

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ДЕРЖАВНИЙ УНІВЕРСИТЕТ  
«ЖИТОМИРСЬКА ПОЛІТЕХНІКА»

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# ***HOTEL AND RESTAURANT BUSINESS***

*Навчальний посібник з англійської мови  
для студентів спеціальності 241 «Готельно-  
ресторанна справа»*

ЖИТОМИР  
ВИДАВНИЦТВО ДЕРЖАВНОГО УНІВЕРСИТЕТУ  
«ЖИТОМИРСЬКА ПОЛІТЕХНІКА»

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Навчальний посібник містить матеріал, необхідний для проведення практичних занять та організації самостійної роботи з англійської мови студентів 3 курсу спеціальності 241 «Готельно-ресторанна справа». Матеріал розрахований на поглиблення фахових спеціальних та загальних комунікативних навичок майбутніх фахівців у процесі професійно спрямованого вивчення англійської мови.

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## Передмова

Навчальний посібник «Hotel and Restaurant Business» («Готельно-ресторанна справа») призначений для студентів 3 курсу спеціальності 241 «Готельно-ресторанна справа», метою якого є вдосконалення англомовних комунікативних навичок усного та писемного мовлення за допомогою автентичних текстів для читання та відеоматеріалів.

Іншомовна компетентність як складова фахових компетентностей, засіб професійного зростання, самовдосконалення та самореалізації формується на основі виконання вправ проблемного, дискусійного характеру. Також при розробці завдань ми намагались врахувати розвиток «soft skills», особистісних характеристик, прояв яких виражається в умінні ефективно взаємодіяти з іншими людьми, конструктивно мислити, адаптуватись до змінних умов професійного середовища, бути соціально компетентними у міжособистісному спілкуванні. Формування таких навичок є невід’ємною частиною загальної професійної підготовки майбутніх фахівців, а також складової іншомовного професійного спілкування.

Навчальний посібник розроблений відповідно до загальноєвропейських рекомендацій щодо мовної освіти і

відповідає змісту навчальної і робочої програм нормативної дисципліни «Іноземна мова», передбачає опанування лексико-граматичного, стилістичного матеріалу в межах визначених програмою тем. Майбутній фахівець готельно-ресторанної справи повинен мати навички спілкування з іноземними клієнтами і опанування зазначених тем спрямоване на розвиток вмінь досягати спільних комунікативних цілей в питаннях проживання, харчування, вирішення можливих конфліктних ситуацій, спірних моментів, розгляді скарг, веденні необхідної ділової документації, проведенні переговорів, зустрічей, семінарів тощо.

Сучасні матеріали посібника відповідають змінам у сфері готельно-ресторанної справи у сучасному світі і допомагають в оволодінні фаховою термінологією та вмінням вільно використовувати її в комунікативних актах професійного характеру.

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## UNIT 1. HOTELS, THEIR TYPES, FUNCTIONS, AND STRUCTURE

### *Warming-up*

***1. Work in pairs. Look at the pictures, and compare different types of hotels and their functions. What facilities and services can you expect in them?***



### *Pre-reading*

***2. Make sure that you know the pronunciation and translation of the following words and expressions from the article:***

accommodation

hospitality industry

a cross-over  
scope  
to blur  
amenities  
up-scale  
affiliate  
gratuities  
catering

*Chilling out on the bed in your hotel room watching television while wearing your own pajamas, is sometimes the best part of your vacation.*

*– Laura Marano, an American Actress.*

### **Different Categories of Hotels**

The hotel industry is one of the most important components of the wider service industry, **catering for customers** who require overnight accommodation. It is closely associated with the travel and hospitality industries, although there are notable differences in **scope**.

One common area of confusion relates to the difference between the hotel industry and the hospitality industry, with many people mistakenly believing the two terms refer to the same thing. However, while there is a cross-over, the difference is that the hospitality industry is broader in scope and includes multiple different sectors. The hotel industry is **solely concerned** with the provision of guest accommodation and related services. By contrast, the hospitality industry is concerned with leisure in a more general sense. As a result, it covers accommodation, restaurants, bars, caf  s, night-life and a number of travel and tourism services.

Those in need of a place to sleep while traveling has a full range of hotel **options**. Types of hotels and hotel categories can blur a bit by location and whether the hotel is

independent, part of a chain like Marriott or **affiliated with** a brand such as Associated Luxury Hotels International. Whether you're traveling for business or leisure, or a combination of the two, hotel classification information can help you make the best hotel choice. So, let's deal with different types of hotels.

### *Budget and Value Hotels*

Hotel categories in the budget range have the lowest room rates. Most of the major hotel brands have **value properties** within their portfolios, helping you know what to expect, such as the free breakfast at Comfort Inn. **Drawbacks** to economy hotels include minimal services and **amenities**, less desirable locations, and poorer building construction, which might mean you're awoken by noise.

### *Inns and B&Bs*

Smaller independent hotels sometimes call themselves bed & breakfasts or inns. They can be cheap-and-cheerful or upscale, such as Door County, Wisconsin's Hillside Inn, a historic house overlooking Green Bay, ideal for a wedding.

### *Mid-Range Hotels and Business Hotels*

The meaning of mid-range hotels differs, but they're often preferred by families and by business travellers. Both types of travellers appreciate the cost, convenience, consistency, and locations near their interests. The major chains have several options in this category, such as Courtyard by Marriott and Holiday Inn.

### *Family Hotels and Resorts*

Most hotels welcome guests of all ages, but hotels catering to families often have bigger rooms, **extra** beds, and swimming pools. Family resorts affiliated with theme parks like Disney, Universal, and Schlitterbahn Waterparks provide extended hours to guests, maximizing the fun. The luxury property Hotel Xcaret Mexico includes free access to six eco-



archeological resorts in the Cancun-Playa del Carmen area, so kids never get bored.

### *Beach and Vacation Resorts*

Vacation resorts tend to concentrate around beaches and golf courses. A property that has both is The Buenaventura Golf & Beach Resort on Panama's Pacific Coast. Some holiday resorts are all-inclusive. Grand Lucayan Resort on Grand Bahama Island includes water sports, golf, entertainment, drinks, dining at four restaurants, plus gratuities and taxes.

### *Holiday Condo Resorts*

Some vacation properties have individual apartments owned independently but **available** to rent like a hotel room. Each might be decorated differently, but they're required to meet specific standards and include hotel services such as housekeeping. An example is Vivo Resorts, near surf town Puerto Escondido on Mexico's Pacific coast. Apartments and villas are equipped with full kitchens and in-suite laundry. Guests enjoy the empty beach, several pools, a gym, spa, and a farm-to-table restaurant.

### *Boutique Hotel Properties*

Boutique hotels tend to be smaller and have unique decor, sometimes historical. Each room may be decorated individually. They come in most price ranges, generally starting at mid-range and going all the way up to luxury. Some are independent, and others are affiliated with brands like Epoque Hotels. Some boutique hotels have a history, such as Puerto Vallarta's Casa Kimberly, which was once the love nest of Elizabeth Taylor and Richard Burton. Big brands understand the **appeal** of the boutique concept too and are opening smaller hotels within hotels.

### *Luxury Hotels*

In the four- and five-star range, these hotels have higher price tags and deliver design, quality, spaciousness,

and **excellent services** with attention to detail. Guests have full services, including 24-hour room service, amenities such as spas, a concierge, or even a butler. Luxury hotels can be in big cities and appeal to both business and leisure travellers, such as the elegant Bristol Panama, in Panama's capital city, and Cape Town's The Table Bay Hotel.

#### *Hotels on Private Islands*

For the ultimate in luxury, vacation in a private island hotel. At the Maldives' Coco Privé, guests transfer from the airport by private yacht, stay in one of just six villas, and have a private chef and personal spa therapist. Bawah Reserve near Singapore has six private islands to choose from, and rates include spa treatments for the ultimate in relaxation. In the Caribbean, try one of the 29 cottages on lush Young Island in the Grenadines.

#### *Hotels That Float*

Cruise ships are floating hotels where you can wake up in a new place every morning without needing to re-pack your bags. Like hotels, they come in several categories and sizes. Princess Cruises travels to 380 destinations on large ships. Windstar Cruises has some of the smallest cruise ships at sea, including three sailing ships for just 148 or 310 guests.

*Johanna Read, Leaf Group Updated February 07,  
2019, from USA Today*

#### *While-reading*

**3. Read the article and find English equivalents to the following Ukrainian phrases. Use them in the sentences of your own.**

Обслуговувати клієнтів, місце для ночівлі, займатись виключно....., вибір готелю, об'єднаний з ....., побутові умови, найменш бажане розташування, додаткові ліжка, вільний доступ до..., курорт, поле для гольфа, домашня

робота, апартаменти, обладнані кухнею та кімнатою для прання, фермерський ресторан, дворецький, місце призначення, найвищий ступінь, чудове обслуговування, привабливість (популярність).

***4. Paraphrase the highlighted words and expressions in the article.***

*Post-reading*

***5. Work out which adjectives (related, general, free, desirable, historic, private, empty) can be used with the following nouns:***

Service, location, house, chef, island, issue, impression, area, conversation, interest, day, building, space, monument, moment, use, words, place

***6. Answer the questions:***

1. What is the difference between the hotel industry and the hospitality industry?
2. What types of hotels and hotel categories can depend on?
3. What are the drawbacks of budget and value hotels?
4. What do travellers appreciate in mid-range hotels?
5. How do family hotels and resorts attract their customers?
6. What services are tourists supposed to have in vacation properties?
7. Why are boutique hotels special? Would you like to stay in such type of a hotel?
8. What can attract people to luxury hotels?
9. What have you found out about hotels on private islands?
10. What type of hotel would you like to work in? Why?

**7. Match the words on the left with their definitions on the right.**

1) accommodation	a) time when you are not working or studying and can relax
2) hospitality industry	b) a group of people or things that are all of the same type
3) cross-over	c) the quality of always being the same, doing things in the same way
4) leisure	d) a place for someone to stay or live
5) category	e) a small gift of money given to someone for a service they provided
6) consistency	f) a broad category of fields within the service industry that includes lodging, food and drink service, event planning, theme parks and transportation
7) catering	g) the process or result of changing from one activity or style to another
8) resort	h) the activity of providing and serving food and drinks at meetings, parties, etc for money
9) golf course	i) a place where a lot of people go for holidays
10) gratuity	j) an area of land used for playing golf

**8. Fill in the gaps using appropriate words and expressions from the article.**

1. It's a resort that clearly \_\_\_\_\_ for the well-off.
2. Our team would like to widen the \_\_\_\_\_ of investigation and take into consideration more general matters.
3. This hotel \_\_\_\_\_ with guests' accommodation and meals. No extra services are included.
4. As the result of the financial failure the company \_\_\_\_\_ with a bigger group of corporations.
5. He came to the city in spring and having no one to stay at was searching for \_\_\_\_\_.
6. The salary was rather small, but he received a special \_\_\_\_\_ from the clients.
7. Many people in this area lack such basic \_\_\_\_\_ as reliable drinking water and central heating.
8. The city's hotel doesn't have a wide range of \_\_\_\_\_.
9. There was only one room \_\_\_\_\_ in the local hotel.
10. The company could provide a number of \_\_\_\_\_ such as bowling, yoga classes, swimming pool, etc.
11. He could understand \_\_\_\_\_ of his new job, exactly a high salary and flexible time.
12. My parents purchased \_\_\_\_\_ in this small town when they moved here 10 years ago.

**9. Fill in prepositions:**

1. The reconstruction of this resort is closely associated \_\_\_\_\_ the election of a new mayor.
2. "Apart" hotel was affiliated \_\_\_\_\_ a global chain due to economic reasons.
3. The travel agency caters \_\_\_\_\_ the clients who want to explore the wonders of Eastern countries.

4. You can book a mid-range hotel \_\_\_\_\_ a reasonable price whether you travel \_\_\_\_\_ business or leisure.
5. This new luxury hotel was equipped \_\_\_\_\_ all necessary facilities such as spa, outdoor restaurant, poolside bar, etc.
6. The company offered a transfer \_\_\_\_\_ the airport \_\_\_\_\_ the hotel.
7. Our family is going to dine \_\_\_\_\_ the best restaurant in our city to celebrate my parents' golden anniversary.
8. Both hotels have affordable prices but differ \_\_\_\_\_ scope and facilities.

**10. Read the following sentences and develop the ideas expressed in them by adding 2-3 logical sentences:**

1. The hotel industry is closely connected with the travel industry and the hospitality industry.
2. While travelling hotel classification information can help you make the best hotel choice.
3. Economy hotels have the lowest room rates.
4. In luxury hotels guests have full services.
5. Most hotels welcome guests of all ages.
6. Small independent hotels are ideal for a wedding.
7. Business travellers prefer mid-range hotels.
8. Vacation properties are available to rent like a hotel room.

**11. Look at the pictures and suggest types of hotels for different people. Give your grounds:**





**12. Fill in the logical parts of the following dialogue. Dramatize it with a partner.**

**Receptionist:** Good morning. Welcome to the Grand Hopwood Hotel.

**Client:** Hi, I'd like to inquire if you have got a vacant room for two nights?

**R:** Yes, sir, we have several rooms a) ..... Do you want to check in today?

**C:** Yes, right now, if it is possible.

**R:** How many people is the reservation for?

**C:** There will be two of us.

**R:** And would you like a room with b) ..... or a double bed?

**C:** A double bed, please.

**R:** Great. And would you prefer a room with a view of the sea?

**C:** What is c) ..... of the room?

**R:** Your room is five hundred and ninety dollars per night.

**C:** Whoa! Isn't it too expensive?

**R:** Well, sir. We are d) ..... after all.

**C:** I'm here on business anyway, so at least I'm staying on the company's dime. What's included in this cost anyway?

**R:** A full Continental buffet every morning, spa, sports gym, e) ....., and use of the hotel's safe are all included.

**C:** So, what's not included in the price?

**R:** Well, you will find a mini-bar in your room. Use of it will f) ..... to your account. Also, the hotel provides g) ....., at an additional charge of course.

**C:** What other facilities does your hotel have?

**R:** A swimming pool, a tennis court and a bike rent.

**C:** That's wonderful. I am fond of swimming. So, what is the number of my room?

**R:** Room 356. Here is your key. To get to your room, take the elevator on the right up to the third floor. Turn right once you h) ..... and your room will be on the right-hand side. A bellboy will bring your bags up shortly.

**C:** Great, thank you.

1. a five-star hotel
2. available
3. twin beds
4. the rate
5. exit the elevator
6. will be charged
7. room service
8. free airport shuttle service



**13. Make up dialogues based on the suggested situations. Use the expressions from the dialogue and the article above.**

1. You are going on holiday with your friend. Decide on a destination and a type of hotel you would like to stay in. Discuss all the possibilities of different types of hotels.
2. You are at a conference dedicated to the development of the hotel industry. Discuss with one of the participants' advantages and disadvantages of different hotel categories.
3. You are going to open a new hotel with your partner. Discuss the location, type of a hotel, its facilities and attractions for the clients.

**14. Comment upon the following quotations:**

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1. *"The great advantage of a hotel is that it is a refuge from home life". – George Bernard Shaw*

2. *"My definition of a good hotel is a place I'd stay at". – Robert de Niro*

3. *"When you get into a hotel room, you lock the door, and you know there is a secrecy, there is a luxury, there is a fantasy. There is comfort. There is reassurance". – Diane von Furstenberg*

4. *"Hotel inhabits a separate moral universe". – Tom Stoppard*

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### ***15. Translate into English:***

1. Готельно-ресторанний бізнес і готельна індустрія тісно між собою пов'язані і багато людей думають, що це одне і теж. Однак це не так, оскільки готельно-ресторанний бізнес це термін набагато ширший за значенням. 2. Існують різні типи і категорії готелів, їх вибір залежить від цілі вашої подорожі і бюджету, який ви готові витратити на перебування в готелі. 3. Під час подорожі ми зупинились в готелі на околиці міста. Це був недорогий затишний готель сімейного типу, розташований біля дороги, який мав мінімум послуг та зручностей, але ми були задоволені. 4. Курортні пансіонати розташовують поблизу морського узбережжя. Деякі з них мають приватні апартаменти, в яких є повністю обладнана кухня, де можна приготувати страви на свій смак. 5. В п'ятизіркових готелях чудовий сервіс і персонал приділяє увагу кожній дрібниці. 6. Готель, де відпочивала наша родина, мав багато додаткових можливостей (спа, басейн, цілодобове обслуговування номерів), хоча це не був готель класу люкс. 7. Ми прилетіли пізно ввечері до Венеції, проте в аеропорту нас чекав безкоштовний трансфер до готелю. 8. Мій друг натрапив на цей чудовий бутік-готель, подорожуючи у справах. Він був вражений декором в історичному стилі і затишною кімнатою з видом на озеро.

### ***16. Write a 250-word description of a hotel you (your friend or family member) enjoyed staying at. Use the plan and the questions to help you.***

*Paragraph 1* Describe the location of the hotel. Where was the hotel situated? What type of hotel was it? What was the first impression of the hotel?

*Paragraphs 2-3* Describe the facilities and value properties of the hotel. What services and amenities did the hotel offer? What did you (your friend or family member) like about the

hotel? Did you find any drawbacks? What kind of room did you have?

*Paragraph 4* Describe your final impression of the hotel. Was it a positive experience?

***17. Project work. Collect the information about different hotels (at least 5) in one of the European capitals and create a tourist booklet including the information about the location, structure, services, facilities and amenities of the hotels. Make a PPT presentation.***

## **UNIT 2. THE DEVELOPMENT OF HOSPITALITY**

### *Warming-up*

***1. Read a short extract from the history of the hospitality industry and answer the following questions after it.***

The ancient history of the hospitality industry began in 15,000 BC with the Lascaux caves in France which were developed to accommodate members of other tribes. In classical antiquity we learn about Greek and Roman spas popular for those seeking rest and relaxation. In the early 700s the first two hotels in history were registered in Japan which were called Ryokans. These Ryokans were resting spots along the Silk Road. By the 1600s more than 600 inns were registered in England and in the early 1800s the first modern hotel was built in England.

*Jordan Hollander*

*(<https://hoteltechreport.com/news/modern-history-hospitality-industry>)*

1. What other facts about the development of ancient hospitality do you know?
2. How did historical events in the society influence the development of hospitality?

### *Pre-reading*

***2. You are going to read the article about the history of the hospitality industry. Read the statements from the article and try to predict the missing information.***

1. Hospitality industry dates back to the .....
2. .... was one of the most interesting parts of the evolution of the hospitality industry.
3. In 1282 in ....., Italy, the great innkeepers integrated an association with the aim of turning hospitality into a business in its own right.
4. The Persians along the caravan route developed ..... and .....
5. The era of Renaissance and the .....marked the early beginning of the hospitality we know today.
6. The first hospitality establishment as a hotel was built in the ..... century.
7. We saw the beginning of luxury hotels and resorts from ..... century.
8. Then there were ..... that disrupted the growth of hospitality in the twentieth century.
9. The hospitality industry as an organised industry was formed in ..... when a proper structure was formed.
10. The ....., which began in the 1970s, facilitated the construction of hotels in Europe, England and America.

### **Historical Background of the Hospitality Industry**

To answer the question “What is the hospitality industry?”, we would need to dwell on the historical background of the hospitality industry. The industry itself dates back to the ancient Greek times and even before that. In this epoch, the hoteliers were always hospitable as they felt it was in accordance with their well-being and those of others. It was

around 40 BC according to experts when hospitality services for social and religious gatherings were quite a common phenomenon. It was about this time that Greeks came up with thermal baths that were designed for recuperation and relaxation. These thermal baths are said to be the origin of what we know as modern-day spa. Then came the Romans who provided accommodation for travellers on government premises. Here, comfort and entertainment were the names of the game.

Medieval Period was one of the most interesting parts of the evolution of the hospitality industry. This was the era that started with English travel and excursions when they built inns as their private residences. The nobility used to stay in the monasteries. In 1282 in Florence, Italy, the great innkeepers integrated an association with the aim of turning hospitality into a business in its own right. They had to garner a permit to import and sell wine which later led to the spread of hospitality elsewhere. Then the caravanserais came into existence. These provided resting destinations for the caravans along Middle Eastern routes along with the monasteries and abbeys. These places became the first establishments to offer refuge to travellers. The Persians along the caravan route developed inns and post houses. These were used to provide accommodations and nourishment to both soldiers and couriers. By Marco Polo's time of his journey to the Far East, he estimated that there were 10,000 such post houses located 25 miles apart.

The era of Renaissance and the French Revolution marked the early beginning of the hospitality we know today. It was the period of the 16<sup>th</sup> century when the demand of the inns and taverns increased multiple folds. The first hospitality establishment as a hotel was built around this time. It was named Hotel de Henry or Hotel de Salm and was built around 1788 (names have changed over the years). However, the first hotel tag goes to Koshu Nishiyama Hotel in Japan which is said

to be over 1300 years old. The hotel is still accepting guests and is run by the same family for several generations. Then came the era of Chefs like Escoffier and M. Boulanger who took the culinary standards to altogether a different level. These hotels created the trend and the world followed the model and started creating eateries and places to rest and sleep.

We saw the beginning of luxury hotels and resorts from the nineteenth century. London had its hotel named as Savoy Hotel and New York had Delmonico. These created stellar luxury and service standards. What followed was a flurry of great hotels, a lot of which are still creating new standards of hospitality.

Then there were two world wars that disrupted the growth of hospitality in the twentieth century. The hospitality industry as an organised industry was formed in the 1950s and 1960s when a proper structure was formed. And, travellers always sought hospitable places to kick back and relax, away from all the hustle and bustle of everyday routine.

The industrial revolution, which began in the 1700s, facilitated the construction of hotels in Europe, England and America. The French and Italian veterans followed this trend of constructing hotels. Although most modern hotels feature clients' experience and conveniences such as television, minibars, en-suite showers, they fulfil the same purpose as ancient inns but with improved services. Examples are facility maintenance and direct operations contributed by servers, housekeepers, kitchen, workers, bartenders, management, marketing, human resource, tour guides just to mention a few.

The character of every hotelier should not only be impressive but also surpass the expectations of the customer. And that isn't all – utmost professionalism, excellent interpersonal skills, and organisation are also called for. That's the message that the history of the hospitality industry still

gives to the current hoteliers. Today's hoteliers analyse new trends to define better criteria and provide modern standards to improve the quality of life in hotels.

*While-reading*

**3. Read the article and make a plan for it, giving titles to paragraphs.**

**4. Give the definition of:**

- historical background
- epoch
- hotelier
- hospitable
- accommodation
- innkeepers
- caravanseraï
- resting destinations
- refuge
- post houses
- nourishment
- eatery

***Reproduce the main events in the development of the hospitality industry using the words given and your plan from Ex.3.***

*Post-reading*

**5. Paraphrase the underlined word combinations in the sentences using words and expressions from the article.**

1. The history of the hotel, we are staying in, can be traced back to late medieval influences.

2. The hotelier has thought of a very profitable idea about the service improvements.

3. He has found a fascinating country house for recovery and relaxation.
4. The owner of this small hotel in the countryside was an old friend of mine.
5. We had to get a permission from our parents to stay in a holiday inn.
6. Luxury hotels appeared at the end of the 19<sup>th</sup> century.
7. Every day they were to provide nutrition for the others.
8. Our group was searching for a place to stay at night.
9. The waiter will take the order while she relaxes and listens to the band.
10. He has done even better than we expected.

**6. Fill in prepositions where necessary:**

1. In his work he dwelled ..... the problems of the sick and the poor.
2. This case dates back ..... the times when they lived together.
3. Jason tried to behave in accordance ..... his principles that he gained in his childhood.
4. He traveled to Greece ..... the aim ..... collecting ancient coins for the museum.
5. The restaurant is run ..... a well-known chef.
6. In 1978 there was a flurry ..... gyms and stadiums for the people to go in for sport.
7. The growth of the hotels facilitated ..... the development of the hospitality industry.
8. It's the work that calls ..... concentration and devotion.

**7. Read the following sentences and develop the ideas expressed in them by adding 2-3 logical sentences:**

1. The hospitality industry dates back to the ancient Greek times and even before that.



2. Medieval Period was one of the most productive parts of the evolution of the hospitality industry.
3. Caravanserais became the first establishments to offer accommodation to travellers.
4. The era of the Renaissance and the French Revolution pointed to the early start of the hospitality we know today.
5. In the 19<sup>th</sup>-century luxury hotels and resorts came into existence.
6. There were two world wars that disrupted the growth of hospitality in the twentieth century.
7. The industrial revolution facilitated the construction of hotels in Europe, England and America.
8. Nowadays hoteliers should work a lot to attract clients.

**8. Complete the text about the development of hospitality in the US using the words from the box:**

hospitality	coffee house	Hotel management	Single
or double rooms		inns	five-star
hotel	hotels	property	

The history of hotel and restaurant management goes back many years but has always involved the essential concept of ..... The term "hospitality" derives from "hospice," meaning a place of rest for travellers and pilgrims. From the beginning of the 17th century, enterprising individuals built and developed ..... 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.

Modern ....., built with the sole purpose of providing hotel accommodation, launched in American cities at the end of the 18th century. Among the earliest hotels in America, and the first ..... to emerge with characteristics similar to modern hotels, was the Boston Exchange Coffee House and Hotel, which opened in 1809. The seven-story building had more than 200 rooms and an atrium covered in glass panels. Facilities included a ballroom, restaurant, ....., reading rooms, retail stores, offices, and a financial exchange floor. New York's first hotel, the City Hotel, opened in 1792. At the beginning of the 19th century, America's first ....., the Tremont House in Boston, began welcoming guests. ...., featuring lockable doors, washing bowls and free soap, appealed to wealthy travellers. 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. .... 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.

**9. Work in pairs. Read about the evolution of the hospitality industry through the ages and arrange the events in chronological order. Use additional sources of information to help you.**

15 <sup>th</sup> century	Inns began catering for wealthier clients and, as a result, their grandeur and level of service improved.
--------------------------	-----------------------------------------------------------------------------------------------------------

By the end of the 1600s	The industrial revolution started, facilitating travel as well as the construction of hotels in England, mainland Europe and America.
During the mid 1700s	English and French law ruled that hotels keep a register
In the 1760s	hotels began to proliferate throughout Europe and North America.
During the 19th century	the first stage coaches started operating on regular timetables, and coaching inns became a common sight.
In 1829	hotels began to thrive, and even more prestigious establishments opened.
In 1859	put hotel rooms on the web, and online travel agencies made competition fiercer than ever.
In the early 20th-century	The Tremont Hotel in Boston was opened and is widely regarded as being the world's first modern hotel - it was the first to offer bellboys, indoor plumbing and free soap!
The 21st century	saw a new surge of designer hotels, with boutique and design brands mirroring the lifestyle of a new style-conscious generation.
The internet revolution of the 1990s	there was a string of new luxury hotels such as the Fifth Avenue hotel in New York

***10. You are going to watch a video History of the hotel industry explaining how the industry started (<https://www.youtube.com/watch?v=gh70iWrXObo> ). Before watching the video:***

***a) Pair up with your friend and discuss what you already know about the evolution of the hospitality industry;***

***b) Explain in your own words what the following expressions mean:***

- lodging
- resort
- caravan routes
- amenities
- coaching ends
- reception area
- guest rooms
- indoor plumbing
- railroad hotels
- online travel agencies

***11. Watch the video and number the statements in the order you hear them.***

- a. The increase in the emergence of monasteries and abbeys happened in the Middle Ages when they offered bed and evening meals to travelers.
- b. Greeks and Romans offered a place to stay for the night near thermal baths, resort towns and routes popular with the rich traders and politicians.
- c. In 1829 the Tremont House was opened in Boston.
- d. The hotel industry saw a new step in its development with the appearance of passenger airlines.
- e. Nowadays the travelers' choice to stay in different types of the hotels enlarged greatly.
- f. By the 17<sup>th</sup>-century coaching inns started to be very popular offering travellers food and horses care.
- g. In the 1800s grand railroad hotels were opened in Canada.
- h. With the appearance of the internet the hotels could advertise and get more clients.

**12. Watch the video again and fill in the missing words or word combinations:**

1. Inns had small rooms often shared by people and they started to ..... all around Europe.
2. It was around 17<sup>th</sup> century that wealthy people began to ..... more for fun.
3. The Tremont House in Boston had a ..... , ..... , ..... and .....
4. Passenger airlines introduced the possibility to shorten time traveling and gave travelers more time to ..... their .....
5. The Internet gave the possibility to ..... without leaving the comfort of the home and ..... the traveler's stay.
6. The traveler's choice of ..... to stay has increased dramatically.
7. The bar for ..... and ..... has been raised very high.
8. Today's guests want .....

**13. Imagine that you are at the seminar dedicated to the history of the hospitality industry. Using the information from the video, the texts above, and additional sources you have access to present a talk on the topic and be ready to answer the questions of your groupmates.**

**14. Write an opinion essay on the topic: "The future of hospitality industry, prospects and ways of development".**

## UNIT 3. THE STAFF OF A HOTEL AND CAREERS IN HOSPITALITY

### *Warming-up*

***1. Look at the pictures of different hospitality jobs, guess what they are and speak up what you know about their duties.***



### *Pre-reading*

#### **2. Work in pairs and discuss the following questions:**

1. What difficulties may a person have when trying to climb a career ladder in hospitality?
2. What position in the hospitality career path is the most desirable for you? Why?
3. Do you know any famous executive chefs, hotel general managers, etc.? What helped them to achieve success?

#### **3. Agree or disagree with the following statements:**

1. To obtain a position as a hotel receptionist a person should provide excellent skills in customer service and proficiency in hotel management software.
2. Hospitality is one of the world's fastest-growing employment sectors and it is predicted to continue growing strongly in the coming years.
3. Hospitality jobs are often associated with low-paying, entry-level service positions, but hospitality management and leadership positions are quite different.

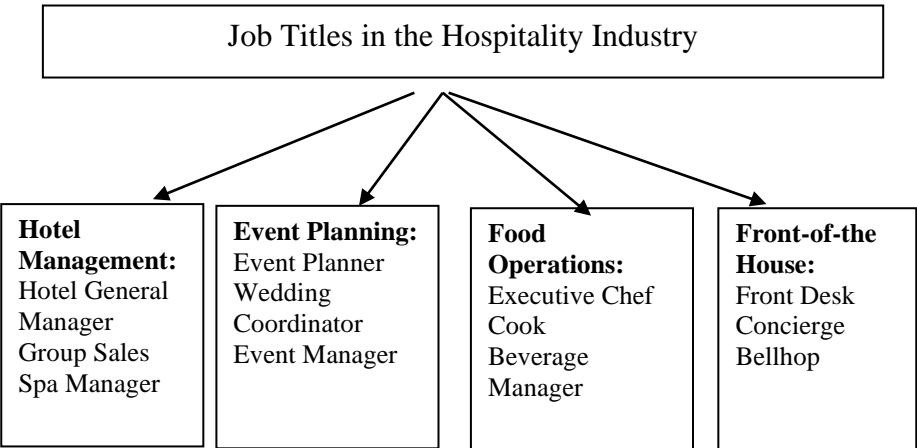
### **Hospitality Careers: Jobs and Their Descriptions**

What job titles can you expect to see in hospitality industry job postings? The industry is quite broad. It includes jobs working in hotels, restaurants, casinos, theme parks, cruise lines, and other facilities that help customers meet their leisure and recreational needs. Many jobs in the hospitality industry involve dealing with customers face-to-face in a variety of ways. But there are also **behind-the-scenes jobs** that include positions in sales, marketing, and accounting. Food services jobs also abound in the hospitality industry, including wait staff and food preparation jobs.

Given this range, jobs in the hospitality industry can either involve a lot or very little customer interaction. Many jobs are entry-level, but hospitality, like other service industry

occupations, is an area where you can **climb the ladder** to a managerial role accompanied by more responsibilities, along with a higher salary.

The following is a list of some of the most common job titles within the hospitality industry:



Let's describe some of the jobs. A concierge **interacts** directly with customers, providing them with various services. They may respond to requests (for instance, "Can you book me a restaurant reservation?") or **anticipate** what customers might need. These services could range from providing a babysitter to getting tickets to a show to suggesting a restaurant. At some hotels, this is an entry-level job. However, some **luxury** hotels require concierges to have years of hospitality experience. A concierge needs to be a problem solver with extensive customer-service skills who is unflappable and can handle difficult patrons. According to the Bureau of Labour Statistics (BLS), concierges earn a median annual salary of \$30,400. Other front-of-the-house hospitality jobs include: Casino Host, Cruise Ship Attendant, Front Desk Associate, Front Desk Supervisor, Front Office Attendant, Front-of-House Manager, Gaming Dealer, Guest Relations Manager, Guest



Services Associate, Guest Services Supervisor, Hotel Clerk, Hotel Receptionist, Reservationist, Reservations Agent.

Many hotels have conference rooms or event **spaces** that they **rent out** for various events, ranging from meetings to weddings. An event planner works with a company, or an individual, to arrange the event and then ensures it runs smoothly. Hospitality jobs in the field of event planning include: Events Manager, Executive Conference Manager, Executive Meeting Manager, Meeting and Convention Planner, Meeting Coordinator, Meeting Manager, Meeting Planner, Meeting Specialist, Special Events Manager, Wedding Coordinator.

An executive chef is a managerial role that involves a lot of work behind the scenes in the hospitality industry. An executive chef **oversees** the food operations in restaurants, hotels, casinos, or other venues that serve food. People in this role supervise cooks, sous chefs, and other kitchen employees. They typically order all of the food, plan the meals, and prepare food in the kitchen.

While it is not necessarily required, many head chefs have some **training** through a culinary school, technical school, community college, or a four-year college. Most people work their way up to executive chef from entry-level roles like line cooks. Over time, they develop the managerial skills required to oversee an entire kitchen, and the cooking skills to develop menus.

A hotel general manager, or hotel manager, makes sure that a hotel (or inn, lodge, or any other venue with sleeping accommodations) is running smoothly. This involves interacting with guests, managing staff, handling the finances of the property, and much more.

Some hotel managers have a degree or **certificate** in hotel management, while others have a high school diploma and a few years of experience working in a hotel. Hotel general

managers need to have strong business skills, management skills, and interpersonal skills. Other jobs **related to** the management and/or administration of a hospitality facility include: Back Office Assistant, Catering Sales Manager, Director of Hotel Sales, Director of Marketing and Sales, Group Sales Manager, Guest Room Sales Manager, Hotel Manager, Lodging Manager, Sales and Marketing Manager, Shift Leader, Shift Manager, Spa Manager, Wedding Sales Manager.

Housekeepers are responsible for maintaining a standard of cleanliness throughout a hotel or other hospitality venue. They clean individual hotel rooms as well as the common areas. Housekeepers within the hospitality industry make beds, do laundry, clean bathrooms, stock linens, and more. Being a housekeeper requires some physical stamina because you often have to lift heavy loads and be on your feet most of the day.

There are many other jobs related to maintenance and cleaning in the hospitality industry. There are also opportunities for management positions within these areas. Some other related housekeeping job titles include: Director of Housekeeping, Director of Maintenance, Director of Operations, Executive Housekeeper, Housekeeper, Maintenance Supervisor, Maintenance Worker.

Waiters and waitresses work in restaurants, bars, hotels, casinos, and other food-serving establishments. They interact directly with customers taking orders, serving food and beverages, and take payments from patrons.

While no formal education is required, waiters and waitresses must have strong interpersonal and communication skills. They also have to be detail-oriented because they need to remember customers' orders, especially complicated drink orders. This job is ideal for people in the hospitality industry who want to **engage** with customers face-to-face.

*By Elison Doyle, The Balance Careers*

### *While-reading*

**3. Read the article and find English equivalents to the following Ukrainian phrases. Use them in the sentences of your own.**

Рекреативні потреби; робота, яка не потребує досвіду; планування подій; шеф-повар; посильний; навички для роботи з клієнтами; холоднокровний (непохитний); місце (проведення події); прокладати шлях; фізична витривалість; технічне обслуговування; напряду взаємодіяти з клієнтами; навички міжособистісного спілкування; управлінські навички.

**4. Find in the article highlighted words and expressions similar in meaning to the ones given below:**

1. attestation
2. cognate
3. to lease out
4. to supervise
5. area, place
6. rich
7. to foresee
8. to cooperate
9. advance in career growth
10. hidden job
11. education
12. to deal

### *Post-reading*

**5. Answer the questions:**

1. What types of jobs are included in the hospitality industry?
2. What does a concierge do in the hotel?
3. What skills does a person need to work as a concierge?
4. What other front-of-the-house hospitality jobs can you name?

5. What are the duties of the executive chef?
6. Is it obligatory to have some training to become an executive chef?
7. What does a hotel manager do?
8. What are housekeepers responsible for?

**6. Fill in the gaps using appropriate words and expressions from the article.**

1. Some people in our company try to satisfy \_\_\_\_\_ while traveling.
2. \_\_\_\_\_ presupposes the coordination of every detail of such events as meetings, shows, ceremonies or parties.
3. Some \_\_\_\_\_ can be very demanding. Not everyone can occupy the position of a housekeeper, for example.
4. It's one of the \_\_\_\_\_ rules in the hospitality industry: every client should be satisfied.
5. The building needs regular \_\_\_\_\_.
6. He has been training a lot to gain his \_\_\_\_\_ after an illness.
7. She was very hard-working and did everything possible to \_\_\_\_\_ and get a promotion.
8. After the lodgers arrived at the inn \_\_\_\_\_ helped to carry the luggage.
9. \_\_\_\_\_ is responsible for food purchasing, menu planning and staffing of a kitchen.
10. She \_\_\_\_\_ in the family company from tea-girl to sales director and then to a managing director.
11. The aim of this guide is to give the background knowledge needed to \_\_\_\_\_ the process.
12. Mark made up his mind to \_\_\_\_\_ the property while he was abroad.

***7. Read the advertisement about the position of the Head Chef in hospitality industry and resumes of the candidates and decide who is the best one to get the job. Give your grounds.***

The Strawberry Bank is a village hotel set in the heart of the beautiful Meriden, between Coventry & Meriden. We pride ourselves on the contemporary and stylish nature of our hotel while remaining friendly and packed with character.

We offer pub and restaurant food seven days a week serving up to 120 covers at peak times. Our wedding and celebrations functions are very popular alongside business functions and other events.

We are passionate about providing excellent food for our guests: we are looking for a talented Head Chef with drive and determination who shares that passion but who enjoys the freedom to bring their own flair and creativeness balanced with the charm of our traditional pub.

As the **Head Chef** you will work closely with the Management and your team to ensure the smooth day-to-day running of the kitchen. You will also lead the team to make sure that they deliver a high-quality service to both the bar/restaurant and the conference/events side of the hotel.

**Other duties include**

Managing budgets and GP in keeping with the set targets

Ensuring the highest level of compliance regarding Health & Safety regulations

Managing and maintaining excellent stock control and wastage records

**Our ideal applicant will have:**

Previous experience of working as a Head Chef including experience of catering for weddings and other large events

A passion for presenting & cooking excellent food

**1. ROBERT SMITH**

Head Chef/Kitchen Manager

Phone: (0123)456789 |

Email: [info@qwikresume.com](mailto:info@qwikresume.com) | Website: [Qwikresume.com](http://Qwikresume.com)

**SUMMARY**

Courteous and respectful culinary professional with 8+ years' extensive experience in menu

development, food preparation and culinary staff management

looking to advance my career.

Exceptional food preparation and staff supervision skills and ability to strengthen kitchen operations while maximizing patrons base. Well versed in handling food inventory.

#### CORE COMPETENCIES

Executive Chef, Kitchen Management.

#### PROFESSIONAL EXPERIENCE:

Head Chef/Kitchen Manager ABC Corporation March 2013 – August 2020

##### Key Deliverables:

Manage day to day operations of kitchen in an institutional environment.

Ensure correct staffing levels are maintained based on business needs.

Ensure all tasks and activities are delegated according to urgency of task and skill level.

Ensure highest standards of food preparation and storage are maintained.

Ensure adherence to specific recipes and specific meal serving schedules. Plan and create unique menus for special events.

Created and implemented dietary menu specifically for Hospice of Arizona.

Head Chef ABC Corporation 2008 – 2013

##### Key Deliverables:

Manage kitchen staff while maintaining speed of service and providing a comfortable experience for customers.

Food management and preparation for both peak and low business periods. Train new kitchen staff members.

In collaboration with various members of the kitchen staff, I was able to create and implement several new recipes and procedures for the restaurant.

EDUCATION Computer Science -

(SOUTH MOUNTAIN COMMUNITY COLLEGE)

## 2. MAXINE CURRY

Dayjob Limited

The Big Peg

120 Vyse Street

Birmingham B18 6NF

England

T: 0044 121 638 0026

E: [info@dayjob.com](mailto:info@dayjob.com)

## PERSONAL SUMMARY

A highly trained chef who knows her stuff and enjoys sharing her expertise with others. I have a track record of preparing, cooking and presenting meals to the highest standards. I have a successful track record of preparing culinary delights for customers by serving them the highest quality of the food and by giving them a superb overall dining experience. Nothing is too much trouble for me, and I will go the extra mile to cook up special and unique dishes. Right now, I would like to work for a company that offers great benefits and a super working environment.

## CAREER HISTORY

CHEF – 2014 – Present

Employer's name – Ramsey Restaurant

Responsible for working in a kitchen cooking nutritious and tasty meals for large numbers of people.

Duties;

Investigating customer complaints about the food.

Determining the quantities of food to be cooked and the size of portions to be served.

Cooking for people for whom eating out is a treat.

Ensuring the highest standards of cleanliness, safety and compliance with hygiene regulations.

Managing all kitchen staff.

Washing and cleaning kitchen utensils, work surfaces and equipment.

Occasionally visiting the dining area and chatting to guests about the quality of the food.

Helping to interview new recruits to the kitchen.

Pricing items on a menu.

Taking part in staff meetings and training activities.

Talking to customers about menus for special occasions such as weddings, parties or banquets.

Closing the kitchen at the end of the day.

Meeting with sales representatives who are selling kitchen equipment or food supplies. Scheduling kitchen staff work hours.

Inspecting food delivered from suppliers to ensure it is of the highest standards.

Keeping records and accounts up to date.

Plating and garnishing cooked items.

## **KEY SKILLS AND COMPETENCIES**

**Cooking:**

Coming up with new and exciting recipes.

Trained in putting out fires that start in a kitchen.

Able to work in a hot and busy environment where food is being cooked.

Ensuring high sanitation standards.

Can competently use ovens, grills and fryers, as well as a variety of other specialist kitchen equipment.

Keeping in down food and payroll costs to maximise profitability.

Minimising food wastage.

Ability to solve practical problems.

**Personal:**

Good physical and mental stamina.

Willing to learn.

Ability to form positive relationships with colleagues.



## ACADEMIC QUALIFICATIONS

Manchester University, Bachelor in Hospitality

## REFERENCES

Available on request.

### ***8. Read the tips how to write a resume to get a position in hospitality and write your own CV. Have a look at the examples in Ex 7.***

If you're ready to write your CV and give it a whirl, we've got you covered. Follow our advice on how to create a winning hospitality application.

Employers are looking for people who can add value to their business by demonstrating exceptional service and commitment. You'll be expected to meet and greet a variety of customers and be comfortable dealing with all sorts of novel situations. A lot of hospitality jobs will also require you to be on your feet for long periods of time.

1. The first thing to identify is exactly which **skills** the employer is looking for. For example, front of house staff, such as concierges and restaurant workers, will need customer service skills; whereas back of house workers will want to highlight their proficiencies with cooking, cleaning and organising. Write down a list of your skills so you can refer back to it when compiling your CV.

2. **Personal details.** Make sure you include your correct address, telephone and email details. You don't need to include your date of birth, nationality or ethnic origins and you shouldn't need to include a photo either.

3. **Personal statement.** Always remember to concentrate on what you can offer the company, not the other way round. Remember also to refer back to the job advert or description to make sure you highlight your relevant skills and experience. Don't be scared to think outside the box: you may

have done voluntary work or community projects and learned valuable transferable skills in the process.

**4. Skills overview.** This is arguably one of the most important areas on your CV. Always keep in mind the following points when writing it:

How does your experience fit in with your employer's needs?

Have you received any recognition or awards for your work in the past, e.g, Employee of the month?

Do you have any relevant statistics or figures that demonstrate your achievements?

To give yourself the best chance of getting ahead, you should ensure that your skills section is peppered with all the traits a hospitality employer is looking for. Whilst these may vary from role to role, there are some core talents that you want to include, such as:

**Teamwork:** A huge part of working in hospitality is being part of a team. Whether you're a waiter, barista or chef, you need to show that you have what it takes to be a team player and support your fellow co-workers well.

**Customer service:** The customer is always right, or so the age-old saying goes. Show an employer that you're going to treat their customers with care and respect by listing this in your skills section.

**Cleaning and maintenance:** In many hospitality jobs, you will be charged with cleaning up as you go. If you have prior experience of this skill, listing it on your CV helps an employer know they can trust you to be Mrs. Hinch.

**Attention to detail:** It's all about the details when you work in this sector. Customers need to know that they can trust you to deliver the best possible level of service and never miss a trick.

**Organisation:** Whatever job role you're working in, you will need to be as organised as possible. This skill shows that

you can take care of a multitude of tasks without getting overwhelmed.

**Leadership:** Have you got your eye on a management position? If so, make sure that you note your leadership skills on your CV. Showing off this trait could help you get places.

**5. Career history.** Emphasise the parts of your career history that are most relevant to the position you're applying for. For example, if you're currently in a bar job, but are applying for the position of concierge, talk about your customer service skills and your ability to communicate and effectively serve a broad range of customers.

**6. Education and training.** Aside from any academic qualifications, employers will want you to tell them about any training you've undertaken, such as food safety training, or health and safety courses. Since you'll be dealing with the public for most jobs in hospitality, don't be shy about mentioning things like first aid courses either.

**7. Additional skill and experience.** This is for anything else you feel might be relevant to the job. You could mention any other languages you speak, any skills or experience with food preparation or cocktail making, any cash handling skills, even a typing speed. Always remember to link it back to the job you're applying for. There's little value in mentioning you have a typing speed of 80 words per minute if you're applying to be a waiter!

**8.** A simple 'references available on request' will suffice here. The key is to pick referees who have knowledge of your skills and can sell you to a potential employer. Make sure your referees are aware you've given their details and make sure you brief them as much as possible on the job you are applying for. Perhaps even send them a copy of the job description.

**9. Read the job interview and fill in the missing words and word combinations. Will the person be lucky and get the job?**

**Interviewer:** Hello, my name is Mike Taylor and I'm glad to meet you in our company for a job interview.

**Interviewee:** Hello, Mr. Taylor. Nice to meet you too.

**Interviewer:** Why did you choose receptionist as your career out of many others?

**Interviewee:** I would like to work as a receptionist as I enjoy working with the 1)\_\_\_\_\_ and feel I can overcome any problems they may have and I have good organisation skills.

**Interviewer:** What is the most important skill that is required for a receptionist?

**Interviewee:** The most important skill that is required for receptionist is excellent 2)\_\_\_\_\_ along with good organisational skills, positive attitude and friendly nature at all time. As a receptionist is the first who contacts a person makes with a hotel, so it is very important for the receptionist to give a good first impression.

**Interviewer:** What do you think are the responsibilities of the receptionist in a hotel?

**Interviewee:** Make guests feel welcome, manage room bookings (also known as reservations)

- Dealing with bookings by phone, e-mail, letter, fax or face-to-face
- Completing procedures when guests arrive and leave
- Dealing with special requests from guests (like booking theatre tickets or storing valuable items)
- Dealing with complaints or problems
- Choosing rooms and handing out keys
- Preparing bills and taking payments
- Answering questions about what the hotel offers and the surrounding area.

**Interviewer:** How will you convince an unsatisfied guest of our hotel?

**Interviewee:** I will try to stay calm and positive and 3) \_\_\_\_\_ the reason why he was unsatisfied or behaved offensively. I would try to solve his problem, or call an experienced 4) \_\_\_\_\_ to help me.

**Interviewer:** How long will you work for our hotel if hired?

**Interviewee:** I like new challenges and a chance to grow. As long I keeping getting these, I don't think I'll need to 5) \_\_\_\_\_.

**Interviewer:** Why should we select you?

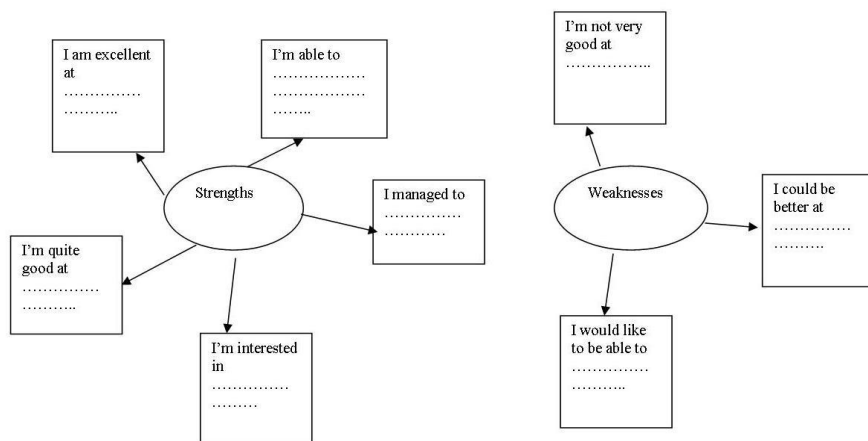
**Interviewee:** I am an enthusiast and willing to work with a long commitment. I learn quickly and work smartly. With strong determination and 6) \_\_\_\_\_ towards my work I will contribute my best to achieve the organizational goals.

**Interviewer:** Tell us about your weaknesses?

**Interviewee:** Being organized wasn't my strongest point, but I implemented a time management system that really helped my organization skills.

- a) communication skills
- b) uncover
- c) public
- d) switch over
- e) staff member
- f) sincerity

**10. Identify your strengths and weaknesses and produce a mind map using the scheme. Using your map, speak about the job you would like to get in the hospitality industry, taking into consideration your strengths and weaknesses.**



**11. Make up a dialogue with your partner between an employer and an applicant trying to get a position in one of the hospitality spheres.**

**12. Translate into English.**

1. У готельно-ресторанному бізнесі люди різних професій працюють щоб задовольнити рекреаційні потреби інших. 2. Коли мій брат завершив навчання, він влаштувався працювати адміністратором у п'ятизірковому готелі. Згодом він піднявся по кар'єрних сходах до головного менеджера готелю. 3. Консьєрж це професія, яка вимагає прямої взаємодії з клієнтами, гарних навичок спілкування та стриманості. 4. Минулого року Марк влаштувався на

посаду шеф-повара в місцевому ресторані. В його обов'язки входить наглядати за приготуванням їжі, замовляти продукти, слідкувати за їх якістю, планувати меню і готувати страви на кухні. 5. У менеджера готелю багато обов'язків: спілкуватись з гостями готелю, управляти персоналом, мати справу з фінансами і т.п. Він повинен мати ділові, управлінські навички та навички міжособистісного спілкування. 6. При влаштуванні на роботу важливо підкреслити свої сильні сторони та позитивний досвід попередньої роботи. 7. Якщо ти працюєш в готельно-ресторанному бізнесі, то навички командної роботи дуже важливі. Необхідно дати зрозуміти колегам, що ти готовий підтримати їх у вашій загальній справі. 8. Небагато людей знають, що робота на рецепції вимагає спілкування з клієнтами, вирішення їх проблем, пов'язаних з поселенням та перебуванням у готелі, приготування рахунків, відповідей на питання, а також багато іншого.

## UNIT 4. HOTEL FACILITIES AND SERVICES

### *Warming-up*

***1. Look at the list of different hotel facilities and services and recollect which of them you had in the hotels you were staying in.***

- ☐ Restaurant
- ☐ Bar
- ☐ Swimming pool
- ☐ Fitness and spa
- ☐ Parking place
- ☐ Room service

- ☐ Conference hall
- ☐ Laundry service
- ☐ Airport transfer
- ☐ Free internet access
- ☐ Excursions

***What facilities and services are important to you when you choose a hotel to stay in?***

### *Pre-reading*

#### **2. Agree or disagree with the following statements:**

1. Today's guests crave novelty and utility. They want to be surprised with hotel amenities that they'll actually use.
2. The more facilities a hotel has the more guests it can have.
3. No matter what the hotel, from a luxury Four Seasons to a budget Premier Inn, all guests should expect a warm welcome, a friendly face, attentive service, heartfelt thanks and know that the hotel is their "home away from home."

### **Hotel Facilities and Services**

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

There are two options in the standard classification of services: basic and additional hotel services; paid and **unpaid** services. Two basic services provided by a hotel are room and board. Thus, room (or the official term hotel accommodation) is the main service of the enterprise that belong to hotel business. **Checking-in** and checking-out are held round-the-clock. Besides providing an **accommodation** for temporary staying, related services such as changing bed clothes, giving towels and hygiene items, the opportunity to



use **appliances** and TV set, cleaning and sanitation are available. All these services are included into the cost of a hotel room in accordance with contractual obligations. Meals are provided by dining facilities, restaurant, cafes, bars that work in a hotel or in collaboration with it. Foods can be also delivered to a hotel room.

To attract more clients to hotel additional paid or unpaid services are often available. They could be different entertainments, personal services, services for families, business or VIP clients that are often provided in the form of packages. Attractive additional services provided by a hotel are able to fill the season of low demand, to increase profit and improve image. The most common additional services include: clothing and footwear repairing, laundry and dry-cleaner; hairdresser; bath, sauna, swimming-pool; billiards, gym and playgrounds; delivery of flowers and gifts; using a luggage locker or a safety deposit box; sports equipment and household appliances rentals; car rental; calling a taxi; tickets sale service for transportation and various events; getting a booking in a restaurant; guided tour service; renting of a conference hall or other premises.

Hotel management defines the final list of additional services provided by a hotel taking into account the size of the object, its location, target audience and the competitive situation.

Of course, the services provided by a hotel complex will differ greatly from the services of a mini-hotel. It is obvious that large- and medium-sized hotels have greater **possibilities** and budget. They are able to supply the clients with more impressive and voluminous services, without losing their profitability. Small hotels cannot provide their clients with comprehensive and rapid basic and additional services. However, any hotel has to have their target audience, learn their needs and demands, **strive** to meet them.

The list and the quality of additional services have to conform to the requirements of the category that a hotel has been assigned to – in other words, the number of stars it has.

Basic and additional services provided by modern hotels and other objects are the direct source of **income** for the hotel business. However, it should be taken into account that not every service has to be paid for.

When you plan your business, it is important to consider the kind of services you are going to provide the clients with and if they are paid or unpaid services. Basic unpaid hotel services are enshrined in legislation: waking by a certain time; delivery of personal letters to a hotel room if they are sent to the hotel address; calling an ambulance if it is needed; using a first aid kit; providing a set of dishes, boiling water, scissors, a needle and thread.

Besides, the owner of a hotel can provide the other unpaid services at his own discretion, depending on profitability, seasonality, competitive environment and other factors.

It is important to remember that if you **provide** only unpaid basic services, ratings are down. If the competitive rate is higher, you should anticipate the expectations of guests and improve the services at a hotel in accordance with new developments. For instance, if you constantly charged for the internet service, now it is often considered unpaid one; the hotels, which do not provide it, will have fewer clients. According to the guests, it is bad form to charge for useful information such as advice on transportation, the events in the city, the location of the sights etc. That **heightened** the imbalance between the hotel profitability (through the increased occupancy of a hotel) and the necessity to add new unpaid hotel services!

Nevertheless, it is actually a business venture and no services provided may be free of charge. Paid services are also

in demand, but it is not only to stay in a hotel room. The most common hotel paid services: staying in a hotel room; meals; clothing and footwear repairing, dry cleaner; recreational and rehabilitative services; sale of souvenirs and printed products; currency exchange; renting of premises.

Basic and additional hotel services are sometimes offered in the form of packages with the list of provided services for a fixed fee. Well thought out packages attract clients with their simplicity and convenience; they also help to reduce costs of the enterprise. Paid and unpaid services are grouped in accordance with their **relevance** or for a special period. The most popular packages are day-off packages, holiday packages, family packages, newly-weds or honeymooners' packages and thematic ones.

Hotel service providing depends on seasonal changes. That is bad business to provide all the services all year round, but in the time of high demand special paid services, extra staff and equipment might be added.

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

All of these recreational facilities require the employment of additional **personnel**. Necessary swimming-pool maintenance is often contracted out. Golf courses must be carefully tended by a special staff of groundskeepers. Horses require stables and grooming. Many resort hotels hire

professional athletes to give lessons to the guests in tennis, golf and skiing. Other employees include riding instructors and guides for hikers and campers. Lifeguards are often necessary at swimming pools and beaches.

*While-reading*

**3. Read the article and find English equivalents to the following Ukrainian phrases. Use them in the sentences of your own.**

Коктейльний бар, місця для відпочинку і розваг, працювати у взаємодії з ....., збільшити прибуток, цільова аудиторія, забезпечити клієнтів, закріплений в законодавстві, на власний розсуд, передбачати очікування гостей, сейф для збереження цінностей, приміщення, брати оплату, допомагають зменшити витрати, наймати додатковий персонал.

**4. Find in the article highlighted words and expressions similar in meaning to the ones given below:**

1. registration
2. free of charge
3. capabilities
4. devices
5. lodging
6. do one's best to achieve smth
7. profit
8. staff
9. demand
10. supply
11. increased
12. importance

### *Post-reading*

#### **5. Answer the questions:**

1. What facilities do modern hotels contain?
2. What are paid and unpaid services in a hotel?
3. What can be done to attract more clients to a hotel?
4. What is important to consider when you plan your business?
5. How are paid and unpaid services grouped?
6. What are the most popular packages?
7. What recreational facilities can clients find in a hotel?

#### **6. Fill in the gaps using appropriate words and expressions from the article.**

1. My favourite restaurant has a very large \_\_\_\_\_ where the guests can order different drinks.
2. \_\_\_\_\_ in the hotel was after 12.00 in the afternoon.
3. Our new hotel has modern \_\_\_\_\_ to attract clients.
4. The company is building the centre in \_\_\_\_\_ with our local authorities.
5. The hotel's corporate culture is focused on \_\_\_\_\_.
6. The manager of the hotel insisted on the policy of \_\_\_\_\_ with all necessary services.
7. The hotel's \_\_\_\_\_ was families with children.
8. The reconstruction of the city's hotel demanded the employment of \_\_\_\_\_.
9. The hotel \_\_\_\_\_ recreational and rehabilitative services.
10. The head manager was trying to \_\_\_\_\_ in order to survive.

**7. Fill in prepositions:**

1. This luxurious hotel belongs \_\_\_\_ Hilton chain.
2. All additional costs are included \_\_\_\_\_ the price of staying in that place.
3. Meals provided \_\_\_\_\_ a restaurant were very delicious.
4. The hotel changed its policy in accordance \_\_\_\_\_ the law of the government.
5. The hotel we were staying \_\_\_\_ didn't charge \_\_\_\_\_ transportation.
6. The rules of the hotel management were enshrined \_\_\_\_\_ the law.
7. The house must be tended \_\_\_\_\_ a housekeeper.
8. This cloth was designed \_\_\_\_\_ special occasions.

**8. You are going to watch a video Asking about Hotel Facilities ([https://www.youtube.com/watch?v=6\\_wHOYn23Hc](https://www.youtube.com/watch?v=6_wHOYn23Hc)). Before watching the video:**

***a) Pair up with your friend and discuss what questions business people may ask the receptionist about the hotel facilities before booking a hotel room;***

***b) Before watching the video match the expressions with their explanations:***

1. to be available	a. satellite communication networks
2. wireless connection	b. accessible, ready for use
3. free of charge	c. a set of numbers and letters that allow access to a particular system
4. access code	d. at no cost
5. overhead projector	e. check something for a second time
6. to double check	f. tool used to display images onto a screen or wall
7. to unwind	g. to relax

**9. Watch the video and tick the questions that Tom Sanders asks the hotel manager.**

1. Is it possible to book at a discount rate for a shorter period?
2. Is there a lift in the building?
3. Are the rooms cleaned every day?
4. Do you have a spa or gym?
5. Is there a restaurant at the hotel?
6. Is there a lounge bar?
7. How about an Internet access?
8. Do you have a conference room?

**10. Watch the video again and complete the sentences with the information from it.**

1. I am calling about \_\_\_\_\_ for the members of the Globe Travel Club.
2. We have 24 hours wellness center with \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.
3. You can find photos and additional information on \_\_\_\_\_.
4. There is even a \_\_\_\_\_.
5. There is also a hotel bar which is open from \_\_\_\_\_.
6. If you don't have a computer with you, you can use \_\_\_\_\_ which is equipped with \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.
7. It's fully equipped with \_\_\_\_\_ and other \_\_\_\_\_.
8. It seats about \_\_\_\_\_.

**11. Pair up and make up a dialogue with your partner.**  
**Student A: You are travelling on business and need to spend 4 days in Berlin. Call a hotel to get to know about their facilities**

*and services before booking a room. Student B: You are the manager of the hotel. Provide your customer with all necessary information. Use the phrases and questions from Ex. 9 and 10 above.*

*12. Imagine that you are going on a trip with your friend to Berlin. Look at the advertisements of the three hotels and discuss with your partner their advantages and disadvantages regarding their services and facilities. Try to agree on one of the hotels to book. Make use of the following phrases:*

<i>Giving opinion</i>	<i>Asking for opinion</i>	<i>Agreeing</i>	<i>Disagreeing</i>
<ul style="list-style-type: none"> <li>• I think/feel/believe that ...</li> <li>• It seems to me that ...</li> <li>• In my opinion ... both these facilities are essential but ...</li> <li>• From my point of view ...</li> <li>• If you ask me ...</li> <li>• I would like to point out that ...</li> <li>• I think ... is more important because ...</li> </ul>	<ul style="list-style-type: none"> <li>• How do you feel about ...?</li> <li>• What's your opinion of ...?</li> <li>• What do you think of ...?</li> <li>• Can I have your input on ...?</li> </ul>	<ul style="list-style-type: none"> <li>• I completely/fully agree with / that ...</li> <li>• I tend to agree with your suggestion</li> <li>• You have my support on this</li> <li>• I absolutely agree that ...</li> </ul>	<ul style="list-style-type: none"> <li>• I see your point but ...</li> <li>• Yes, but ...</li> <li>• I am afraid I have to differ</li> <li>• I have to say that I totally disagree</li> </ul>



• I believe ... doesn't really matter ... because ...			
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### 1) **Hotel Adlon Kempinski**

The quintessence of luxury lodging, the Adlon is a legendary 5-star hotel located in Berlin's Mitte, beside the Brandenburg Gate. State-of-the-art facilities include a double Michelin-star restaurant and a shopping arcade.

With such a central location, the Hotel Adlon Kempinski allows direct access to some of Berlin's main landmarks. The Holocaust Memorial, Checkpoint Charlie and Pariser Platz are all within a 10-minute walk.

Rooms have a sophisticated allure thanks to antique furnishings with extravagant twists and marble bathrooms. They are equipped with WiFi, a modern media system and some offer views of the Brandenburg Gate.

Sporting and relaxing amenities include a neoclassical indoor pool, a 2625 ft<sup>2</sup> gym, and a spa with Ayurveda treatments. Wild game specialities and private dining are all available options.

#### **Most popular facilities**

1 swimming pool

Non-smoking rooms

Spa

Airport shuttle

Facilities for disabled guests

Room service

Restaurant

Bar

Exceptional Breakfast

## **2) St Christopher's Inn**

Located in the centre of eastern Berlin, St Christopher's Inn Berlin Alexanderplatz offers simple accommodations in the trendy district of Mitte. Free Wi-Fi is available throughout the building.

All rooms at St Christopher's Inn Berlin Alexanderplatz are designed using bright colours and are furnished in functional style. They include a desk, and have access to shared bathroom facilities.

The hostel is just 801 m from Alexanderplatz Square, and attractions such as the Brandenburg Gate and Checkpoint Charlie can be reached with a 20-minute journey on public transport.

A continental breakfast is available daily at St Christopher's Berlin Alexanderplatz and Belushi's Bar offers guests a discount on food and drinks.

St Christopher's Inn Berlin Alexanderplatz is located across the street from the southern exit from Rosa Luxemburg Platz Underground Train Station, and 2.2 m from Berlin Central Station.

### **Most popular facilities**

Non-smoking rooms

Restaurant

Free Wi-Fi

Family rooms

24-hour front desk

Bar

Good Breakfast

## **3) Hampton Hotel**

This hotel is located in the heart of Berlin, just a 5-minute walk from Alexanderplatz Train Station. It offers a 24-hour reception as well as free WiFi and free use of the gym with weights and cardio equipment.

The Hampton by Hilton Berlin City Center Alexanderplatz features contemporary-style rooms with a top-quality own-brand bed and a 40-inch flat-screen TV. Each room also has a large desk, tea/coffee facilities and a private bathroom.

A hot breakfast is provided each morning at the Hampton by Hilton Berlin City Center. This consists of eggs, baked beans, waffles, fruit and many more options. Many cafés and restaurants can be found in the surrounding area.

The Hampton by Hilton Berlin City Center Alexanderplatz also has a business center. Guests enjoy free use of a computer with free WiFi and there is also a fax and photocopy service.

The nearby train station gives great access to public transport around Berlin by train, underground, bus and tram. Parking is available at the hotel for a daily surcharge.

### **Most popular facilities**

Non-smoking rooms

Facilities for disabled guests

Private Parking

good Fitness Center

Wi-Fi in all areas

Parking on site

Tea/Coffee Maker in All Rooms

Bar

Very Good Breakfast

*<https://www.booking.com/searchresults.html?aid=340295>*

**13. Pair up with your friend and discuss the following statements:**

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1. *“A hotel should relieve travelers of their insecurity and loneliness. It should make them feel warm and cozy.” — Bill Kimpton, founder of Kimpton Hotel and Restaurant Group*

2. *“The key is to set realistic customer expectations and then not to just meet them, but to exceed them — preferably in unexpected and helpful ways.” — César Ritz, King of luxury hotels*

3. *“I’m trying to surprise and delight the guest – now you call it an instagram moment – does anyone need to take a picture of this? And if you haven’t succeeded, then do something different” – Barry Sternlicht, Founder, Starwood Capital Group*

4. *“You can excuse an ugly building if the staff deliver the right service (it’s much nicer to have a combination of both things), but the staff at the end of the day are the service. The people who work in the hotel interacting with the guest are creating the product, they are the people who are important, they are the ones who make it happen”.*  
– Rocco Forte, Executive Chairman, Rocco Forte Hotels

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*14. Think of the hotel you would like to build/manage in the future and the services and facilities it should have. Make a PowerPoint presentation and speak about it in class.*

## **UNIT 5. DEALING WITH GUESTS. PROBLEMS THE CUSTOMERS MAY HAVE AT A HOTEL. SATISFYING THE CUSTOMERS' COMPLAINTS**

### *Warming-up*

*1. Brainstorm with your partner ideas on the problems the customers may face at a hotel.*

❖	_____	❖	_____
❖	_____	❖	_____
❖	_____	❖	_____
❖	_____	❖	_____
❖	_____	❖	_____
❖	_____	❖	_____

*2. Match the pictures to the most common complaints at a hotel.*

- |                          |                                  |
|--------------------------|----------------------------------|
| • noisy neighbours       | • rude staff                     |
| • no hot water           | • low-quality food               |
| • dirty rooms            | • not allowing pets              |
| • no Internet connection | • lack of complimentary supplies |

a)



b)



c)



d)



e)



f)



g)



h)



### *Pre-reading*

**3. Think of possible solutions to the guests' complaints. Then read the article and find out if you are right in your guessing.**

There is no shampoo or soap in the bathroom

Could I have some toothpaste?

There is too much noise in the next room!

The sheets are dirty!

My room is too hot!

The bedside lamp is broken.

### **Hotel Guests' Most Common Complaints and How to Prevent Them**

People who travel often know that hotel service isn't always as **seamless** as they've grown to expect. Furthermore, people who do travel a lot tend to notice some things that **regular customers** maybe wouldn't. Hotels that do everything in their power to prevent common problems from occurring have a better chance of retaining their customers and keep an undamaged reputation. It's vital for hoteliers to know how to deal with every situation and train their staff to be up to the task if any of the problems **occur**. Here's the list of common issues that hotel guests experience while staying at a hotel.

### ***Unclean Rooms***

This is **a common issue** with lower class hotels, but **a complaint** like this can happen even to the best hotels out there. Uncleanliness is one of the biggest reputation killers when it comes to the hospitality industry. I can't stress enough how fast the word will travel about the problem someone experienced in your hotel, so **do your best** to prevent this complaint from ever occurring. The best possible way to do that is to train your staff to deal with hygiene on a very high level, regardless of the type of accommodation you're hosting. You don't have to be the owner of Ritz-Carlton or Hilton chains **to ensure** that your rooms are extremely clean.

### ***No Hot Water***

Imagine a guest arriving at a hotel, tired from a long trip, only wishing to take a long, hot shower. And to his surprise - there's no hot water! A guest like this is going to be ringing reception in anger demanding the problem to be solved immediately. This type of issue can really ruin the day for your guests and you can be sure that they won't be coming back next year. In case the issue is with that room only, offer the guest a transfer to another room and do try **to apologize** to them by doing something nice for them. A bottle of Champaign or a free massage in the spa would be nice.

### ***Rude Staff***

The hospitality industry is such that you just can't afford to have rude employees. Nasty remarks, laughing to the guests, or even getting into an argument with hotel guests are all happening every day in hotels all over the world. Half of your overall hotel experience comes from the pleasantness or unpleasantness of your staff, so do ensure that they are trained properly. The single best way to tackle this issue is **to hire** people who can control their temper and who can keep their heads straight even when they're shouted at. Also, make sure you hire problem solvers as your staff, as there's nothing more



**frustrating** than when a staff member can't handle a situation - whatever the situation may be.

### ***Unexpected Surprises***

The guests enter their room and start unpacking their bags. They open a drawer and find someone else's shoes inside. This scenario isn't fiction, it happens all the time because cleaners forget to check everything and the things from previous guests may remain in the room. Another example is when there are **unwanted** surprises in the form of spiders or even cockroaches in the room. It's vital that you understand how bad this can look for you, especially since everyone these days reads online reviews before **booking** a room.

### ***Uncomfortable Rooms***

This issue can occur due to old mattresses, poor linen, or even bad lighting in the room. The worse sleep your hotel guests have the more issues you'll have with them the next day. Try to ensure that the mattresses are always good if you want your guests to be satisfied in the morning. As for the lights, guests tend to complain that the lighting is bad, or that the lighting tone is bad. You can go for something newer, and then your guests will be able to control the light the way they want.

### ***Low-quality Food***

There are so many hotel visitors that just hate hotel food and the reason for this is because food can be extremely bad in certain accommodations. With millennials taking over as the major generation though, it's become more important **to focus on** the food as they're more interested in local experiences than just having a good time. There are hotels out there that focus only on gastronomic experiences, but you don't have to go that far - just hire a capable local chef that can cook delicious food.

In today's world words **travel faster than light**, so sometimes it'll happen that the whole TripAdvisor community knows about an issue before it even reaches the reception desk. This is why it's better to prevent any problems than to be ready

to solve them, though both are extremely important. By tackling these common issues you'll have a better chance of giving your guests **an unforgettable experience** and they might just come back to you the next year.

*By Victoria Lim, Freelance Lifestyle Writer*

### *While-reading*

#### ***4. Read the article and find English equivalents to the following Ukrainian phrases. Use them in sentences of your own.***

Запобігати чомусь; непошкоджена репутація; траплятися; мати справу з; спільні проблеми; вбивці репутації; робити все можливе; прибуття в готель; запропонувати; не могли дозволити; вирішити проблеми (питання); люди, які вміють вирішувати проблеми; впоратися з ситуацією; небажані сюрпризи; бронювання номера; скаржитися; зосередитися на; наймати; надзвичайно важливо; незабутні враження.

#### ***5. Find in the article highlighted words and expressions similar in meaning to the ones given below:***

1. to say sorry
2. undesirable
3. a memorable adventure
4. reservation
5. to concentrate on
6. to make sure
7. to happen
8. frequent visitors
9. to make every effort
10. widespread problem
11. dissatisfaction
12. spread very quickly

13. ideal
14. disappointing
15. to employ

*Post-reading*

**6. Answer the questions:**

1. What do people who travel a lot know about the hotel service?
2. What should the hotels do to keep an undamaged reputation?
3. What are the most common guests' complaints?
4. Why is it necessary to train staff to deal with hygiene on a very high level?
5. Which type of issue can really ruin the day for the guests?
6. Why is it important to hire people who can control their temper?
7. Are there unexpected surprises at the hotels? If yes, what are they?
8. Why can rooms be uncomfortable?
9. Why do many visitors hate hotel food?
10. What should the hotels do to solve an issue of low-quality food?
11. Why is it better to prevent any problems than to be ready to solve them?

**7. a) Match the words on the left with their definitions on the right.**

1) to prevent from	a) the beliefs or opinions that are generally held about someone or something
2) a complaint	b) to control one's emotions
3) reputation	c) to have the ability to cope with sth. successfully

4) to solve a problem	d) to find a solution to an issue so that the difficulty is removed
5) to handle a situation	e) unpleasant or offensive
6) nasty	f) offensively impolite or bad-mannered personnel
7) to control one's temper	g) to deal with a problem in a very determined or efficient way
8) rude staff	h) a statement that something is unsatisfactory or unacceptable
9) delicious	i) to keep from happening by taking action in advance
10) to tackle an issue	j) highly pleasant to the taste

***b) Practise the pronunciation of the words:***

- a **complaint** [kəm'pleɪnt]
- **reputation** [ˌrepju'teɪʃn]
- to **handle** a situation ['hændl]
- **rude** staff [ru:d]
- **delicious** [dɪ'lɪʃ.əs]
- to tackle an **issue** ['ɪʃu:]

***8. Complete the gaps with the missing words. Use the word(s) from Ex. 7.***

1. In order \_\_\_\_\_, we should hire a specialist in the sphere of hospitality.
2. Please present \_\_\_\_\_ to the hotel manager concerning the issue of poor room service.

3. You need to learn how \_\_\_\_\_ otherwise you will be fired.
4. They tried \_\_\_\_\_ me \_\_\_\_\_ being rude with guests.
5. A \_\_\_\_\_ smell of freshly made coffee filled the air.
6. This hotel has a bad \_\_\_\_\_ due to its \_\_\_\_\_.
7. If someone has a better idea how \_\_\_\_\_, let's discuss it.
8. I'm sorry if I've done some \_\_\_\_\_ things.
9. I don't know how \_\_\_\_\_ at work.

**9. You are going to watch the video *How to Describe Common Hotel Problems* (<https://www.youtube.com/watch?v=aSk2Fk8sZKA>). Before watching the video:**

***a) Pair up with your friend and discuss what complaints hotel guests may have;***

***b) Explain in your own words what the following expressions mean:***

- remote control
- to fix something
- room service
- to have a complaint
- to be available
- to be fully booked
- to be wrong with
- to mind doing

**10. Watch the video and tick the problems the guests face:**

- ☐ rude staff
- ☐ dirty rooms
- ☐ remote control doesn't work
- ☐ no clean towels
- ☐ no free Wi-Fi
- ☐ bad food
- ☐ too noisy
- ☐ bad smells
- ☐ no hot water

**11. Watch the video again and fill in the missing words or word combinations:**

**Situation 1.**

*Receptionist:* - Good morning, sir!

\_\_\_\_\_?

*Guest 1:* - Good morning! I'm sorry but I've got  
\_\_\_\_\_ The \_\_\_\_\_ in my room doesn't  
work so I have to walk over to the TV every time I want  
\_\_\_\_\_ channels. I wonder, if you could ask someone  
\_\_\_\_\_ it.

*Receptionist:* - I'm \_\_\_\_\_ that! I'll get someone to  
look at it this morning.

*Guest 1:* - Thank you! Oh, and I \_\_\_\_\_ if I  
could have some more towels, please. I dropped mine in the  
bath last night.

*Receptionist:* - Of course, I'll ask \_\_\_\_\_ to get you  
some more.

*Guest 1:* - Thank you very much!

*Receptionist:* - \_\_\_\_\_!

## **Situation 2.**

*Receptionist:* - Good morning, sir! Can I help you?

*Guest 2:* - I certainly hope so. I'm afraid

\_\_\_\_\_ I'm in room 102 and it's much

\_\_\_\_\_ I'm right next to the lift and I didn't

\_\_\_\_\_ last night.

*Receptionist:* - I'm very sorry to hear that but I'm afraid there isn't another room available today. We are

\_\_\_\_\_ *Guest 2:* - Right. Could I \_\_\_\_\_, please?

*Receptionist:* - Just take a seat and I'll

\_\_\_\_\_ you'd like to see him.

*Guest 2:* - Thank you!

## **Situation 3.**

*Guest 3:* - Excuse me, could you help me, please?

*Receptionist:* - Hello Mrs. Gibson!

\_\_\_\_\_?

*Guest 3:* - I'm sorry, but I think there is

\_\_\_\_\_ with the shower. It

isn't \_\_\_\_\_ enough. Would you mind sending

someone to look at it, please?

*Receptionist:* - Of course. I'll \_\_\_\_\_ someone up straightaway. It's room 303, isn't it?

*Guest 3:* - Yes, that's right! Thank you very much!

*Receptionist:* - \_\_\_\_\_!

**12. Pair up and make up a dialogue with your partner using expressions from the dialogues and the article above.**

**Student A:** You are on a business trip and you are staying at the hotel. The problem is that you are going to have an online conference but you can't access the Wi-Fi.

**Student B:** You are the receptionist. Provide your customer with all necessary information and help your guest to solve this problem.

**13. Imagine that you are the manager of the hotel and you are holding a meeting with the hotel staff. You are discussing the most common customers' complaints and the ways of dealing with the issues. Use the tips below and discuss the best ideas for resolving your guests' issues. Give your grounds.**



act quickly  
show compassion to guests  
be friendly  
apologize directly to the guest in a sincere and polite manner  
avoid arguments  
present a solution  
offer room upgrades  
offer free hotel perks

**14. Split up into groups and discuss one of the following quotations:**

---

1. "Customers don't expect you to be perfect. They do expect you to fix things when they go wrong." – Donald Porter



2. *“If a guest raises a complaint, view it as an opportunity and not as a problem. Resolve the complaint and you’ll have turned a negative into a positive.”*

3. *“Be thankful for customers who complain. You still have the opportunity to make them happy.”*

4. *“Your most unhappy customers are your greatest source of learning.” – Bill Gates*

---

**15. Write a letter of complaint to a hotel manager about poor room service. Use phrases from the useful language box and follow the plan.**

You are on a business trip, and you are staying at the hotel. Unfortunately, you faced bad customer service. Write an email to a hotel manager and:

- ✓ say who you are and state the reasons why you are writing
- ✓ describe the problems you faced
- ✓ describe the staff and how they dealt with your problems
- ✓ mention what you expect the person you are writing to, to do about the problem

## *Useful Language*

### **Opening Greeting**

- Dear Sir/Madam
- Dear Mr./Mrs./Ms. + *last name*

### **Introduction**

- I am writing regarding/on account of/on the subject of/to complain about ...
- I was deeply dissatisfied with/by ...
- I am writing to express my strong dissatisfaction with ...
- I am writing to draw your attention to ...

### **Main body**

- I am sure you know that/ you can imagine ...
- It goes without saying that ...
- As well as this, ...
- In spite of the fact, that ...
- To make matters worse, ...
- I was appalled at the poor quality/rude service/unsatisfactory accommodation/overpriced rooms ...

### **Conclusion**

- At the very least, I look forward to receiving ...
- Unless you ..., I am afraid that I will have to take this matter further.
- The least you can do is ...
- I hope you will deal with this matter quickly.

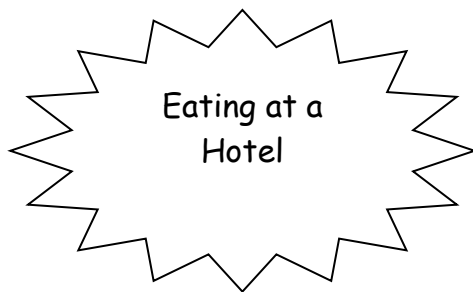
### **Closing**

- Yours faithfully/sincerely ...

## UNIT 6. EATING AT A HOTEL

### *Warming-up*

- 1. What do you associate “Eating at a Hotel” with? Brainstorm as many ideas as you can and explain them.**



- 2. Look at the pictures, guess what they are about and discuss where you would prefer to eat at a hotel.**





### *Pre-reading*

**3. a) Read the title of the article and try to predict what it will be about.**

**b) Read the article and find out if room service is relevant in the modern hotel.**

### **How Relevant Is Room Service in the Modern Hotel? Bringing Hotel Room Service into the 21st Century**

Room service is the **epitome** of hotel luxury. The novelty of being able to dine in your own room, **lounging around** to your heart's content while being waited upon by hotel staff appeals to many people, and they're willing to pay for it! Hotel room service has never been known for high-quality food—hotels have restaurants for that. But, it's the opportunity

to live like a movie star for the day that really appeals to people, and if the food is also great, then even better.

As eating habits have changed, so have people's attitudes towards room service. The nature of takeout food has also changed. Not so long ago, takeout was restricted to **overpriced** greasy pizzas or bland noodles in a box, but now diners can have top-quality food from renowned restaurants delivered to their door at the click of a button.

This **rapid change** means hotel room service has been left in the dust—why would guests pay for meals to be sent to their room when they do it all the time at home? And how can hotels compete with top restaurants that are now delivering in the local area? This may all sound very **bleak**, and it may be if you do nothing about it. But, for those hoteliers that want to continue offering unique in-room dining experiences at their hotels and even **boost** room service sales, it's time to up your game!

### ***Lift the lid on room service limitations***

Does your hotel offer a decadent dinner menu but a limited room service menu? This is a common tactic for hotels that want to reduce the number of guests that order food from the restaurant to their room, but is it limiting your **revenue** intake? It may well be!

Most guests that want to eat in their room do so because it's convenient (usually for business guests) or because it's **luxurious** and relaxing. You may think that limiting the items available for room service orders will encourage guests to go to the restaurant, but this can also encourage them to simply order-in from a local restaurant—a lose-lose situation for your hotel. It's advisable to offer guests the same dinner menu that's served in the restaurant for room service during the evening dinner service to ensure you maximize the potential F&B revenue available while heightening the guest experience.

### ***Using data to know what your guests like to eat***

Offering your guests the right kind of food can also make them more likely to order from your room service menu rather than looking for in-room dining options from elsewhere. In a recent study, we found that there were huge differences between the types of food ordered by guests at different hotel types.

For example, guests at city hotels preferred burgers and orange juice for their in-room dining option of choice, whereas guests at MICE hotels preferred cola as their drink of choice, and guests at design and lifestyle hotels ordered a higher amount of fries than at any other hotel type. These insights are extremely valuable for hoteliers who want to optimize their in-room dining menu according to guest profiles.

### ***The outlook for hotel room service***

Hotel room service still has plenty of years ahead of it—but it's likely to look very different as it adapts to a rapidly changing technological world and heightened guest expectations. Lowering barriers to ordering such as order fees, increasing the quality of the cuisine offered and utilizing valuable customer data to optimize your room service menu are all effective ways you can increase the reputation of room service at your hotel and compete with the increasingly mobile restaurant industry.

Although you can implement all of these changes without the use of digital technology, digital solutions allow you to fulfill them much more easily and efficiently. In fact, most digital solutions out there are designed with collecting customer data in mind. To add to that, they also come with a multitude of other benefits such as offering booking systems for activities and communication channels with the front desk. So, it's a good idea to shop around to see which digital solutions you think can help your hotel best achieve the changes mentioned above to boost room service at your hotel.

*By Gregor Herz, Marketing Manager at SuitePad*

*While-reading*

**4. Read the article and find English equivalents to the following Ukrainian phrases. Use them in sentences of your own.**

Обідати; високоякісна їжа; швидка зміна; їжа на винос; доставляти до дверей; відомі ресторани; готельєри; збільшити продажі обслуговування номерів; обмеження доходу; ситуація програшу; дохід від їжі та напоїв; величезні відмінності між чимось; надзвичайно цінний; підвищені очікування гостей; цифрові рішення, цифрові технології.

**5. Find in the article highlighted words and expressions similar in meaning to the ones given below:**

1. high-priced
2. depressing
3. embodiment
4. premium
5. doing nothing
6. important client
7. to carry out
8. to improve
9. effectively
10. quick change
11. hopes
12. income

*Post-reading*

**6. Answer the questions:**

1. What is hotel room service? How can you characterise it?
2. What is the quality of food at the hotels?
3. What rapid change does hotel room service have?
4. Why do most guests want to eat in their rooms?
5. When can happen a lose-lose situation for the hotel?

6. Why is it advisable to offer guests the same dinner menu that's served in the restaurant for room service during the evening dinner service?
7. Why is it better to offer your guests the right kind of food?
8. How can you use data to know what your guests like to eat?
9. What adapts to a rapidly changing technological world?
10. What are the most effective ways to optimize your room service menu and to increase the reputation of room service at your hotel?
11. How can digital solutions help your hotel best achieve the changes to boost room service at your hotel?

**7. a) Match the words on the left with their definitions on the right.**

1) to up your game	a) to improve order up
2) heightened expectations	b) to make the best or most effective use of sth.
3) to boost room service	c) to stand out from the crowd
4) attitude towards sth./smb.	d) a great number of advantages
5) to live like a movie star	e) to look for the most suitable item or service
6) a common tactic	f) the way that you think and feel about sth./smb.
7) takeout food	g) more intense belief that sth. will happen
8) a multitude of benefits	h) general method that you choose to use in order to achieve what you want in a particular situation
9) to shop around	i) to try harder and improve the quality of what you are doing



10) to optimize	j) prepared food packaged to be consumed away from its place of sale
-----------------	----------------------------------------------------------------------

**7. b) Practise the pronunciation of the words:**

- **heightened** expectations [haɪ.tənt]
- to **boost** room service [bu:st]
- **attitude** towards sth./smb. ['ætɪtju:d]
- a common **tactic** ['tæktɪk]
- a **multitude** of benefits ['mʌltɪtju:d]

**8. Complete the gaps with the missing words. Use the word(s) from Ex. 7.**

1. My cousin \_\_\_\_\_ for a company that would be flexible.
2. If their plans are successful, the company will get \_\_\_\_\_ for their online businesses.
3. In a 21st-century economy that rewards knowledge more than ever before, we need \_\_\_\_\_.
- 4 If she had an opportunity, she would \_\_\_\_\_.
5. We need \_\_\_\_\_ the use of digital technology.
6. \_\_\_\_\_ and you will increase your hotel revenue.
7. \_\_\_\_\_ of employees and customers who want everything now at low prices.
- 8.What is the most popular \_\_\_\_\_ around the country?
9. He has a very bad \_\_\_\_\_ work, that's why he might be fired.
10. Although this is nowadays \_\_\_\_\_, it was a relatively new idea at the time.

**9. Make sentences using vocabulary items from Ex. 7 to describe your own situations.**

**10. You are going to watch a video *Ordering Room Service* ([https://www.youtube.com/watch?v=ybT8ycbe\\_nw](https://www.youtube.com/watch?v=ybT8ycbe_nw)). Before watching the video:**

**a) Pair up with your friend and discuss what you already know about room service;**

**b) Explain in your own words what the following expressions mean:**

- guest services
- to be of assistance
- to order room service
- medium rare
- mashed potato
- mushroom sauce
- to be delivered
- shortly

**11. Watch the video and number the questions in the order you hear them.**

- ☐ Would you like mashed potatoes and vegetables or salad and fries?
- ☐ What would you like to order Mr. Smith?
- ☐ How would you like your steak cooked?
- ☐ Which sauce would you prefer?
- ☐ How can I be of assistance?
- ☐ What is your room number and name, please?
- ☐ Is there anything else you'd like Mr. Smith?

**12. Watch the video again and fill in the missing words or word combinations:**

- Hi!
- Hello, \_\_\_\_\_ this is Sara. How can I be of assistance?
- I would like \_\_\_\_\_ room service.
- Certainly, sir. What is your room number and name, please?
- It's room 218 and the name is Smith.
- Thank you. What \_\_\_\_\_ to order Mr. Smith?
- I'd like the rump steak.
- How would you like your steak \_\_\_\_\_?
- \_\_\_\_\_, please.
- Would you like mashed potatoes and vegetables or \_\_\_\_\_?
- Salad and fries, thank you.
- Which sauce would you \_\_\_\_\_? We have pepper, mushroom, or red wine.
- I'll have mushroom sauce.
- Ok, is there \_\_\_\_\_ you'd like Mr. Smith?
- I'd also like the \_\_\_\_\_ and a coke.
- Certainly, sir, that would \_\_\_\_\_ to your room shortly. \_\_\_\_\_.
- Thank you very much.

**13. Pair up and make up a dialogue with your partner using the information from the video and the article above. Look at the room service menu and order breakfast.**

***Talking to room service***



Student A: You are a guest and you want to order breakfast



Student B: You are a room service manager

## Menu



### Drinks

Coffee | Hot chocolate | Tea | Juice | Mineral water



### Breakfast

Chicken sandwich | Cheese sandwich | Omelette | Toast |  
Bacon & eggs | Fresh fruit salad



### Desserts

Chocolate cake | Apple strudel | Ice cream

**14. Role-play.** *Imagine that you are the customer of a new hotel and you want to dine in the restaurant after business meeting. The other student is a waiter at this restaurant. Discuss with your partner using phrases from the useful language boxes.*

### ***Useful Language (Customer)***

#### **Booking**

- I booked a table for two ...
- It's under the name of ...
- A table for two, please.

#### **Asking about the menu**

- What's ... exactly?
- Is this served with ... (salad)?
- Does this have any ... (seafood) in it?
- What do you recommend?

#### **Ordering**

- I'll have...
- I'd like...
- Can I have ...
- We'd like to order ...

#### **Dealing with problems**

- Excuse me, but I didn't order this.
- I'm sorry, but this is cold.
- Can I change my order, please?

#### **Getting the bill**

- Can we have the bill, please?
- Could we get the bill?
- Could we pay please?

## *Useful Language (Waiter)*

### **Booking**

- Of course. Please come this way.
- Your table isn't quite ready yet.
- Would you like to wait in the bar?
- We're fully booked now. Could you come back a bit later?

### **Ordering**

- Are you ready to order?
- Can I take your order?
- Anything to drink?
- Would you like ... (chips) with that?

### **If there are problems with order**

- I don't think we have any more ... (lobster) left. I'll check with the kitchen.
- I'm sorry, but the king prawn soup is finished.

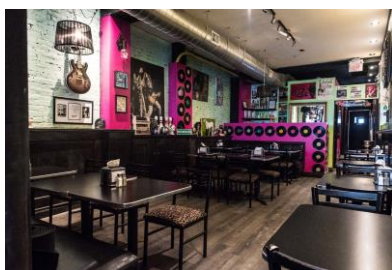
### **Dealing with problems**

- I'm so sorry about that...
- Let me take it back for you. (take it back = return it to the kitchen)
- Let me change it for you.

## UNIT 7. THE DEVELOPMENT OF THE RESTAURANTS

### *Warming-up*

***1. Look at the pictures of restaurants at different historical periods and tell what epoch it is referred to and what kinds of restaurants they were.***



### Pre-reading

**2. You are going to read the article about the history of the restaurant industry. Read the statements from the article and try to predict the missing information.**

1. The term “restaurant” was first mentioned in the 18<sup>th</sup> century in .....
2. In the times of Classical Antiquity food and drink was served to .....
3. The tavern and inn appeared in .....
4. The capital of modern restaurant was .....
5. One of the first luxury restaurants was .....
6. The first restaurant was opened in Switzerland in .....
7. In the 20<sup>th</sup> century eating in a restaurant became .....

### The Origins of the Restaurants

The term “restaurant” first appeared in the 18<sup>th</sup> century in France. It referred to a reinvigorating meat broth which people ate to refortify the body. It was not until the French Revolution and subsequent industrialisation that culinary establishments such as we know them today began to appear and develop. However, the modern restaurant is not an entirely new creation. The activity of eating outside the home has existed for thousands of years.

During Classical Antiquity, *thermopolia* served food and drink to customers of all social classes. Archaeological digs uncovered more than 150 such places in the city of Pompeii, highlighting the importance of this type of establishment. The rather basic *thermopolium* served food in bowls carved into an L-shaped counter.

The Middle Ages and Renaissance period saw the emergence of the tavern and inn in Europe, precursors to the modern restaurant. Often located on the side of a road, they



offered food and shelter to travellers. The meal cooked was at the discretion of the chef and travellers had to settle for the single dish of the day. Meanwhile, under the Song dynasty (960-1279) in China, the Empire's capital city was filled with establishments serving their customers a range of à la carte dishes.

In the 17<sup>th</sup> century, going out specifically to eat a full meal was not yet commonplace. From the latter half of the 18<sup>th</sup> century, Paris became the capital of the modern restaurant. According to legend, in 1765 a man by the name of Monsieur Boulanger was the first to open an establishment offering a choice of restorative broths and even used the term 'restaurant' on the sign over his door: "Boulanger provides divine sustenance." Then, in 1782, Antoine Beauvilliers opened his eponymous restaurant, which made his reputation. The famous French gastronome Brillat-Savarin praised him highly. It was one of the first luxury restaurants aimed at a wealthy clientele. With the outbreak of the French Revolution, chefs working for the aristocracy found themselves out of work. Those who escaped the guillotine opened their own restaurants to satisfy the refined tastes of their new clientele, the rising bourgeoisie.

In Switzerland, the first restaurants appeared only in 1880. In the 20<sup>th</sup> century, lifestyles changed and eating in restaurants at lunchtime became commonplace for many workers. Restaurants started to specialise and target their clientele. Eating in a restaurant in the evening began to be associated with a leisure activity combining discovery, pleasure and conviviality, an outing with family or friends away from the household dining room.

*While-reading*

***3. Read the article and make a plan of it giving titles to paragraphs.***

**4. Give the definition of:**

- meat broth
- tavern and inn
- at the discretion of the chef
- à la carte dishes
- eponymous restaurant
- gastronome
- clientele
- commonplace
- an outing

**5. Reproduce the main events in the development of the restaurant industry using the words given and your plan from Ex.3.**

*Post-reading*

**6. Paraphrase the underlined words and word combinations in the sentences using words and expressions from the article.**

1. Being very old, the restaurant has been thoroughly restored on modern principals.
2. Our small city is famous for its places to eat out.
3. The first taverns and inns were the forerunners of modern restaurants.
4. It is under the consideration of a new chef.
5. In the 18<sup>th</sup> century eating out was not a usual thing.
6. A new family run restaurant offered delicious dishes which you could choose from the menu.
7. A small French restaurant was greatly praised because the chef tried to please the clientele.
8. It was an unforgettable expedition to a famous Chinese restaurant.

**7. Fill in prepositions:**

1. He referred ..... the fact that the building hadn't been renovated for many years.
2. The habit ..... eating out has appeared a long time ago.
3. The appearance of the inn in Europe was the precursor ..... the modern restaurant.
4. A new menu was .... the discretion of the chef.
5. There was a name written .... the sign above the door.
6. The restaurant was filled ..... rich clients ordering delicious meal and leaving big tips.
7. A luxurious establishment was aimed ..... famous clientele.
8. When the restaurant closed he found himself .... work.

**8. Complete the text about the development of British government-funded restaurant during World War II using the words from the box:**

'cash and carry service'	self-supporting	nutritious	mobile
canteens	self-serve	gradual ending	restaurants

On Lord Woolton's instruction, the Ministry of Food formalized the establishment of 'communal feeding centres' in 1940. Also known as 'community kitchens', 'community meal centres', 'civic or municipal' restaurants, they had already been established by local authorities and volunteer groups across the country, some of whom had the experience of similar initiatives in the First World War.

The majority of British restaurants had a ..... cafeteria set-up, with customers queuing at a counter, rather than a waitress service. This was partly prompted by the realisation that vitamin C was perishable when food kept for long time in hot containers or plates, leading to reductions in cooking times and practice of serving meals from pot to plate.

Most British restaurants had a ..... where customers could buy food and take it away in their own receptacles to consume it at home, rather than in a communal dining room. This was a boon to the poorest who could stretch out the portions. Food coupons were not required. Customers paid in cash for a ticket, then queued up and exchanged that for a dish. British restaurants and other organisations also ran ..... that could be sent out to bombsites. In rural areas, a 'pie scheme' was offered coordinated by the Women's Voluntary Services (WVS).

Local councils were expected to supply the venues for British restaurants and the people to run them. About a third of British restaurants were supplied with meals from central kitchens run by the Ministry of Food or local authorities; the rest had their own kitchens. The Government supplied the equipment and fittings. Kitchens proved a particular challenge as space was often cramped and the ensuing layout of equipment was inconvenient and overcrowded. British restaurants were expected to be fully ..... and cover repayment of capital expenses over eight and a half years and any profit was taken by the Ministry.

About a third of British ..... were staffed by volunteers from the Women's Volunteer Service but it was thought desirable to pay the minimum wage so that they did not undercut private restaurants. Many of these were middle and upper-middle-class women unused to doing their own cooking.

Despite being very popular with the public, British restaurants were officially disbanded in 1947 when there were still 1,850 of them. The Government withdrawal of financial responsibility for communal feeding led to the ..... of the scheme. Some converted to civic restaurants run by local councils and continued to operate until the mid-1950s. In short, the UK's wartime British restaurants provided affordable and ..... food in pleasant and

sociable spaces. They permanently accustomed many workers to take their midday meal near their place of work rather than returning home and brought eating out to the masses.

**9. Answer the questions:**

1. What prompted the appearance of communal feeding centres in 1940?
2. What is ‘cash and carry service’?
3. How were the restaurants supplied with meals?
4. Why were kitchens a challenge?
5. What was the staff in British restaurants?
6. Why were the restaurants officially disbanded?

**10. You are going to watch a video The History of “Restaurant” explaining the meaning of the word “restaurant and how restaurants appeared** (<https://www.youtube.com/watch?v=YRNkiZ2c7fo>). **Before watching the video:**

**a) Pair up with your friend and discuss what you already know about the evolution of the restaurant industry;**

**b) Explain in your own words what the following expressions mean:**

- restaurant origin
- restaurant culture
- tea house
- ethnic restaurant
- tavern
- refine tastes
- to blossom
- to renew

**11. Watch the video and number the statements in the order you hear them.**

- ☐ One of the earliest examples of restaurant culture was found in China around 1100 AD.
- ☐ Nowadays, people tend to have meals in restaurants due to their busy life.
- ☐ The first restaurant in France was opened by a Parisian named Boulanger.
- ☐ Ethnic restaurant was the first restaurant in China.
- ☐ Chefs opened their own restaurants with the outbreak of the French Revolution.
- ☐ Boulanger advertised his special dish “Sheep feet in a white sauce”.

**12. Watch the video again and fill in the missing words or word combinations:**

1. Two different histories were found in the \_\_\_\_\_ of restaurant origin.
2. One of the earliest examples of the \_\_\_\_\_ come from China.
3. In the first half of the Song Dynasty there was the growth of \_\_\_\_\_ and \_\_\_\_\_.
4. Ethnic restaurants blossomed into \_\_\_\_\_ catering to \_\_\_\_\_ as well as people from other regions of China.
5. The first proper \_\_\_\_\_ restaurant is considered to have been “La Grande Taverne de Londres” founded in Paris in 1782.
6. The restaurant offered wealthy \_\_\_\_\_ the menu listing all dishes.

*13. Imagine that you are at the seminar dedicated to the history of restaurant development. Using the information from the video, the texts above and additional sources you have access to present a talk on the topic and be ready to answer the questions of your groupmates.*

*14. Write an opinion essay on the topic: “The future of the restaurant industry, prospects and ways of development”.*

## **UNIT 8. MARKETING AND PROMOTION IN HOSPITALITY**

### *Warming-up*

- 1. What do you associate “Hospitality Marketing” with? Brainstorm as many ideas as you can and explain them.*

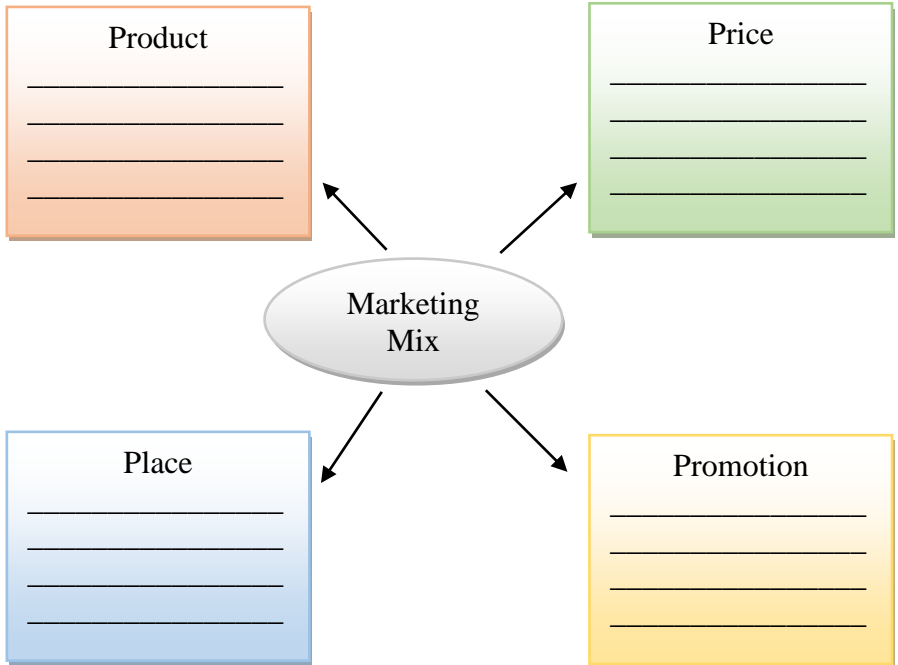


*Pre-reading*

2. ***Watch the video The 4Ps of the Marketing Mix Simplified***

(<https://www.youtube.com/watch?v=Mco8vBAwOmA>)

***and complete the mind map.***



3. ***a) Read the title of the article and try to predict what it will be about.***

***b) Read the article and find out what other Ps are significant for effective hospitality marketing.***



## Hospitality Marketing Ideas and How to Retain an Excellent Reputation

No matter the industry, an effective marketing strategy is **essential**. The world of marketing is constantly changing. It's no wonder that top executives are always searching for new hospitality marketing ideas **to delight** and **engage** their customers. Marketers in hospitality need to know why customers choose a specific service. That's why goods and services must **be targeted at** the right customer.

The promotional plans are how to build trust around the brand, attract new customers to the company, and retain the existing ones. However, setting the foundations for brand awareness and loyalty in the hospitality sector means tackling a few complex challenges.

We are going to focus on the basics of the hospitality marketing mix and show you what it takes to get ahead in a competitive, **customer-focused** sector.

The concept of hospitality marketing is nothing new. Restaurants, hotels, and event marketing companies have used advertising methods for years to build their reputations and **create strong relationships** with their customers.

Let's explore the 7 Ps of the "service" marketing mix to guide the strategy.

### 1. Product

The first thing to consider in the hospitality marketing mix is "product." What are you selling to your customers? Are you offering exceptional moments in an exotic location, delicious meals, or something else? Consumers need to know that you're going to deliver something unique and more **preferable** than your competitors. The key to an effective product is making sure that you have the right product for the demands of your market. To start with, assess the way that you evaluate your brand offerings. In other words, start looking at your products or services from an outsider's perspective,

determining whether your brand is offering the right solutions at the right time.

## **2. Price**

The second P is “price”. The “price” part of your hospitality marketing principles and practice refers to how you sell your goods and services. It’s significant to regularly assess the cost of your services and products to make sure that you’re in line with the realities of your marketplace. It is also important to be flexible regarding pricing. All companies need to be able to revise their prices, when necessary, to stay competitive in a **saturated** marketplace.

## **3. Place**

When it comes to mastering the concept of hospitality marketing, location is important. It’s not enough to just have fantastic entertainment, mouth-watering dishes, or incredible hotel rooms, you also need to have the right destination. Location is just one of the ways that can **distinguish** you from competitors. So, it is significant to choose a place that defines you.

## **4. Promotion**

One of the most important elements in hospitality marketing is promotion. Successful marketing strategies include all the promotional activities and different types of communication. It’s crucial to start coming up with your advertising ideas. For instance, you might use hospitality marketing articles and content to make customers aware of your brand. You can use social media competitions and influencer marketing to build your online presence. Online advertising has become a **valuable** tool. Most businesses have their website and it is very important to keep the website up to date as **outdated** information could hurt the business. The key is to find out which promotional practices will speak best to your target audience.

## **5. People**

Think of a time you had a truly **incredible** experience with a hotel or restaurant. You are much more likely to speak enthusiastically about the company to your friends afterward. If you want to make the most of your hospitality marketing mix, then the “people” are probably the most important thing you can **take into consideration**. The ability to recruit and connect with the right people in hospitality is fundamental for running a successful business. If you create an unforgettable experience for your customers from start to finish, you’ll get the benefits.

## **6. Positioning**

You need to make sure that your hospitality marketing ideas are suited to your brand’s “positioning”. Your positioning is a big part of how you stand out in your industry. It’s important to realize what makes your brand special and what your target market and competitive environment are. Ideally, an understanding of your brand position should be something that your company achieves when it is preparing **to gain recognition** in the marketplace.

## **7. Physical evidence**

Finally, physical evidence is all about delivering absolute customer satisfaction. It sounds like a complicated part of the hospitality marketing mix. However, the truth is that it’s just about giving depth to the kind of company you claim to be. For example, Airbnb wants to provide its customers with unique experiences. Their website backs up their brand identity with plenty of **fantastic** photos of the experiences you can enjoy, combined with a simple booking system.

Remember, as your brand continues to develop, your hospitality marketing ideas should progress with it. You’ll need to keep your fingers on the pulse of how your guests feel about your hotel or restaurant through things like reputation management and social media listening. Much of achieving

success in hospitality marketing comes down to sustaining a healthy brand image.

*While-reading*

**4. Read the article and find English equivalents to the following Ukrainian phrases. Use them in the sentences of your own.**

Задовольнити; залучати клієнтів; бути націленим на; впізнаваність бренду; клієнтоорієнтований сектор; встановлювати міцні зв'язки; відповідати вимогам ринку; пропонувати правильні рішення; насичений ринок; оволодіння чимось; відрізнати від; рекламні заходи; актуальний; застарілий; цільова аудиторія; брати до уваги; отримати переваги; досягати; отримати визнання; складний; унікальний досвід; тримати руку на пульсі.

**5. Find in the article highlighted words and expressions similar in meaning to the ones given below:**

1. customer-oriented
2. take into account
3. to achieve success
4. tremendous
5. to be aimed at
6. to establish strong ties
7. to differentiate
8. crucial
9. desirable
10. overloaded
11. to satisfy
12. amazing
13. old-fashioned
14. to attract
15. helpful

## *Post-reading*

### **6. Answer the questions:**

1. Why is an effective marketing strategy important?
2. What are the promotional plans?
3. What are the main Ps of the “service” marketing mix?
4. What is the key to an effective product?
5. Why is it essential to be flexible regarding pricing?
6. Location is just one of the ways that can distinguish you from competitors, isn't it?
7. What do successful marketing strategies include?
8. Why has online advertising become a valuable tool?
9. What is fundamental for running a successful business?
10. What will you get if you create an unforgettable experience for your customers from start to finish?
11. What is important to gain recognition in the marketplace?
12. What is physical evidence?

### **7. a) Match the words on the left with their definitions on the right.**

1) target audience	a) to take advantage of sth.
2) to keep your fingers on the pulse	b) to suggest or think of an idea or plan
3) to keep up to date	c) potential clients
4) to speak enthusiastically about sth.	d) to be aware of the latest things that are happening in
5) to get the benefits	e) the extent to which consumers are familiar with the qualities or image of a particular brand of goods or services
6) promotional activity	f) to provide support for someone or something

7) to stand out	g) to be different
8) to back up	h) any effort made by a business to communicate with potential customers
9) to come up with an idea	i) to talk in a very excited way about sth. that you like or admire
10) brand awareness	j) to continue giving or adding the most relevant information

**7. b) Practise the pronunciation of the words:**

- **target audience** ['tɑ:ɡɪt 'ɔ:diəns]
- to speak **enthusiastically** about sth. [ɪn 'θju:zi 'æstɪkli]
- to get the **benefits** ['benɪfɪts]
- **promotional** activity [prə'məʊʃənl]
- brand **awareness** [ə'weə(r)nəs]

**8. Complete the gaps with the missing words. Use the word(s) from Ex. 7.**

1. The customers \_\_\_\_\_ about a new hotel in the picturesque place.
2. It is important to determine the right \_\_\_\_\_ to achieve your goals.
3. His business was so successful that it \_\_\_\_\_ from others.
4. You can \_\_\_\_\_ from booking that hotel in advance.
5. Situation changes daily, so you need to \_\_\_\_\_.
6. The advertising campaign is designed to increase \_\_\_\_\_.

7. If I ask for more money, will you \_\_\_\_\_ me \_\_\_\_\_?

8. It should be noted that any \_\_\_\_\_ of our company aim at customers.

9. Everyone was asked to \_\_\_\_\_ at least one \_\_\_\_\_ before the end of the meeting.

10. I'd appreciate it if you'd \_\_\_\_\_ me \_\_\_\_\_ on your business plans.

***9. Make sentences using vocabulary items from Ex. 7 to describe your own situations.***

***10. You are going to watch a video The Marketing Mix - Marketing Promotion***

***(<https://www.youtube.com/watch?v=ZBKWqdAS7nA>).***

***Before watching the video:***

***a) Pair up with your friend and discuss what you already know about marketing mix;***

***b) Explain in your own words what the following expressions mean:***

- to compare hotel prices
- to browse photos
- marketing team
- marketing campaign
- marketing approach
- advertising
- promotion
- brand loyalty
- brand preference
- brand insistence

**11. Watch the video and fill in the missing words or word combinations about Trivago:**

Trivago is a \_\_\_\_\_ that allows visitors to search and compare \_\_\_\_\_, read customers reviews, and \_\_\_\_\_ photos. The world's largest hotel \_\_\_\_\_ and it helps customers compare prices available on 250 \_\_\_\_\_ sites. Chances are they can \_\_\_\_\_ comparing multiple listings. The idea behind this product is original and complicated. That's why the firm's \_\_\_\_\_ has run integrated marketing campaigns delivering the same message to customers. Our site allows you to save money when you book a hotel room.

**12. Watch the video again and write down the information about the following categories:**

- TV Ads
- Street Ads
- Integrated marketing approach
- Promotion
- Brand awareness
- Brand preference
- Brand insistence

**13. Imagine that you are the owner of a new hotel and you want to promote your business on the Trivago website. Discuss the best ideas for promotion with your partner. Give your grounds.**



**14. Comment upon the following quotations:**

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1. *“If people believe they share values with a company, they will stay loyal to the brand.”*

– Howard Schultz

2. *“When uploading a photo of your hotel online, you are the eyes (and the wallet) of your future guests, so don’t take it lightly.”*

Simone Puerto

3. *“Remember, a person who wins success in hospitality may have been counted out many times before. He wins because he refuses to give up.”*

– Kemmons Wilson, founder of the Holiday Inn

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**15. Project work. Think of a hotel or a restaurant of your dream. Use the best hospitality marketing ideas to get an excellent reputation and prepare an advertising campaign for your business. Make a PPT presentation.**

## REVISION TEST

1. A new hotel \_\_\_\_\_ the accommodation of foreign guests.
  - a. caters
  - b. is solely concerned with
  - c. cares
  - d. involves
  
2. Our guesthouse has fine \_\_\_\_\_ including a bar, a small swimming pool and a tennis court.
  - a. facilities
  - b. possibilities
  - c. amenities
  - d. means
  
3. The company began to lose its clients and \_\_\_\_\_ a bigger corporation.
  - a. was affiliated with
  - b. joined
  - c. was attached to
  - d. was connected with
  
4. Our new manager \_\_\_\_\_ with the idea of renting a small hotel to spend the weekend.
  - a. offered
  - b. came up
  - c. suggested
  - d. thought

5. The head of the company had to \_\_\_\_\_ a permit to sell wine.

- a. garner
- b. buy
- c. pick up
- d. gather

6. At last we found a hotel where a family-size room was \_\_\_\_\_.

- a. obtainable
- b. accessible
- c. available
- d. at hand

7. The hotelier \_\_\_\_\_ with a very profitable idea about the hall's decoration.

- a. thought
- b. came up
- c. brought
- d. got

8. Luxury hotels \_\_\_\_\_ at the end of the 19<sup>th</sup> century.

- a. showed
- b. emerged
- c. came into existence
- d. were built

9. But there are also \_\_\_\_\_ jobs that include positions in sales, marketing, and accounting.

- a. behind-the-scenes
- b. hidden
- c. secret
- d. concealed

10. A receptionist \_\_\_\_\_ directly with a customer.
- a. talks
  - b. interacts
  - c. interchange
  - d. link
11. There are some other jobs \_\_\_\_\_ to the management and administration of a hospitality facility.
- a. connected
  - b. associated
  - c. related
  - d. affiliated
12. Hotel staff learns their clients' needs and demands and \_\_\_\_\_ to meet them.
- a. strive
  - b. endeavour
  - c. attempt
  - d. essay
13. Some small hotels \_\_\_\_\_ only free of charge basic services.
- a. give
  - b. provide
  - c. include
  - d. suggest
14. This job is ideal for people in the hospitality industry who want to \_\_\_\_\_ with customers face-to-face.
- a. talk
  - b. engage
  - c. capture
  - d. catch

15. The restaurant has been \_\_\_\_\_ according to modern design.

- a. reinvigorated
- b. painted
- c. recreated
- d. developed

16. The meal cooked was at the \_\_\_\_\_ of the chef.

- a. disposal
- b. discretion
- c. distribution
- d. donation

17. He referred \_\_\_\_\_ the fact that the building hadn't been renovated for many years.

- a. to
- b. in
- c. at
- d. of

18. A luxurious establishment was aimed \_\_\_\_\_ famous clientele.

- a. to
- b. in
- c. at
- d. of

19. British restaurants were officially \_\_\_\_\_ in 1947.

- a. disbanded
- b. dissolved
- c. scattered
- d. separated

20. Most British restaurants had a \_\_\_\_\_ service where customers could buy food and take it away in their own receptacles to consume it at home.
- a. carry off
  - b. carry away
  - c. take out
  - d. take away
21. This hotel do everything in its power to \_\_\_\_\_ common problems from happening.
- a. involve
  - b. prevent
  - c. predict
  - d. solve
22. We must \_\_\_\_\_ this issue as soon as possible and not avoid a difficult solution.
- a. tackle
  - b. decide
  - c. handle
  - d. make
23. The lack of parking spaces is a common \_\_\_\_\_ among the hotel guests.
- a. control
  - b. service
  - c. suggestion
  - d. complaint
24. What is the best way to \_\_\_\_\_ the situation?
- a. cope
  - b. deal
  - c. handle
  - d. come up

25. Prices may vary so it's worth shopping \_\_\_\_\_ before booking the hotel.

- a. for
- b. around
- c. across
- d. after

26. We need to hire people who can control their \_\_\_\_\_ .

- a. mood
- b. temperature
- c. head
- d. temper

27. She wants to look \_\_\_\_\_ a movie star.

- a. as
- b. like
- c. with
- d. among

28. Here are some tips how to \_\_\_\_\_ your room service.

- a. boost
- b. heighten
- c. lift
- d. encourage

29. Although this is nowadays a common \_\_\_\_\_ , it was relatively new idea at that time.

- a. issue
- b. idea
- c. tactic
- d. problem

30. The budget hotel chain tries to up its \_\_\_\_\_ with a stylish redesign.

- a. play
- b. interior
- c. reputation
- d. game

31. What about buying \_\_\_\_\_ food on the way home?

- a. delivering
- b. takeout
- c. room service
- d. overcooked

32. The boost to its shares may mean investors to have \_\_\_\_\_ expectations for the future deal.

- a. heightened
- b. possible
- c. high
- d. boost

33. The problem is that attitudes \_\_\_\_\_ this issue are absolutely different.

- a. towards
- b. against
- c. around
- d. for

34. If such measures were \_\_\_\_\_ , the problem could be overcome.

- a. offered
- b. done
- c. implemented
- d. thought



35. I had an \_\_\_\_\_ cup of coffee in the hotel cafeteria.

- a. hot
- b. overpriced
- c. strong
- d. fresh

36. They \_\_\_\_\_ their best to improve the service.

- a. have
- b. get
- c. make
- d. do

37. Nowadays bad news \_\_\_\_\_ faster than light.

- a. rides
- b. travels
- c. goes
- d. gets

38. Visiting that luxurious hotel might be an \_\_\_\_\_ experience.

- a. unforgettable
- b. memorable
- c. great
- d. breathtaking

39. You should take \_\_\_\_\_ consideration other people's opinion.

- a. on
- b. after
- c. into
- d. for

40. Our \_\_\_\_\_ innovations inspire our business partners.

- a. customer-focused
- b. customer-targeted
- c. customer-aimed
- d. customer-based

41. People often engage in a profession to gain \_\_\_\_\_.

- a. connection
- b. knowledge
- c. recognition
- d. interest

42. The employees have been asked to come \_\_\_\_\_ with some new ideas.

- a. at
- b. on
- c. in
- d. up

43. The high quality of their service makes them stand \_\_\_\_\_ from the crowd.

- a. into
- b. out
- c. for
- d. with

44. Please keep me up \_\_\_\_\_date regarding the progress of the advertising campaign.

- a. towards
- b. of
- c. out
- d. to

45. It's important to \_\_\_\_\_ your finger on the pulse and be always aware of how your guests feel about your hotel.

- a. gain
- b. get
- c. keep
- d. hold

46. Living in a small hotel has its \_\_\_\_\_ in facilities and amenities.

- a. drawbacks
- b. faults
- c. peculiarities
- d. flaws

47. The couple was going to spend their honeymoon on a famous \_\_\_\_\_ .

- a. campsite
- b. resort
- c. seaside
- d. tourist trap

48. Whether you're travelling \_\_\_\_\_ business or leisure, the choice of the hotel is important.

- a. at
- b. in
- c. for
- d. by

49. The Persians along the caravan route developed \_\_\_\_\_ and post houses.

- a. hotels
- b. inns
- c. guest houses
- d. monasteries

50. The industrial revolution, which began in the 1970s, \_\_\_\_\_ the construction of hotels in Europe, England and America.

- a. facilitated
- b. got
- c. emerged
- d. prompted

Total score \_\_\_\_\_ out of 100

## QUESTIONS FOR DISCUSSION

1. What do you know about different types of hotels? How can you classify them?
2. What are the latest trends in the hospitality industry?
3. What services are tourists supposed to have in the hotels?
4. What type of hotel would you like to work in? Why?
5. What is the historical background of the hospitality industry?
6. What careers are available in the hospitality industry?
7. Do you have any plans for your career in hospitality in the future? What are they?
8. How can you succeed in hospitality? What skills and qualifications do you need?
9. What facilities do modern hotels contain?
10. What major challenges does the hospitality industry face?
11. What are the most common guests' complaints? What should the hotels do to tackle the issues?
12. Where can customers eat at a hotel?
13. How can digital solutions help the hotel best achieve the changes to boost room service?
14. What are the most effective ways to optimize the room service menu?
15. What do you know about the development of the restaurant industry?
16. Would you like to make a career in the restaurant industry? Why? /Why not?
17. What are the most effective marketing ideas for retaining an excellent reputation in hospitality?
18. What are the best ways to promote a hotel or a restaurant?

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*Навчальне видання*

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**КУХАРЬОНОК** Світлана Степанівна

## ***HOTEL AND RESTAURANT BUSINESS***

Навчальний посібник з англійської мови  
для студентів спеціальності 241 «Готельно-  
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