
- Cashiers and night **auditors**

## 2. Receptionist duties

Hotel receptionists are responsible for making guests feel welcome, dealing with room bookings and cancellations, and handling general requests made by guests during their stay.

As a hotel receptionist, your main duties would include the following:

- Dealing with reservations and cancellations by phone, email, letter, fax, or face-to-face
- Checking guests into the hotel, **allocating** rooms, and handing out keys
- Checking guests out of the hotel, preparing bills, and taking payments
- Handling foreign exchange
- Taking and passing on messages to guests
- Dealing with special requests from guests, such as booking theatre tickets, or storing valuables
- Answering questions about facilities in the hotel and the surrounding area
- Dealing with complaints or problems

In large hotels, you would use a computerized system to make reservations and keep room bookings and availability details up-to-date. You would work as part of a team and may specialize in one specific aspect of this role, such as telephone reservations or checkouts.

In small hotels, your duties may include a wider range of tasks, such as showing guests to their rooms and serving drinks in the bar.

## 3. Front office staff requirements

The front office is a section that is most familiar to every guest for it is where direct facial contact occurs. Every word the receptionist/information clerk says and every action he/she takes will be acknowledged by the guest at the desk. The receptionist must be neat and trim in appearance. His/Her hair must be nicely combed. The face must be clean and the uniform must be tidy. A first impression is very important. Whether a guest will think highly of the hotel depends on whom they meet and how they are treated.

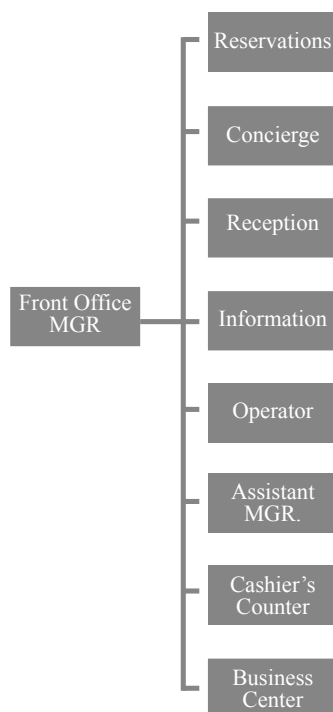
A good receptionist should be confident, courteous, and **observant**. The general rules and regulations are as follows.

- Report for duty on time
- Do not make changes to the working schedule without the permission of the department heads
- Always maintain personal **hygiene** and be **well-groomed** in appearance
- Read all notices posted on the notice board
- Read and follow the logbook
- Do not make or receive personal calls during working hours
- Be polite and smiling under any circumstances

- Do not sit down in official rooms
- Do not lean against walls or furniture
- Do not scratch your hair or bite your fingernails
- Do not argue with colleagues, supervisors, or especially with customers
- Do not keep your hands in your pockets
- Do not use indecent language with anyone
- Do not stand in groups at the counter
- Avoid unnecessary conversations with neighbors. Speak only when necessary
- Do not drink in the sight of customers

#### 4. The functional areas of the front office

The front office is usually located close to the main entrance of the hotel. It is composed of several sections including reservations, concierge, reception, information, operator, assistant manager, cashier's counter, and business center.



### Word Bank

liaison	[li'eɪzn]	<i>n.</i> 联络	Our role is to ensure liaison between schools and parents. 我们的作用就是确保学校与家长之间的联系。
profit	['prɒfɪt]	<i>n.</i> 利润, 收益, 盈利	There is very little profit in selling newspapers at present. 现在卖报纸利润很少。

register	['redʒɪstə(r)]	vt. & vi. 记录; 登记; 注册	The car was registered in my name. 汽车是用我的名字登记注册的。
auditor	['ɔ:dtə(r)]	n. 审计员, 稽核员	The external auditors come in once a year. 外聘审计员每年来一次。
allocate	['æləkert]	vt. 分配, 分派	You must allocate the money carefully. 你们必须谨慎地分配钱。
observant	[əb'zɜ:vənt]	adj. 观察力敏锐的	An observant shop assistant had remembered exactly what the man was wearing. 有个机警的店员准确地记得那个男子的穿着。
hygiene	['haɪdʒi:n]	n. 卫生	People should wash regularly to ensure personal hygiene. 人们应经常洗澡以保证个人卫生。
well-groomed	[wel 'gru:md]	adj. 被小心照料的; 梳洗得整洁的	They chose him for the job because he always looks well-groomed. 他们选他担任该职务, 因他总是衣冠整齐。



## Activities

### I. Speaking

*Work in pairs.*

1. Do you think knowledge of languages is necessary to the front office staff? Why?
2. How are you going to study hotel English? Write down your plan and then compare yours with your partner's.
3. Do you think you're qualified to work at the front office? Write down your strengths and weaknesses and then compare your ideas with your partner's.

### II. Vocabulary

*Match each verb on the left with a noun on the right to form correct hotel front office service terms. Use a dictionary when necessary.*

1) receive	a) guests
2) register	b) reservations
3) assign	c) room occupancies
4) distribute	d) guests
5) store	e) foreign currencies
6) provide	f) rooms
7) deliver	g) mails and messages
8) exchange	h) baggage
9) check	i) information
10) check out	j) guests' valuables

### III. Pronunciation: Word Stress

*Mark the stressed syllables.*

1) vacate	vacancy
2) confirm	confirmation
3) resident	residential
4) tradition	traditional
5) friendly	friendliness
6) courtesy	courteous
7) separate ( <i>adj.</i> )	separate ( <i>v.</i> )
8) suitable	unsuitable

### IV. Reading

*Cindy Taylor wants to apply for the advertised post of hotel receptionist. Put the extracts from her application letter in the correct order.*

- a) I have a very pleasant, outgoing personality and I am used to dealing with people of all ages and levels.
- b) I look forward to hearing from you.
- c) I would like to apply for the position of hotel receptionist, as advertised in the Hotel & Catering Reporter on 12 May.
- d) Re: Hotel receptionist vacancy.
- e) C Taylor (Miss)
- f) Dear Mrs. Willis
- g) Enc. CV
- h) I am twenty-four years old and I am about to finish a course in hotel administration. Earlier this year, I worked for three months as a trainee in a small family-run hotel. Your vacancy is of particular interest to me as my duties involved taking phone calls, making bookings, and providing guests with a warm welcome, which I feel is important for this kind of post.
- i) I enclose a copy of my current CV for your information. Please contact me should you require any further details.
- j) Yours sincerely.



## Etiquette Tips for Daily Life

### Etiquette 1—How to Be Energetic and Fun-Loving

People bursting with energy have the following three things in common: they deeply

honor and respect themselves; they completely accept themselves for who they are and don't take themselves too seriously; and they see challenges as opportunities. They switch their negative thoughts as rapidly as they switch channels on their TVs. They see life as a game to play and enjoy it, and they radiate good health. They are fun to be around, because they love and accept you for who you are.

1) Honor yourself and realize you are a unique person with your own destiny to fulfill. No one except you knows the right path for you to follow, thus you must keep in mind those silent-loud messages your heart sends you.

2) Respect yourself for your uniqueness and understand that everyone is on their own life journey.

3) Forget about what others think of you. The most valued opinion should be yours alone.

4) Accept both your dark shadows and the bright light that shines forth from your loving qualities, and embrace the totality of who you are.

5) Watch your self-judgment and self-criticism.

6) Take nothing personally.

7) Remember that everyone is always doing their best, so you must practice forgiveness.

8) Forgive yourself and forgive others when screw-ups happen; this lightens your heart and adds tremendous energy to your life.

9) Think creatively when challenges present themselves, which they'll do until the day you depart this earth.

10) Be thankful for all the gifts you have and take care of your body, mind, and spirit, as no one else knows how to do it better than you, even when they seem to know.

11) Live in the present moment: the past is dead (like a canceled check) and the future is a promissory note; it may or may not arrive. Spend the cash now. Buy what you love, spend it on gifts. You'll feel so much more joy when you can actually use the opportunities you've earned. Don't be too careful, but don't be too careless either! Just enjoy yourself. Play! Live every day like it's your last!

12) Take up energy work like Qigong, yoga and Emotional Freedom Technique (EFT). They help to bring energy and positiveness to your life.

# Room Reservations

## Lesson 2



### Preamble

Whether it's for a company business trip or for personal travel—we all need to, at some time or another, call a hotel to reserve a room. Of course, making reservations is useful not only for hotels but also for all sorts of situations: conferences, restaurants, airplane travel, and any other types of events that require us to book in advance.

That is the skill we will practice in this lesson—Room Reservations.

*At the end of this lesson, you should be able to:*

- Memorize the specialized terms and expressions
- List types of room reservations
- List room types
- Identify the necessary points in room reservations
- Role-play the dialogues



### Lead-in Activity

*Pre-speaking: Look at the pictures below. Try to use as many words as you can and then see if you can tell a short story based on them.*

①



②



③



*Then discuss the following questions:*

1. Why are guest reservations important to travelers and lodging establishments?
2. What does the hotel need to manage guest reservations?
3. How many types of reservation systems are there?
4. What are the sources for making reservations?



5. Besides reservation systems, what does the hotel also need to do?



## Professional Knowledge

### 1. The importance of guest reservations to travelers and lodging establishments

Making **reservations** is a necessity for travelers and an important marketing tool for lodging establishments. A reservation system must ensure efficient means of accessing, processing, and **confirming** information. Without an efficient reservation system, all aspects of managing a hotel will be negatively affected. This not only decreases the hope of repeat business, but also ensures that the dissatisfied customer will tell others of the negative experience.

### 2. The importance of a reservation system

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% or more of available rooms nightly. Independent hoteliers try every means to create exciting marketing programs to capture room business. Easy access to a hotel's data bank of rooms helps to fulfill the customers' needs, as well as in reaching a targeted daily occupancy rate and average daily rate. A reservation system is the primary means of producing positive cash flow and favorable income statement.

Additionally, hotels also need to forecast reservations, manage the overbooking, and process guest reservations.

### 3. Sources of reservations

- Corporate clients 企业客户
- Group travelers 团体旅行者
- Pleasure travelers 休闲旅行者
- Current guests 在店的客人

### 4. Types of room reservation

- Simple reservation 临时性预订
- Confirmed reservation 确认性预订
- Guaranteed reservation 保证性预订

### 5. The necessary points in room reservation

- Name 姓名
- Telephone number 联系电话

- Room type and number of rooms 房型及客房数量
- Number of guests 人数
- Nationality 国籍
- Date/time of arrival/**departure** 到达 / 离店日期 / 时间
- **Length** of stay 入住天数
- **Discount** and **payment** 折扣及付款
- Cut-off time 订房入住当天的保留时间
- **Agreements** on reservation **amendments/cancellation** 酒店对宾客预订变更、取消预订的规定

## 6. Room types

- Single room 单人间
- Double room 双人间
- **Twin** room 标准间, 双床间
- **Triple** room 三人间
- **Junior suite** 普通套房
- Business suite 商务套房
- **Duplex** suite 复式套房
- **Connecting** suite 连通套房
- **Deluxe** suite 豪华套房
- **Presidential** suite 总统套房

## 7. Room assigning policies

- Group guests 团体客人
- VIP guests 重要客人
- Guests with guaranteed reservations 有保证性预订的客人
- Staying guests who require extensions 要求延期住宿的住店客人
- Guests with accurate flight numbers and arrival times 有准确航班号和到达时间的预订客人
- Regular guests 常客
- Walk-in guests 无预订的散客
- Guests with questionable reservations 预订存在疑问的客人

## 8. Forms used at the front office

- Reservation form 订房表
- Rooms revenue report 客房收入报告
- Cancellation list 当日取消订房表
- No-show list 预定未到报表
- Amendment list 预定变更表

- Unexpected departure 提前退房表
- Extension list 延期退房表
- Registration form 住宿登记表
- Discount & complimentary list 房租折扣及免费表
- Expected departure list 次日客人退房表
- Today's VIP stay-over report 今日住店 VIP 报表
- Expected VIP departure report 次日 VIP 离店报表

## 9. Extension of stay

- If it's a low season, obtain the approval from the supervisor/shift leader and then offer the extension stay to the guest.
- If it's a peak season, mark down on the "extension of stay form" first, let the guest check back with us at around 12:00 noon, and ask the supervisor to see whether we can extend or not. It depends on the room situation of the next few days.
- If the guest requests to extend the stay in the evening, mark it down first and let the next shift staff follow up by checking with the supervisor.
- If we can extend the stay of the guest, make sure to change the departure date in the computer.
- If we can't extend the stay of a guest, we should inform the guest immediately.
- If we made a reservation for the guest at another hotel, inform the guest about the hotel name, room type, number of nights, room rate, and other relevant details.
- We hope the guest will stay in our hotel next trip.

## Word Bank

reservation	[ˌreze'veɪʃn]	<i>n.</i> 预订	make/take/have a reservation 预订 / 有一个预订
confirm	[kən'fɜ:m]	<i>v.</i> 确认	confirm a reservation 确认预订
departure	[dɪ'pɑ:tʃə(r)]	<i>n.</i> 离开	the departure date/time 离开日期 / 时间
length	[lɛŋkθ]	<i>n.</i> 长度	the length of a road/stick 路 / 棍的长度
discount	['dɪskaʊnt]	<i>n.</i> 折扣	give/offer a 20% discount 打八折
payment	['peɪmənt]	<i>n.</i> 付款	way of payment 付款方式
agreement	[ə'ɡri:mənt]	<i>n.</i> 协议	agreements on reservation amendments/cancellation 酒店对宾客预订变更、取消预订的规定
amendment	[ə'mendmənt]	<i>n.</i> 修改	amendment list 预订更改表
cancellation	[kænsə'leɪʃn]	<i>n.</i> 取消	cancellation list 取消订房表
twin	[twɪn]	<i>n.</i> 双胞胎之一	a twin bedroom 双床间 a standard room 标准间(配备两张单人床或一张大床)
triple	['trɪpl]	<i>adj.</i> 三倍的	a triple room 三人房 (配备三张单人床)

junior	['dʒuːniə(r)]	adj. 级别较低的	junior suite 普通套房
suite	[swi:t]	n. 套房	business suite 商务套房（专为商务客人设计，一间为起居兼办公室，另一间为卧室）
duplex	['djuːpleks]	adj. 有两部分的	duplex suite 复式套房（其布置为起居室在下，卧室在上，两者用室内楼梯连接）
connect	[kə'nekt]	v. 连接 / 联结	connecting suite 连通套房，也称组合套房（两间相连的客房用隔音性能好、均安装门锁的两扇门连接，并都配有卫生间；需要时，既可以作为两间独立的客房出租，也可以作为套房出租，灵活性较大）
deluxe	[dr'lʌks]	adj. 豪华的	deluxe suite 豪华套房（为两套间或三套间布置，三套间中除起居室、卧室外，还有一间餐室或会议室，卧室中配备大号双人床 [king-size bed]）
presidential	[ˌprezɪ'denʃl]	adj. 总统的	presidential suite 总统套房，又称特套间（一般由五间以上的房间组成，装饰布置极为讲究，通常在豪华酒店才设置此类套间）



## Situational Conversations

### *Sample Conversation A: Room Reservation by Telephone*

#### **A1: A FIT Reservation**

**Reservation Agent (RA):** Fortune Hotel. Reservation Desk. How can I help you?

**Guest (G):** This is Henry Smith calling from Paris. I'd like to book a room, please.

**RA:** Yes, Mr. Smith. For when?

**G:** From June 14.

**RA:** How long will you be staying?

**G:** About a week.

**RA:** What kind of room would you like, Mr. Smith?

**G:** I'd like a double room for my wife and myself. By the way, what's the **rate** of a double room?

**RA:** It's 480 *yuan* for a double with bath and 400 *yuan* with shower. Which one would you like?

**G:** Four hundred a night is OK. It is about 60 U.S. dollars, isn't it?

**RA:** Yes, Mr. Smith, a double with shower, from June 14 to June 21. Am I correct?

**G:** Yes. That's right.

**RA:** What time will you be arriving?

**G:** Around 4:00 p.m. By the way, do you have the airport **shuttle** bus?

**RA:** Yes, Mr. Smith. We have airport **representative** desk. Just **contact** them and they will help you.

**G:** That's fine. Thank you. Goodbye.

**RA:** Thank you for calling, Mr. Smith. We are looking forward to your coming. Goodbye.

***Check your understanding***

1. How long are Mr. and Mrs. Smith going to stay?
2. What kind of room would they like to reserve?
3. Why did Mr. Smith ask about the airport shuttle bus?

**A2: A Group Reservation**

**Reservation Agent (RA):** Fortune Hotel. Reservations. May I help you?

**Guest (G):** Yes. My name is Bill Richard, calling from the International Trading Company. I'd like to reserve rooms for my group.

**RA:** What rooms do you prefer?

**G:** We have 30 people. Fifteen twin-bed rooms with a bath, please.

**RA:** For which dates, Mr. Richard?

**G:** From January 22 to 24.

**RA:** Just a moment, please. Fifteen TWB rooms for January 22, 23 and 24. Yes, we still have those rooms **available**.

**G:** Then how much do you **charge**?

**RA:** 600 *yuan*, **equivalent** to 82 U.S. dollars.

**G:** Fine. One more thing, may we use the hotel meeting room during our stay in your hotel? We are to have a meeting on the afternoon of January 23, from 3:00 p.m. to 5:00 p.m.

**RA:** No problem. We can make it for you, but we charge 400 *yuan* per hour for the use of the hotel meeting room.

**G:** Oh, I see. Any discount?

**RA:** There is a 15% discount. And we'll send you a confirmation by fax within five days. May I know your fax number, please?

**G:** You may fax to 69692828.

**RA:** Thank you, Mr. Richard.

***Check your understanding***

1. What kind of room does Mr. Richard require for his group?
2. Does the group have any special requests?
3. Does the hotel offer any special rates?
4. How does the hotel confirm the reservation?

***Sample Conversation B: Room Reservation at the Front Office (A Face-to-face Reservation)***

**B1: All the Rooms Are Booked Up**

**Receptionist (R):** Good morning. May I help you?

**Guest (G):** Good morning. I want to reserve a single room for my boss. He's coming from New York next month.

**R:** May I have the name of your boss?

**G:** Richard Williams.

**R:** His arrival and departure dates, please?

**G:** From October 2 to 5.

**R:** Thanks. Just a moment, please. Let me check the computer... Oh, I'm sorry, but all the rooms are booked up in October.

**G:** What a pity!

**R:** Don't worry. We can either put him on the waiting list or find him a room in a nearby hotel.

**G:** Well, Mr. Williams likes your hotel very much. I'm sure he'll prefer to stay in your hotel. How can you **inform** me if there's a single room available for my boss?

**R:** May I know your name and your phone number?

**G:** Rota Jackson. Here's my visiting card. I'm working in the Qingdao Office of ABC Trading Company.

**R:** Mr. Jackson, I'll give you a **definite** answer by phone within 5 days.

***Check your understanding***

1. *In whose name was the reservation made?*
2. *What are the solutions to the problem of all the rooms being booked up?*
3. *Why did the receptionist ask the caller for his name and telephone number?*

**B2: Rooms Available**

**Receptionist (R):** Room Reservations. Good afternoon.

**Guest (G):** I'd like to book a double room for Tuesday next week.

**R:** That's fine, sir. We do have a double room available for that day, September 12. But do you prefer a front view or a **rear** view?

**G:** What's the price difference?

**R:** A double room with a front view is 140 dollars per night while one with a rear view is 115 dollars per night.

**G:** I think I'll take the one with a front view then.

**R:** How long will you be staying, sir?

**G:** We'll be leaving on Sunday morning.

**R:** That will be five nights, sir. Could you tell me your name, please?

**G:** Yes, it is Moore.

**R:** How do you spell it, please?

**G:** It's M-O-O-R-E.

**R:** Thank you very much and we look forward to seeing you next Tuesday, Mr. Moore.

**G:** Good. That's all **settled** then. Goodbye.

**R:** Goodbye.

***Check your understanding***

1. What kind of room would Mr. Moore prefer?
2. What is the price difference between a room with a front view and one with a rear view?
3. How long will they be staying at the hotel?

***Sample Conversation C: Revising the Reservation***

**Reservation Agent (RA):** Good morning, madam. May I help you?

**Guest (G):** Good morning. I'm the **secretary** of ABC Trading Company. I've booked two rooms from next Monday to Wednesday. It's for Mr. and Mrs. Smith and their two children. I've come to **revise** the reservation.

**RA:** Yes, madam. Let me have a check. Here you are. You booked two deluxe doubles for the Smiths from October 12 to 14. How would you like to change it?

**G:** Last night, Mr. Smith phoned us that their children wouldn't come with them.

**RA:** Oh, you mean you want to **cancel** one deluxe double?

**G:** Not really. My boss has decided to **upgrade** to a suite, if possible.

**RA:** Yes. We do have suites in British, French, Spanish, Japanese and presidential styles. Which do you prefer?

**G:** A Spanish suite, please. The Smiths are Spaniards. One more thing, they want to stay one more day, till Thursday.

**RA:** A Spanish suite from October 12 to 15 for Mr. and Mrs. Smith. Am I correct?

**G:** Yes. Sorry to have caused you such trouble.

**RA:** Not at all. I'm always at your service.

***Check your understanding***

1. Why does the caller have to revise the reservation?
2. Do Mr. and Mrs. Smith still want a deluxe double?
3. What kind of room do they require? Why?

### Sample Conversation D: No-shows

**Travel Agent (TA):** Four Season Travel Service. May I help you?

**Receptionist (R):** This is Reception from Fortune Hotel. Ms. Rachel, you've booked a suite for Mr. Hans and he is expected to arrive today. But he hasn't shown up yet.

**TA:** I'm sorry. I've been away for a while and I've just been informed that Mr. Hans's flight is **delayed due to** heavy fog. He is still staying at the Tokyo airport.

**R:** When could he arrive?

**TA:** I have no idea. It **depends** on the weather there. Can you keep the suite **blocked** for Mr. Hans?

**R:** I'm afraid that we can only block it until 6:00 p.m., because your reservation is a **non-guaranteed** one.

**TA:** I don't think Mr. Hans could arrive by six. Can you make the reservation a guaranteed one now?

**R:** Sure, we can. But according to the hotel **policy**, we bill you for the no-show.

**TA:** No problem. Mr. Hans is one of our most important customers, you know.

**R:** I understand.

**TA:** Thank you.

**R:** Once Mr. Hans's flight arrives, please inform us so that we can arrange for our staff to pick him up at the airport.

**TA:** Okay, I will.

### Check your understanding

1. Why can't Mr. Hans arrive at the hotel on time?
2. Why can't the receptionist block the room for Mr. Hans?
3. How did the hotel guarantee the room for Mr. Hans?

## Word Bank

rate	[reɪt]	n. 价格	What is the daily room rate? 这房间一天多少钱?
shuttle	['ʃʌtl]	n. 短程穿梭运行的交通工具 (如飞机、火车、汽车)	We have a shuttle bus to the airport. 我们有班车去机场。
representative	[ˌreprɪˈzentətɪv]	n. 代表	Our airport representative will meet you. 机场代表会接您。
contact	['kɒntækt]	v. 联系	If you need any help, please don't hesitate to contact me. 有什么需要帮忙, 请尽管与我联系。
available	[ə'veɪləbl]	adj. 可用的; 空闲的	Sorry, we don't have any rooms available now. 对不起, 我们现在没有空房。



charge	[tʃɑːdʒ]	v. 收费	How much do you charge for the drinks? 酒水多少钱呢?
equivalent	[ɪ'kwɪvələnt]	adj. 相等的	1 U.S. dollar is equivalent to about 7.25 yuan. 1 美元等于约 7.25 元人民币。
inform	[ɪn'fɔːm]	v. 告诉, 通知	Can you inform me when to begin our final exam? 你能告诉我期末考试什么时候开始吗?
definite	['defɪnət]	adj. 明确的, 肯定的	I'm expecting a definite answer. 我期待一个明确的答复。
rear	[rɪə(r)]	adj. 后面的; 后部的	Both the front and rear views are fantastic. 正面和后面的景观都很棒。
settle	['setl]	v. 解决	It's hard to settle the dispute. 解决争端很难。
secretary	['sekɹətri]	n. 秘书	We can certify her competence as a secretary. 我们可以保证她能胜任此秘书工作。
revise	[rɪ'vaɪz]	v. 修订, 修改	I'm calling to revise our reservation. 我打电话是变更一下我们的预订。
cancel	['kænsəl]	v. 取消	We've cancelled our reservation. 我们已取消了我们的预订。
upgrade	[ʌp'ɡreɪd]	v. 提升, 使升级	I'd like to upgrade our room to a suite. 我想将我们的房间升级为一个套房。
no-show	[nəʊ'səʊ]	n. 预订客未到	Do you charge for no-show list? 未到客是否加费?
delay	[dɪ'leɪ]	v. 推迟, 使延迟	We'll have to delay our holiday until the weather is better. 我们得把假期推迟到天气好些的时候。
due to	['djuː tuː]	prep. 由于; 因……引起; 可归于……	This accident was due to his carelessness. 这次事故是由于他粗心而引起的。
depend	[dɪ'pend]	v. 依赖, 决定于	It depends on the weather. 这取决于天气。
blocked	[blɒkt]	adj. 堵塞的; 锁定的	My cold gave me a blocked-up nose. 伤风使我鼻塞。
non-guaranteed	[nɒŋɡæərən'tiːd]	adj. 非保证性的	a non-guaranteed reservation 非保证性的预订
policy	['pɒləsi]	n. 政策, 方针	hotel policy 酒店的政策 / 规定



## Useful Expressions

### Finding out the details

- May I have your name and phone number, please, sir?
- What kind of room would you like (prefer)?
- What type of room do you require, sir?

- When would you like your room, sir?
- For which date?
- How long do you plan to stay?
- How long will you be staying?
- For how many nights?
- How many guests will there be in your party?
- How many adults will be in the room?
- How many people will the room accommodate?

### **Telling about the price**

- A single room is \$80 per night, with a 15% service charge.
- We will need an advance deposit of \$100.
- We offer special rates today.
- For a single room, there is a 15% discount.
- We offer a 10% discount for group reservations, sir.

### **Accepting a booking**

- I can book you a single room for... (date).
- We can confirm a room for... (date).
- It's available for the... (date).

### **Refusing a booking**

- I'm afraid we have no twin rooms available, but we can offer you a double room.
- I'm very sorry, but we're fully booked for those days as it is peak season.
- Is it possible for you to change your reservation date?
- We won't be able to guarantee you a room for... (date).
- We can put you on a waiting list just in case we have a cancellation.
- We're very sorry, sir. We hope you understand.
- We would appreciate it very much if you could call us instead.
- Can I book you into another hotel in the area?
- Sorry, we're overbooked. But I can recommend you another hotel here.
- We hope we'll have another opportunity to serve you.

### **Confirming a booking**

- Is this a new reservation or a confirmation call?
- When did you make the reservation?
- In whose name was the reservation made?
- Shall I make a reservation for you now?
- I'm afraid that we have no record of a reservation for that date in your name.
- Your room is confirmed.

- Thank you for confirming your reservation.



## Activities

### I. Speaking

*Work in pairs.*

Do you think you're qualified to work at the front office? Write down your strengths and weaknesses and then compare your ideas with your partner's.

### II. Vocabulary

*Match each verb on the left with a noun on the right to form correct phrases. Use a dictionary when necessary.*

1) book	a) your coming
2) confirm	b) a view of the sea
3) have	c) a reservation
4) spell	d) a double room
5) prefer	e) your name
6) look forward to	f) a vacancy

### III. Pronunciation: Contrastive Stress

*Underline the two stressed words in each sentence.*

1. It's not the first complaint they've had and it won't be the last.
2. They were supposed to deliver it yesterday not tomorrow.
3. I didn't say they might be coming; I said they were.
4. He doesn't want to pay by cheque; he wants to pay in cash.
5. Checking the petty cash is your responsibility not his.
6. Would you like brown bread or white?

### IV. Reading

*The following are the general procedures for handling room reservations. What do you think is the correct order for them?*

- a) After taking the reservation, pass the Reservation Form to Reservation Department.
- b) Repeat the reservation to the guest and make sure every point is clearly printed on the form.
- c) Use the standard Reservation Form and mark down the following items.

- d) If we have rooms available, accept it, ...
- e) Check the room status first.
- f) If we don't have a room available, put the reservation on the waiting list (if the guest agrees) and ask the guest to double-check with us or we will inform him/her later on.
- g) If no room is available, suggest and try to make a reservation in another hotel for the guest.

***Answer the following questions about documents.***

What documents does the receptionist need during the reservation procedure?

- the room chart
- the reservation form

What are these documents for? Write a brief explanation for the purpose of the use of each item above.

The room chart: \_\_\_\_\_

The reservation form: \_\_\_\_\_



## Etiquette Tips for Daily Life

### Etiquette 2—How to Be Good-Looking

Sure, looks aren't everything, but it certainly doesn't hurt to have an image that's easy on the eyes. Fortunately, being good-looking these days isn't just about being born that way. It's about appreciating and emphasizing your best features, and putting your best foot forward. There's no guarantee that following these steps will make you one of the most good-looking people on the planet, but it'll definitely make you look better and feel better about yourself.

#### **1. Start from the inside out.**

- Be healthy. People who look healthy look good. And what is a better way to look healthy than to be healthy? If you aren't taking good care of your body, now is a good time to start. Begin with the basics: drink more water, eat healthy food and keep fit.
- Be confident. Your self-esteem really does affect the way you look. It changes the way you carry yourself. People who are confident (not arrogant) get noticed.
- Be a good person. Develop good character to match your good looks. Be humble and honest. Give people more to appreciate.

## **2. Be hygienic.**

Keep up with your physical maintenance. Make it a habit to take care of yourself on a daily basis. Be well-groomed. These details make a big difference.

- Cleanliness—shower daily; wash hands regularly.
- Scent—wear an anti-perspirant; wear perfume, if you wish.
- Nails—keep them trimmed and clean; if you have long fingernails, keep them painted and shaped.
- Skin—wear sunblock; apply lotion daily to keep your skin soft.
- Hands—apply lotion after washing your hands every time to keep them soft and smooth.
- Feet—apply lotion after taking a shower; keep them clean; prevent foot odor.
- Teeth—brush at least twice a day, especially after coffee or smoking; you shouldn't smoke because it is bad for both your health and your looks (it causes wrinkles and yellowed teeth); floss; visit the dentist regularly; whiten your teeth if necessary.
- Hair—keep it neat and clean; remove body or facial hair that you don't want.

## **3. Be distinct.**

As human beings, we gravitate towards what is rare and unique. You're an individual—there's no one in the world like you—and you should take advantage of that. There's a lot of pressure to look like others, but no one remembers a clone. Be yourself and flaunt it. Emphasize the things that make you unique, whether it's your hair, your height, your shape, your eyes, etc. Make your appearance reflect your unique personality.

## **4. Dress well.**

Take the time to pick out clothes that you feel comfortable in and that make you feel happy to look in the mirror. Don't get obsessed with clothing; just find several outfits that look good on you. Don't dress like you just rolled out of bed. Show people that you care about your appearance.

## **5. Smile.**

Don't walk around all the time with a frown or even a neutral expression on your face. Even a little smile will make you more attractive. What else could be more inviting and approachable?