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HOTEL MANAGEMENT

ENGLISH TEXTBOOK

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Даний підручник «Готельний менеджмент» є найповніший спеціалізований навчальний підручник з професійної підготовки фахівців з англійської мови у сфері готельного бізнесу. Він побудований на основі найсучасніших даних за основними напрямками розвитку готельної галузі. У цьому цінність і своєчасність цього навчального підручника, який допоможе з одного боку – удосконалити свої знання англійської мови, а з іншого боку – поліпшити знання в професійній сфері. Структура даного підручника така – п'ять розділів: індустрія гостинності, готельна галузь, типи готелів, різноманітність готелів, готельні служби. У підручнику велика кількість автентичних текстів англійською мовою, розроблені вправи, діалоги, схеми, кольорові вкладиші. Цей підручник дозволяє швидко і легко засвоїти професійну лексику і підвищити свій рівень знання англійської мови.

This textbook "Hotel Management" is the most complete specialized textbook for training specialists in English in the hospitality industry. It is based on the latest data on the main directions of development of the hotel industry. The value and timeliness of this tutorial will help on the one hand – to improve their English language skills, and on the other hand – their knowledge in the professional field.

The structure of this tutorial consists of five chapters: hospitality industry, hotel industry, types of hotels, a variety of hotels and hotel service.

In the book there is a large number of authentic texts in English, designed exercises, dialogues, charts, coloured inserts. This tutorial allows you to learn the professional vocabulary and improve their English language skills quickly and easily.

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## ПЕРЕДМОВА

Згідно з програмою навчальної дисципліни «Англійська мова професійного спрямування» головна мета курсу – опанувати і глибоко засвоїти практичні навички англійської мови. А для цього необхідно знайти найефективніші засоби оволодіння нею. Навчальний лексико-граматичний підручник «Hotel Management» з навчальної дисципліни «Англійська мова професійного спрямування» створений для досягнення цієї мети та охоплює основні розділи курсу.

Підручник «Готельний менеджмент» є найповнішим спеціалізованим навчальним підручником з професійної підготовки фахівців з англійської мови у сфері готельного бізнесу. Він побудований на основі найсучасніших даних про основні напрямки розвитку готельної галузі. У цьому цінність і своєчасність навчального підручника, який допоможе з одного боку – удосконалити свої знання англійської мови, а з іншого боку – поліпшити знання у професійній сфері.

Підручник складається з п'яти розділів: індустрія гостинності, готельна галузь, типи готелів, різноманітність готелів, готельні служби. Підручник містить велику кількість автентичних текстів англійською мовою, розроблені вправи, діалоги, схеми, кольорові вкладиші. Цей підручник дозволяє швидко і легко засвоїти професійну лексику і підвищити свій рівень знання англійської мови.

Даний підручник містить понад 500 різноманітних лексико-граматичних вправ для перекладу з англійської мови. Вправи допоможуть перевірити засвоєний матеріал з лексики та граматики і підготують до іспиту, тесту чи співбесіди.

Лексико-граматичні завдання підготовлені на основі аналізу численних навчальних матеріалів з даної теми. Вони допомагають легше і швидше засвоїти матеріал, що охоплює різноманітні галузі знання у сфері готельного бізнесу.

Грамматичний матеріал охоплює всі основні явища англійської граматики, необхідні для активного володіння англійською мовою, і створює базу для подальшого розширення лексичного запасу й удосконалювання розмовних навичок. Завдання містять всі граматичні конструкції.

Вправи можна використовувати для самоконтролю. Подібні завдання дозволяють створити основу, яка, у свою чергу, допоможе майбутнім фахівцям більш впевнено орієнтуватися у професійній царині: працювати зі спеціальною літературою для підвищення свого професійного рівня

Даний лексико-граматичний підручник може використовуватися різним чином: як для повсякденної роботи зі студентами в аудиторії, так і для самостійної роботи студентів у позааудиторний час.





They are special places for particular types of *strangers* such as the poor, orphan(s), ill, alien, criminal, etc. Perhaps this progressive institutionalization can be aligned to the transition between Middle Ages and Renaissance.

Hospitality is known as the act of generously providing care and kindness to whoever is in need. Hospitality ethics is a discipline that studies this usage of hospitality. Cultures and subcultures vary in the extent to which one is expected to show hospitality to strangers, as opposed to personal friends or members of one's in-group.

The Pakhtun people of South-Central Asia, predominant in all provinces of Afghanistan have a strong code of hospitality. They are the people characterized by their use of an ancient set of ethics, the first principle of which is *milmastiya* or *hospitality*.

To the ancient Greeks, hospitality was a divine right. The host was expected to make sure the needs of his guests were seen to. The ancient Greek term *xenia*, or *theoxenia* when a god was involved, expressed this ritualized guest-friendship relation. In Greek society a person's ability to abide the laws to hospitality determined nobility and social standing.

Celtic societies valued the concept of hospitality, especially in terms of protection.

A host who granted a person's request for refuge was expected not only to provide food and shelter to guests, to make sure they did not come to harm while under their care.

In India hospitality is based on the principle *Atithi Devo Bhava*, meaning *the guest is God*. This principle is shown in a number of stories where a guest is literally a god who rewards the provider of hospitality. From this stems the Indian approach of graciousness towards guests at home, and in all social situations.

The hospitality industry is one of the fastest growing industry today with more and more people travelling for business as well as leisure. This booming growth has brought a new height of competition in which differentiation and providing an innovative customer experience are key elements building brand awareness and loyalty among customers.

The total guest experience is often more than a particular lodging or food service organization, for instance having a smooth high speed Wi-Fi access of internet across the hotel premise, video on demand /IPTV in guest room, IP telephony with guest communication environment, unified billing for all the services etc. NPS together with FCS offer a unique set of end-to-end solution specially designed for hospitality industry which can assure you a smooth and pleasing IT services for you and your customer.

The hospitality industry consists of companies within the food services, accommodations, recreation, and entertainment sectors. The hospitality industry mostly depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or even an amusement park consists of multiple groups such as facility maintenance, direct operations (servers, housekeepers, porters, kitchen workers, bartenders) management, marketing, human resources. In viewing various industries, *barriers to entry* by newcomers and competitive advantages between current players are very important.

Among other things, hospitality industry players find advantage in old classics (location), initial and ongoing investment support (reflected in the material upkeep of facilities and the luxuries located therein), and particular themes adopted by the marketing arm of the organization in question. Very important is also the characteristics of the personnel working in direct contact with the customers. The authenticity, professionalism, and actual concern for the happiness and well-being of the customers that is communicated by successful organizations is a clear competitive advantage.

### **Active vocabulary**

Hospitality, hospitality industry, (dis)advantages, location, luxuries, customers, clients, to locate, leisure time, disposable income, key elements, newcomers, to grow, hosts, to determine, relationship, multiple groups, services, accommodations.

**Exercise 1. Choose the keywords and phrases that best convey the gist of the information.**

**Exercise 2. Remember the topical vocabulary.**

**hospitium** (hospitia) – пристанище; студентський гуртожиток (при університеті, коледжі) *Syn. hall, hostel*

**hall** – адміністративна будівля

hall of justice – суд, будівлю суду

town hall – будівля муніципалітету

city hall – будівля мерії; (міські) влади; чиновники, бюрократи

You can't fight city hall. – З бюрократами не впоратися.

**hospitality** – гостинність, привітність

to extend (offer, show) hospitality – надавати гостинність

to abuse smb.'s hospitality – зловживати чий-л. гостинністю

warm hospitality – теплий, привітний прийом

hospitality cost – представницькі витрати (пов'язані з офіційним прийомом та обслуговуванням представників інших організацій) *Syn. hospitality expenditures, expenses of representation, entertainment expenses*

hospitality allowance (costs, expenditures) – суми на представницькі витрати

**hospitable** – гостинний, привітний; сприйнятливий, відкритий

They were hospitable to travellers. – Вони радо ставилися до мандрівників.

to be hospitable to new ideas – бути сприйнятливим до нових ідей

hospitable reception – привітний, сердечний прийом

hospitably – гостинно, привітно

They received him most hospitably. – Вони прийняли його найвищою мірою привітно.

**welcome** – гостинність, привітний прийом

cordial (heartly, warm) welcome – теплий, сердечний, привітний прийом

rousing welcome – захоплений, гарячий прийом

chilly (cool) welcome – холодний прийом

to give smb. a warm welcome – надати кому-л. теплий прийом

to extend a welcome to smb. – зустріти кого-л., надати кому-л. прийом

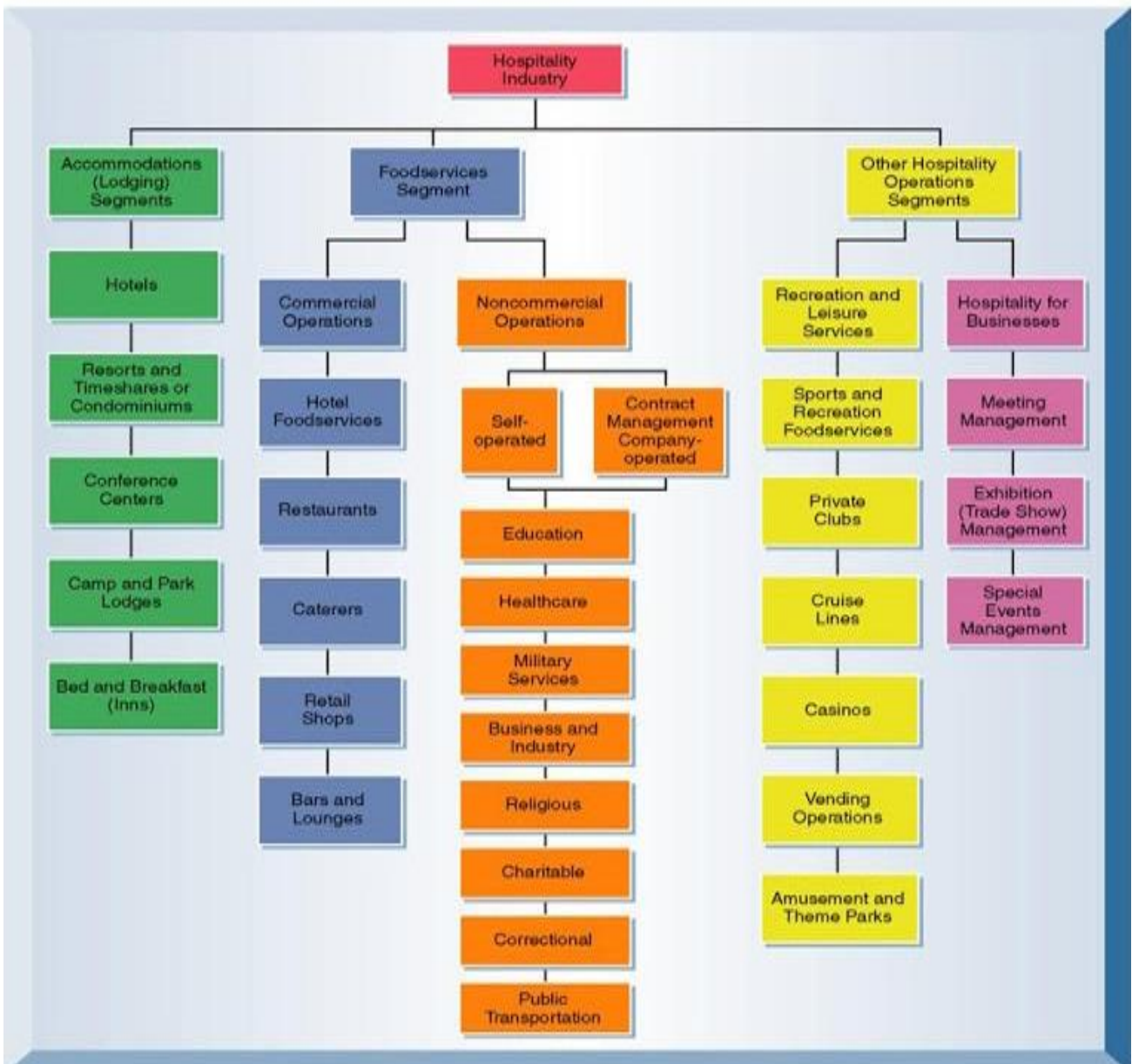
to overstay (wear out, outstay) smb.'s welcome – зловживати чий-л. гостинністю

to get (receive) a good welcome – отримати хороший прийом

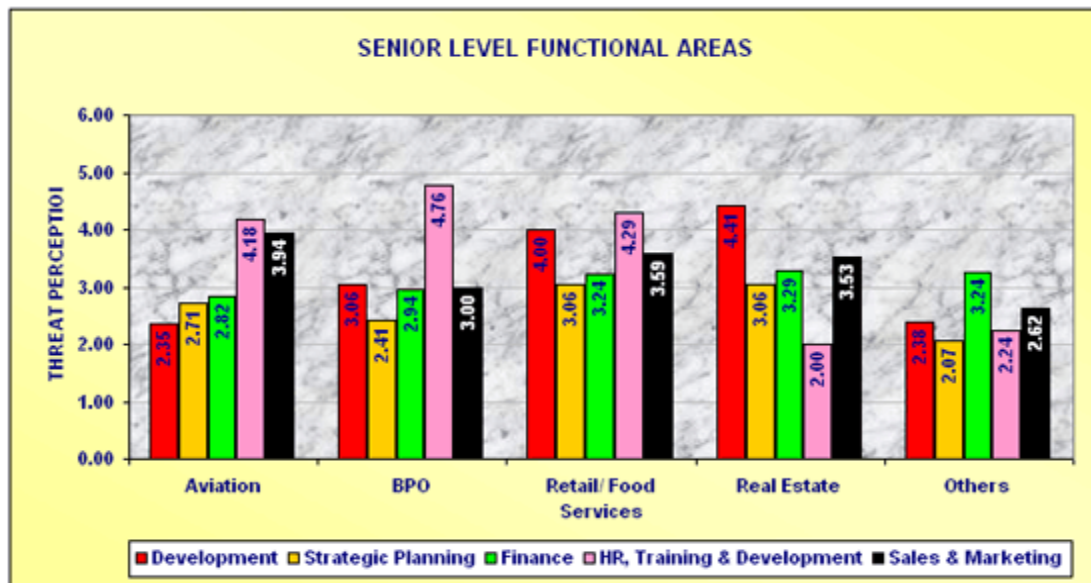
We gave them a rousing welcome. – Ми надали їм гарячий прийом. The immigrants received a cool welcome to their new country. – Нова країна холодно прийняла емігрантів. He returned to a hero's welcome. – Його зустрічали як героя.

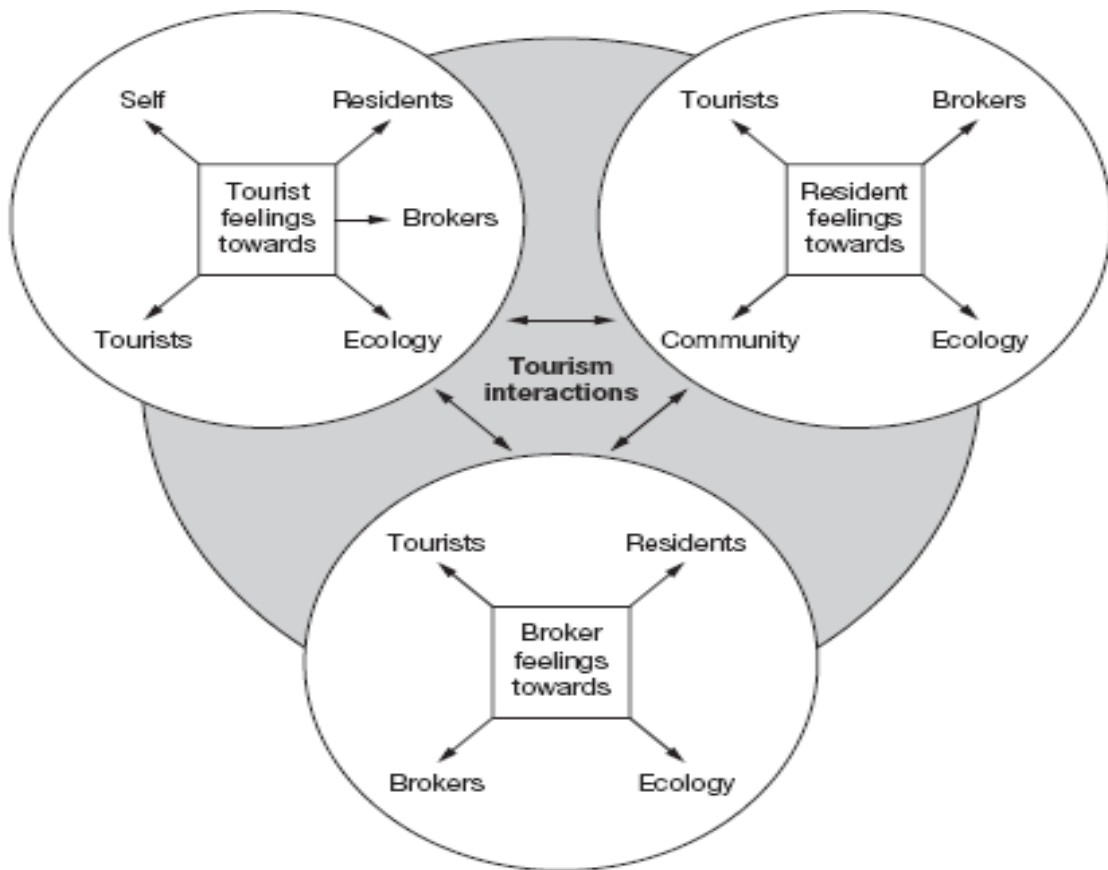
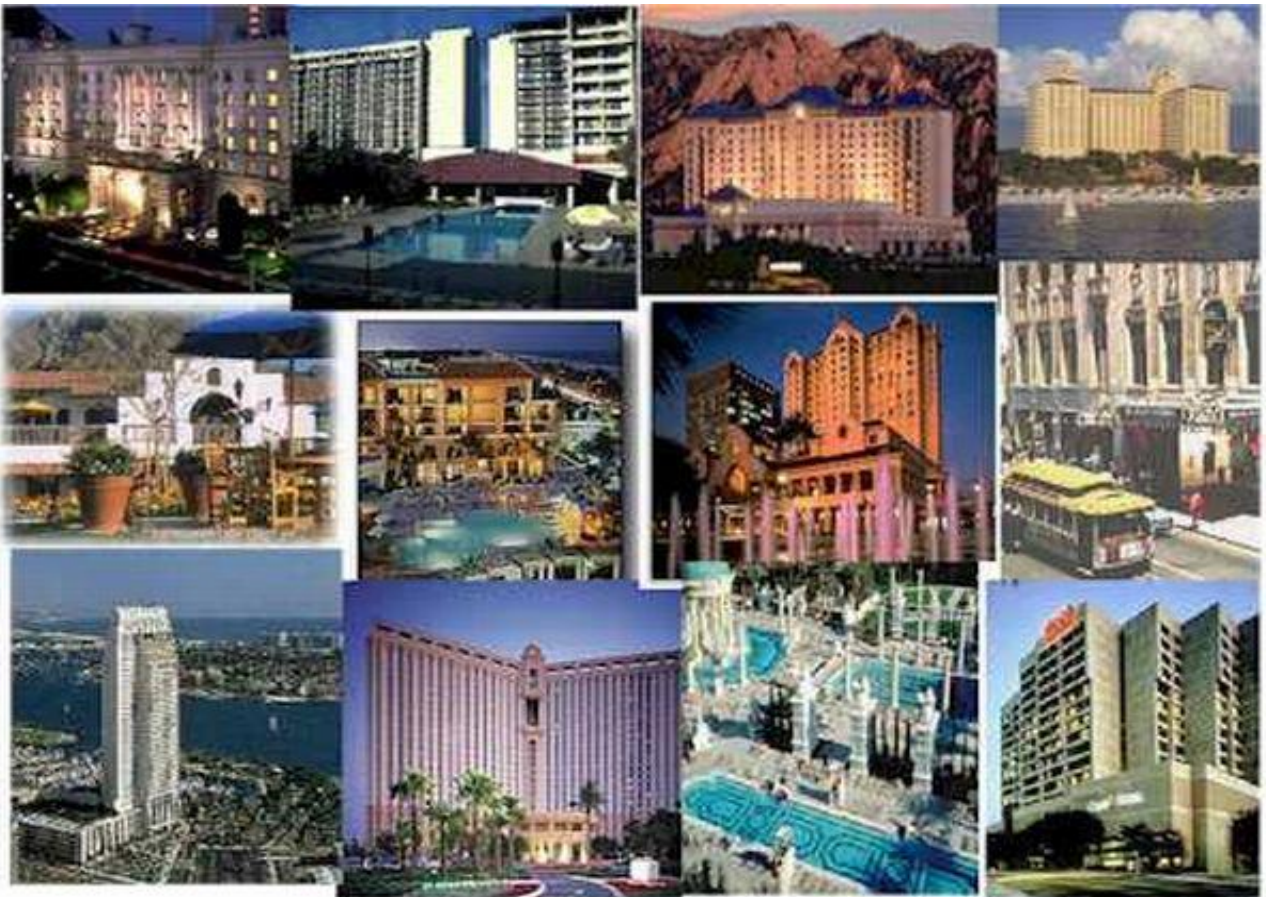
**Exercise 3. Translate the sentences.**

1. Two friendly, hospitable brothers run the hotel. 2. The Sonoran desert is one of the least hospitable places on earth. 3. The locals are hospitable and welcoming. 4. He was very hospitable to me when I came to New York. 5. Even in summer this place did not look exactly hospitable: in winter, conditions must have been exceedingly harsh.



Close Look at Hospitality Industry





**Exercise 4. Read the question and the answers on it and write a small essay on the topic with the help of the table below.**

Does anyone know what the **internal** and **external** factors that influence the hospitality industry are? I think internal is like the orders and teamwork and money and stuff, and external is economy, war, business, etc. – I'm not totally sure so if anyone actually knows enlighten me but that's how I'll be answering the question if it comes up.

Internal factors are ones which are under the industry/enterprise's control; e.g. staffing levels. External ones are factors which are out of their control; e.g. terrorism – negative impact on hospitality industry because less people were travelling.

Internal factors are those that are within the control of the enterprise, i.e pricing, staffing, marketing & choice of menu items. These are all controlled by the establishment.

External factors are beyond the control of the enterprise including industry regulations-legislations –liquor & gaming controls. Economic climate – when b people are on a budget they have to be cautious in relation to where they spend their money. On the other hand when the economic climate is good, people have more money to spend on luxury items such as restaurant meals or trips away from home. This affects the services and facilities that are offered in the hospitality and tourism industries.

In other words when the economy is good, that is people have money, they are more likely to go on holiday and eat out at restaurants etc. but when the economy is bad, people have less money , they aren't about to go spend money they don't have.

It also has a lot to do with the exchange rate.

Seasonal conditions – this doesn't only refer to the seasons of the year but also other events or activities throughout the year. E.g. school/public holidays.

Environmental issues – increased numbers of visitors to an area can cause damage to the natural environment, as well as increased levels of pollution, while building work may overtake the natural landscape and create visual pollution.

Market needs and expectations – wants and needs of customers change – it is this that then influences the facilities ad services establishments provide.

Changes include: regular short breaks, breaks to relax-making are taking shorter; holiday packs more popular; inbound tourists – the more tourists arriving in and out from a wide diversity of backgrounds, there is a greater need for cultural awareness and sensitivity in the tourism and hospitality industries.

Service preferences – closely linked to market needs and expectations, also relates to how the service and facilities will be provided. All establishments promote their facilities and services according to the preference and needs of their customers.

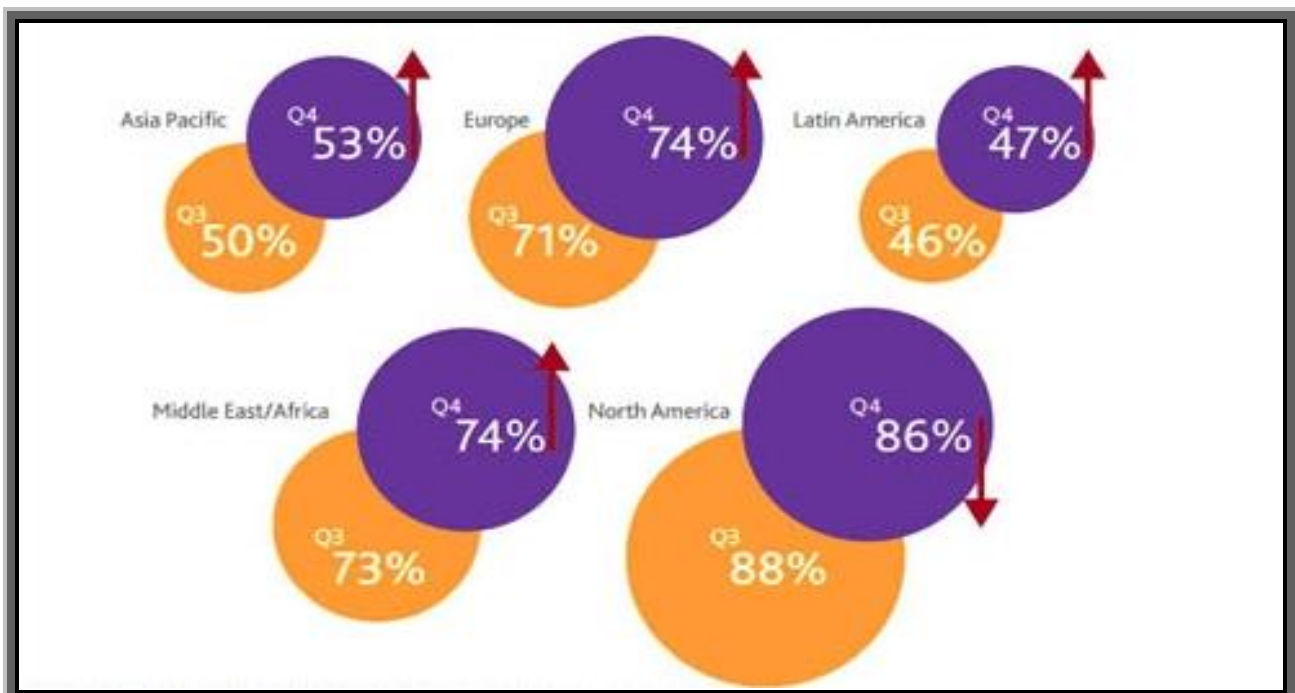
Customers have a choice as to where they will take their business. E.g. a customer wishing to purchase a fast-food meal based on chicken can choose from a variety of outlets. However it is the style, cost, taste, nutritional value as well as other factors that ensure that not all customers will pick the same outlet for their purchase.

If customers choose a particular facility or service, the business will succeed, while unpopular outlets will have to cut staff or close entirely. I'd like to add to that list.

External: social, technology, cultural, demographic, business relationship, competition, financial support, availability of skilled staff, industrial relations. Internal: environmental, political, legal, location decor standard of service/working conditions.



INTERNAL FACTOR	EXTERNAL FACTOR
<p style="text-align: center;"><b>STRENGTH</b></p> <ul style="list-style-type: none"> <li>➤ High flexibility and adaptability</li> <li>➤ Ability to appropriately respond to niche market</li> <li>➤ High skill and artistic capability</li> <li>➤ Good service mind</li> </ul>	<p style="text-align: center;"><b>OPPORTUNITY</b></p> <ul style="list-style-type: none"> <li>➤ New business paradigms more favourable to SMEs</li> <li>➤ Positive impact from free trade</li> <li>➤ Wider recognition of Thai wisdom and culture</li> <li>➤ Gaining more importance from public sector</li> </ul>
<p style="text-align: center;"><b>WEAKNESS</b></p> <ul style="list-style-type: none"> <li>➤ Lack of awareness, knowledge, capability in management, marketing, technology &amp; innovation</li> <li>➤ Lack of systematic business management and professionalism</li> <li>➤ Lack of product design and R&amp;D, and packaging development</li> <li>➤ Lack of good governance, energy saving &amp; environmental conservation</li> <li>➤ Low quality workforces</li> <li>➤ Insufficient business supporting service</li> </ul>	<p style="text-align: center;"><b>THREAT</b></p> <ul style="list-style-type: none"> <li>➤ Impact from emerging economies entering world markets</li> <li>➤ New form of NTBs in international markets</li> <li>➤ Impact from the widespread of globalization</li> <li>➤ More complicated law and regulations</li> <li>➤ Limitation in good business locations</li> </ul> <p style="text-align: right;"><i>Thailand.com.co</i></p>



Growing number of customers believe they are in a recession

## TYPES OF RISKS

HRA recognises that Operational Risk may cause a luxury hotel chain of 10-12 hotels to lose more than 1.5 million over a 10-year period. It estimates that 16 million needs to be generated, in sales value, to recover such losses. This is equivalent to a 243-bedroom hotel achieving good occupancy with an average room rate of £180 to £250.

HRA categorises: 6 types of risks in the hotel and leisure industry:

- Operational – Internal Business Processes.
- Financial-Accounting risk.
- Forensic Risk – Identity Theft and Computer fraud.
- Strategic Risk – External Forces: competitors, suppliers, customers, agents, advisers.
- Knowledge risk - CDP- employees.
- Compliance Risk-Internal Audit.

Fraudsters strike when you least expect it by breaking the trust placed in them through the Learning Culture and the Performance Tools you spent years in developing.

HRA identifies that operational risks are preventable and often they are not, as the company trusts the people who are operationally involved and accountable for perfect service delivery. Frauds are easily discoverable if you know where to look and what to look for. HRA findings conclude that most of the fraudsters survive. They know how to protect the proceeds of crime and mislead Senior Management Team. They often explain unethical activities by defining the extra effort they put in and describe the cost savings achieved. Some flee to countries where there are no appropriate extradition policies and where the CPS has no legal jurisdiction authority. HRA undertakes project where CPS declines to prosecute fraudsters due to shortfall in Risk Auditing Practices, Fraud Reporting Procedures and Anti-Fraud Policies. Regulators, stakeholders and insurers are increasingly holding Directors and Senior Management Team personally liable for alleged internal control failures in the company's value chain. The Chartered Accounting and Management bodies continue to foster clear ethical guideline and legal help line to protect professional integrity and promote the ethical principles.

Fraud seminars are regularly held to guide financial and non-financial managers on fraud reporting techniques. HRA encourages companies to promote Ethical Code of Conduct, Anti-Fraud Policies, Whistle Blowing Policies, PCAW and support those who disclose their findings according to PIDA, SOCA, MLR and protect them PFHA. Although the proceeds from financial acts are recoverable from established legal principles and Acts like Fraud Act, Proceeds of Crime Act, Serious Organised Crime Act and Money Laundering Regulations, many companies have not adopted these principles and procedures.

HRA encourages companies to implement a formal and informal learning culture that will reduce the DPMO defects per million of opportunities in the core operating activities. HRA designs a rational and ethical Risk Reporting Technique that suits your company by analysing and compiling past, present and potential risks.

### ***Active vocabulary***

Risks, to establish, to support, to promote, to encourage, companies, to adopt, legal jurisdiction authority, legal principles, findings, to conclude, fraudsters to survive, ethical, rational,

***Exercise 1. Explain the score of the scheme below and try to understand it.***

## External Risks





## SITUATION ANALYSIS

In order to plan marketing strategies, it is essential to know as much as possible about the marketplace or environment in which the property operates. A situation analysis researches the property's current position in the marketplace and reveals potential opportunities to promote the property. A situation analysis consists of two parts: the *marketplace analysis* and the *occupancy and activity analysis*. The marketplace analysis identifies environmental opportunities and problems that can affect business.

Just a few of the marketplace factors that influence occupancy and the average daily rate are changes in demographics; positive and negative events in the community, region, state, and nation; the cost and availability of energy; government regulation; the cost of travel. The statistics for projecting environmental effects on business can be found in census data, information from industrial commissions such as the state or city division of economic development, and industry reports such as Sales and Marketing Management's *Survey of Buying Power*.

The second part of a situation analysis, the occupancy and activity analysis (also called business status and trends summaries), is an analysis of the property's past, present, and potential operating statistics, and is used to track sales history patterns over a three- to five-year period. This analysis helps determine *soft spots* – low business periods – that most hotels have in their sales pattern. This analysis aims to disclose sales areas that can be improved, and should be prepared for all the property's revenue centers.

Most hotels keep guestroom statistics, but fewer track restaurant, lounge, and function space statistics such as total covers (meals served), seat turnover, average guest check, function room bookings, and average size of functions.

Room statistics focus on occupancy and average rate, occupancy by day of the week, geographic origin of bookings, group and individual room nights by segment and source, and the status of future group business already on the books.

One of the key summaries in the situation analysis is the *geographic origin study*.

Not only is it important to know who guests are, what they need and want in a hospitality product, and when and how they buy; where they come from can play a crucial part in selecting target markets and marketing effectively to market segments.

Identifying major *feeder cities* or *catchment areas* is extremely valuable information; identifying which cities and zip codes most guests come from results in a more effective use of time and money. Knowing that 30% of a property's business traveler market comes from southern California, for example, provides more pertinent information than the general fact that 40% of total business comes from that state. Geographic origin information is relatively easy to obtain if the property uses computers to register guests.

**Exercise 1. After reading the passage explain the notion «situation analysis».**



## MARKETING TEAM

While the head of the marketing and sales department is ultimately responsible for the marketing plan, he or she may seek assistance and advice from other property staff members to ensure that all areas of the property are represented in the final marketing plan. A property-wide marketing team, sometimes called a *sales committee*, can be established to work together to create and implement marketing strategies for the entire property. The marketing team should include at least one representative from each revenue center who is assigned planning responsibilities for that area.

The team member or "team leader" from the restaurant, for example, may be the food and beverage director. Non-revenue areas of the property can be represented on the marketing team as well. The director of sales may be responsible for providing input and plans relating to group business; the general manager may be assigned to gather information about specific market segments; and the public relations director may be responsible for documenting successful advertising strategies used by competitors.

The marketing team can also include employees who are directly involved in day-to-day operations – front desk agents, housekeeping staff, kitchen personnel, and so on.

Once the marketing team is established, team members can develop strategies for their revenue centers. These strategies are presented to the marketing team for review and revision. The revised strategies are then incorporated into the property's overall marketing plan. Planning by the marketing team ensures that areas that might be overlooked by marketing and sales personnel are included in the marketing plan.

For example, a salesperson may know basic facts about the property's restaurant, but input from the food and beverage director – perhaps the information that the head chef has served important officials or celebrities – can result in new promotional directions that otherwise would not have been considered.

Marketing teams can be excellent vehicles for unified efforts to sell the entire property. The team member responsible for a marketing strategy for his or her revenue center can often devote more time to that area than could one person from the marketing and sales department developing marketing plans for a number of areas. The resulting strategies, developed by team members who understand all that is involved in their areas of expertise, are often more effective than a marketing plan developed by a director of sales who has only general knowledge of the property's revenue centers.



# HOSPITALITY MANAGEMENT

## Hospitality management may refer to:

- Hotel management and administration – the practice of running hotels
- Hospitality management studies – the academic study of the running of hotels, restaurants, and travel and tourism-related business.

## Hospitality management studies

Hospitality management is the academic study of the running of hotels, restaurants, and travel and tourism-related business.

## Hospitality & Tourism Management

Hospitality and Tourism Management (HTM) can be a business major in either a Bachelors of Science, Bachelors of Commerce or a Bachelors of Arts.

Graduate students graduate with a Masters of Business Administration, a Masters of Science, or a Doctorate of Philosophy in Hospitality and Tourism Management. It is a focus that is studied by individuals that are intending to work in the Hospitality Industry, examples of which are; Hotels, Resorts, Casinos, Restaurants, and Events.

## Within the HTM concentration there is generally:

- Food Management and Operations (Food Science, Food Selection and Preparation, Food and Beverage Operations).
- Lodging Operations (Hotel Operations, Resort (Lodging, Financial) Management and Cost Control for Hospitality Organizations).
- Global Tourism (Travel and Tourism Management, Tourism Analysis, Hospitality & Research Methods).
- Sustainable Tourism (Natural Destination Management, Responsible Tourism, Green Tourism and Eco-Tourism, Alternative and more Environmentally friendly ways of working within the whole Tourism industry).
- Tourist Attractions Management (Heritage Attractions, Arts and Cultural Attractions, Industrial Attractions, City Based Attractions, Retail Attractions, Natural Attractions).
- Entertainment Management (Theme Park Management, Theatre Management, Cinema Management, Museology, Live Music and Music Festival Management).
- Event Management (Examples: Hospitality Sales, Catering Management, Hospitality Marketing Management).

Several large corporations such as Marriott, IHG, Hyatt, Starwood, Wyndham and Hilton Hotels have summer internships in training programs for students majoring in Hospitality and Tourism Management, to help students get valuable work experience.

## ***Exercise 1. Explain the notion «Hospitality management».***

Hospitality – the friendly and generous reception and entertainment of guests, visitors, or strangers. It is relating to or denoting the business of entertaining clients, conference delegates, or other official visitors. It is 1) kindness in welcoming strangers or guests; 2) receptiveness. Hospitality is friendly, welcoming behaviour towards guests or people you have just met. Hospitality is the food, drink, and other privileges, which some companies provide for their visitors or clients at major sporting or other public events.

## HOSPITALITY AROUND THE WORLD



Abraham offering hospitality to angels

### Biblical & Middle Eastern

In Middle Eastern Culture, it was considered a cultural norm to take care of the strangers and foreigners living among you. These norms are reflected in many Biblical commands and examples. Perhaps the most extreme example is provided in Genesis. Lot provides hospitality to a group of angels (who he thinks are only men). When a mob tries to rape them, Lot goes so far as to offer his own daughters as a substitute, saying "Don't do anything to these men, for they have come under the protection of my roof."

The obligations of both host and guest are stern. The bond is formed by eating salt under the roof, and is so strict that an Arab story tells of a thief who tasted something to see if it was sugar, and on realizing it was salt, put back all that he had taken and left.



### Hospitality in Celtic Cultures

Celtic societies also valued the concept of hospitality, especially in terms of protection. A host who granted a person's request for refuge was expected not only to provide food and shelter to his/her guest, but to make sure they did not come to harm while under their care. A real-life example of this is rooted in the history of the Scottish Clan MacGregor, from the early 17th century. The chief of Clan Lamont arrived at the home of the MacGregor chief in Glenstrae, told him that he was fleeing from foes and requested refuge. The MacGregor welcomed his brother chief with no questions asked.

Later that night, members of the MacGregor clan came looking for the Lamont chief, informing their chief that the Lamont had in fact killed his son and heir in a quarrel.

Holding to the sacred law of hospitality, the MacGregor not only refused to hand over the Lamont to his clansmen, but the next morning escorted him to his ancestral lands.



This act would later be repaid when, during the time that the MacGregors were outlawed, the Lamonts gave safe haven to many of their number.

Hospitality was an integral part of medieval monastic life. In receiving guests the monks were following Christ's injunction and adhering to the *Rule of St. Benedict*, as well as taking on an important role within society and providing a valuable service for fellow religious. This book draws on a wide range of sources to explore the practice & perception of monastic hospitality in England c. 1070-c. 1250, an important & illuminating time in a European and an Anglo-Norman context; it examines the spiritual and worldly concerns compelling monasteries to exercise hospitality, alongside the administrative, financial and other implications of receiving and caring for guests. Analysis focuses on the great Benedictine houses of Southern England for which a substantial and diverse body of material survives, but they are set in the context of other houses and other orders (chiefly the Cistercians) to show the wider picture in both England and Europe.

### Hospitality in India

India is one of the oldest civilizations on earth, and like every culture has its own favorite stories including quite a few on hospitality. That of a simpleton readily sharing his meager morsels with an uninvited guest, only to discover that the guest is a God in disguise, who rewards his generosity with abundance.

That of a woman who lovingly cooks up all the Khichdi she can afford, for everyone who is hungry... till one day when she runs out of food for the last hungry person to whom she offers her own share, and is rewarded by the god in disguise with a never ending pot of Khichdi. Most Indian adults having grown up listening to these stories as children believe in the philosophy of *Atithi Devo Bhava*, meaning the guest is God. From this stems the Indian approach of graciousness towards guests at home, and in all social situations.

### Cultural value or norm

Hospitality as a cultural norm or value is an established sociological phenomenon that people study and write papers about. Some regions have become stereotyped as exhibiting.



## ETHICS IN HOSPITALITY MANAGEMENT

The term *Hospitality Ethics* is used to refer to two areas of study:

- The philosophical study of the moral obligations that hold in hospitality relationships and practices.
- The branch of business ethics that focuses on ethics in commercial hospitality and tourism industries.

Whereas Ethics goes beyond describing what is done, in order to prescribe what *should* be done; Hospitality Ethics prescribes what should be done in matters related to hospitality.

Hospitality theories and norms are derived through a critical analysis of hospitality practices, processes, and relationships; in various cultures and traditions; and throughout history. Ultimately, hospitality theories are applied, and put to practice in commercial and non-commercial settings. As a standard of conduct, hospitality has been variously considered throughout history as a law, an ethic, a principle, a code, a duty, a virtue, etc.

These prescriptions were created for negotiating ambiguous relationships between guests, hosts, citizens, strangers. Despite its ancient origins and ubiquity amongst human cultures, the concept of hospitality has received relatively little attention from moral philosophers, who have tended to focus their attention on other ethical concepts, e.g. good, evil, right, and wrong. Yet hospitality as a moral imperative, or ethical perspective, preceded many other prescriptions for ethical behavior: In ancient Middle Eastern, Greek and Roman cultures, the Ethic of Hospitality was a code that demanded specific kinds of conduct from both guests and hosts. One example: Chivalry required men of station to offer food and lodging to any men of station that requested it. In many ways, these standards of behavior have survived into the present day in the commercial hospitality industry, where descendants of the ancient ideas continue to inform current standards & practices.

### Competences

Define ethics, distinguish social responsibility from business ethics, describe six kinds of moral reasoning. Explore whether honesty is the best policy, give examples of different viewpoints concerning morality, contrast deontology with utilitarianism and explain the concept of ethical relativism. Describe ethical issues in the hospitality industry, explain the need of a code of ethics for hospitality business, identify three questions individuals should ask themselves, when making a decision

#### What is ethics?

- Social responsibility & business ethics.
- How we arrive at our values?
- Is honesty always the best policy?
- The search for a common moral ground.
- Esthetical issues in hospitality.
- Environmental issues.
- Advertising claims.
- Truth in Menu Laws.
- Must there be a Code of ethics.

**Exercise 1. Render the main idea of the information briefly in English.**

**Exercise 2. Analyze the information, which is in the highlight, and use it in practice.**

## HOSPITALITY ETHICS IN PRACTICE

Ethics in commercial hospitality settings. Applied ethics is the branch of Ethics, which investigates the application of our ethical theories & judgments. There are many branches of Applied Ethics: Business ethics, professional ethics, medical ethics, educational ethics, environmental ethics, and more. Hospitality Ethics is a branch of Applied Ethics.

In practice, it combines concerns of other branches of Applied Ethics, such as business ethics, environmental ethics, professional ethics. For instance, when a local hospitality industry flourishes, potential ethical dilemmas abound: What effect do industry practices have on the environment? On the host community? On the local economy? On citizens' attitudes about their local community; about outsiders, tourists, and guests? These are the kinds of questions that Hospitality Ethics, as a version of Applied Ethics, might ask.

Since Hospitality and tourism combine to create one of the largest service industries in the world, there are many opportunities for both good and bad behavior, and right and wrong actions by hospitality and tourism practitioners. Ethics in these industries can be guided by codes of conduct, employee manuals, industry standards (implicit or explicit), and more. The WTO has proposed an industry-wide code of ethics, there is presently no universal code for the hospitality industry. Various textbooks regarding ethics in commercial hospitality settings have been published recently, are currently used in hospitality education courses.

### **Hospitality Club**

An unofficial Hospitality Club logo represents "two people with arms over each other's shoulders in friendship and waving for you to join them" in the shape of the letters "HC". It was designed in 2004 by Canadian Glenn Gobuyan in a style reminiscent of cave paintings to illustrate that "Hospitality is as old as humanity".

The Hospitality Club is an international, Internet-based hospitality service of 553,000 members in 226 countries. Hospitality Club was founded by Veit Kihne in 2000 with the help of friends & family as a general-purpose Internet-based hospitality exchange organization.

The club is based on the work of hundreds of volunteers around the world.

The motivation behind it is the idea that bringing people together and fostering international friendships will increase intercultural understanding and strengthen peace.

It is one of the largest hospitality networks, and there is a mission to find 1,000,000 friendly people.

### **Hospitality service**

The concept of Hospitality Services, also known as *accommodation sharing*, *hospitality exchange* & *home stay networks*, refers to centrally organized social networks of individuals who trade accommodation without monetary exchange. While this concept could also include house swapping or even time-share plans, it has come to be associated mostly with travelers and tourists staying with one another free of charge.

In 1949, Bob Luitweiler founded the first hospitality service called Servas Open Doors as a cross national, non-profit, volunteer run organization advocating interracial & international peace. Just as all the individual services have their own individual creation stories & organizational histories, many have specific niche markets that they cater to including students, activists, religious pilgrims, even occupational groups like police officers.

However, the trend in recent years points to a greater consolidation of users in networks without a specific group, value, or lifestyle affiliation.

### **Monetary savings**

Staying in private homes means that travelers can save lots of money on accommodation that they would usually be spending on hotels or hostels. Used over a long period of time (2 to 4 weeks), this strategy can cut overall travel budgets in half, or even more combined with hitchhiking. These savings can then be passed on towards more generously patronizing local establishments or simply staying abroad for longer periods of time.

### **Local economic & Ecological sustainability**

Many tourist vacations today are sold in package form, often including flights, hotels, rental cars, sightseeing tours, and coupons for chain restaurants and bars. While this makes purchasing more convenient, it also puts more money in the hands of large multinational corporations exploiting the synergy strategy of marketing their products in the context of their subsidiary companies operating in other markets.

Many years ago, this might have been termed collusion; today, however, it is the norm. This comes at the expense of locally owned independent businesses.

Accommodation sharing helps to break apart this monopoly and hopefully redirects some of the tourist revenue back to the local or national economy. While this is especially important in more rural travel venues where hotels are often built in very picturesque, though fragile environments, every night stayed at a local's home means that much less demand for such hotel rooms. Also, if accommodation sharing does in fact increase the length of average stays, it may reduce the amount of trips to and from different locations and back home again, thus reducing the overall fuel expenditures in the process.

### **Local contact**

Ostensibly, one of the primary reasons we travel is to experience what life is like for people living in other countries. Making interpersonal connections & fostering understanding of different cultures may in the long run be important to international relations. However, even in our increasingly globalized world, supposedly rife with diversity, in many popular travel destinations, we find tourists milling around *tourist enclaves*, where the companies they patronize back home have set up shop to cater to their desires while they are abroad.

Sociologist George Ritzer has referred to this phenomenon as the *McDonaldisation of society* and the more recently, the *globalization of nothing*. The location of hotels near these centers only fosters more convenient envelopment of the tourist money.

During hospitality exchanges, hosts want to show off their local knowledge and exciting *off the map* venues. Not only may travelers get a distinctly different experience, but they will also get a feel for the everyday lives of local residents.

These systems foster richer and more convenient travel experiences not so much on the premise of altruism, but on the basis of social exchange theory.

Implicit in the agreement to host travelers is the ability to ask to be hosted by them in the future. If one enjoys having interesting guests in their home, this works out well for both parties. It works comparatively better if you are visited by travelers from a locale you find particularly attractive.

***Exercise 1. Analyze the information, which is in the highlight, and use it in practice.***



## DRAWBACKS

### Lack of guarantee

There is no contractual agreement between users in these systems. Reservations are made, but if they are for some reason broken, there is no higher authority to which one could plead for a refund or other compensation. The only repercussion will be the poor rating you give that user and your only consolation will be that your warning will deter others from visiting or hosting them. For those who feel insecure unless their travel arrangements are written in stone before departure, this system will not be comforting.

### Potential interpersonal conflict or awkwardness

There is a chance that guest and host will not get along. Perhaps there will be scheduling or ideological conflicts. Maybe you will find that hosts or visitors have misrepresented themselves. Perhaps the experience will not live up to your expectations.

Intense interpersonal communications in advance and a flexibility once you have arrived is your best bet. These experiences require additional planning and courtesy towards the demands of your host. Thus, your living conditions, length of stay, and overall experience will be circumscribed by the living conditions you enter into.

### Digital divide & demographic segregation

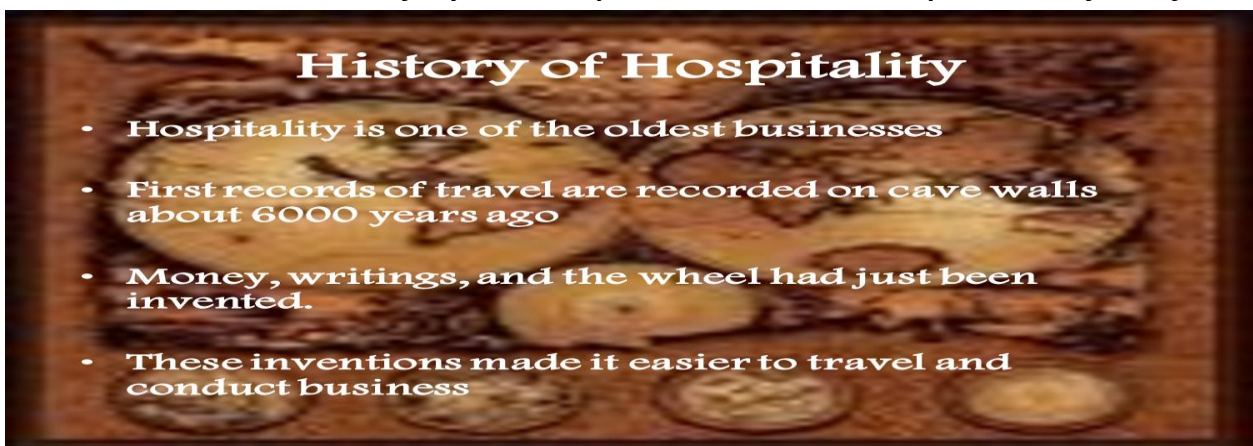
The average user is a young white person who speaks English and lives in a developed nation. While there are many users who do not fit this description, the more different they are, the less likely they will be involved. This is especially true for persons living in the developing world who likely do not have easy access to the fundamental prerequisite for using these services: computers and the Internet.

### Security

There is a distinct possibility that someone will abuse the system and that innocent users will get hurt. All services include disclaimers that require users to waive their rights to hold anyone but themselves responsible for any harm that may come to them in using the system.

They advise that the best defense mechanism is to only involve oneself with users that have extensive personal information and interpersonal networks within the system that have been verified by others. It does seem entirely plausible that someone clever and patient enough might be able to invent an entire group of complex user identities and build histories convincing enough to fool even more cautious patrons.

*Exercise 1. Give the list of sky events & provide their short description in the form of notes.*



## Hospitality Solution Map

### Customer-Experience

Pre Stay	During Stay	Post Stay
<ul style="list-style-type: none"> <li>▶ Search &amp; Book Hotel – Website, OTA, Partners, Agency, Social Media, Mobile</li> <li>▶ Walk-in Booking – PMS</li> <li>▶ Reads reviews in social media</li> <li>▶ Location based services</li> <li>▶ Books using discounts / upsell / loyalty</li> <li>▶ Gathers info using QR Codes</li> <li>▶ Makes payment using NFC</li> <li>▶ Modifies / Cancels a booking</li> <li>▶ Trip reminder &amp; Check-In alert</li> </ul>	<ul style="list-style-type: none"> <li>▶ Keyless room entry</li> <li>▶ Share experience – Social media</li> <li>▶ Explores facilities &amp; buys in mobile</li> <li>▶ Receives Discounts / Promotions</li> <li>▶ Books concierge services – Mobile</li> <li>▶ System recommends services, places-to-visit : Customer booking history</li> <li>▶ Location based services</li> <li>▶ Extends stay</li> <li>▶ Checkout alert in mobile</li> </ul>	<ul style="list-style-type: none"> <li>▶ Location Based Services</li> <li>▶ Share experience – Social Media</li> <li>▶ Receives Promotions / Offers : Booking history</li> <li>▶ Redeems Loyalty Points</li> </ul>



### Hotelier - Operations

<ul style="list-style-type: none"> <li>▶ Property, Inventory, Revenue, Yield, Loyalty, Channel, Restaurant, Kitchen, Asset, Back-office and Other facility management</li> <li>▶ Hotel Construction / Maintenance – Monitoring &amp; Management</li> </ul>	<ul style="list-style-type: none"> <li>▶ Check-in Management</li> <li>▶ Housekeeping</li> <li>▶ Advertisement – QR Codes, Online &amp; Offline</li> <li>▶ Concierge Service</li> </ul>
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### Management – Reporting

<ul style="list-style-type: none"> <li>▶ Analytics and Dashboards for every individual hotel and chain's management</li> <li>▶ Monitor and Act on – RevPAR, ADR, Occupancy, other KPIs</li> <li>▶ Alliances, Technology and Infrastructure improvement, new hotels, geography expansion</li> </ul>
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## HOSPITALITY & TOURISM TRAVEL

Today there can be few more exciting, challenging and varied careers – offering opportunities for fast promotion – than those offered by the hospitality, tourism & leisure industry. This is the world's fastest-growing, job-creating profession.

The hospitality industry has been experiencing a boom time. A plethora of new hotels have been opened; contract catering is becoming an ever-stronger force to be reckoned with; new concepts are abounding; there is a constant need for top-level industry consultants to advise on the profession as its trans-global expansion continues apace.

One of the many wonderful aspects of this industry is the flexibility and choice it offers. You can start by working in hotels, if that doesn't suit, you can change to contract catering or use your experience to go into consultancy, manage a bar, run a restaurant or fast-food outlet, or even aspire to becoming the new Jamie Oliver!

If you love action and adventure, then there is the forces' catering sector. If your talents lie in accountancy, then you could become the financial director of a large hotel or catering company. If you are an Information Technology (IT) geek, the profession is in constant need of IT specialists. In short, there is a job to suit just about everyone!

The enormous scope for movement between the industry's many and varied sectors is a vital consideration in view of the uncertainty of today's job market, where the idea of a job *for life* is rapidly disappearing. The media has been filled in recent times with stories about more and more people looking for vocational courses, offering better long-term job prospects – a need made even more acute by the fact that the majority of students today have to contribute financially to their tutorial fees. The hospitality and leisure industry undoubtedly provides a very attractive option in this respect.

The profession currently employs one-in-ten people worldwide. A total of 30-35,000 trained people are required at management and supervisory level every year in the UK alone until 2010 to fulfil this potential. The good news for job seekers is that our best estimates currently show that too few students per annum are embarking upon college and university courses. There is, therefore, an enormous opportunity for thousands of job seekers to pursue rewarding careers in this exciting growth industry.

What is more, the industry is taking itself seriously & planning, with the HCIMA's assistance.

This organisation is the London-based worldwide professional body for managers and aspiring managers in the Hospitality Industry – with a global membership of 23,000.

One of our priority objectives is the setting & maintaining of management standards worldwide; we are constantly seeking to help the hospitality profession maximise its potential through valuing its greatest asset: its management and staff.

Toward this end, the HCIMA introduced in 1998 *Hospitality Assured*, the definitive industry standard for delivering customer service excellence. Concerns about the low performance of some hotel and catering operators had led the industry to give the HCIMA a mandate to develop *Hospitality Assured*. To date, over 50 national & international operations have been accredited with the standard. They range from hotel companies and food service organisations to famous names in the leisure industry together with the increasing number of hospitality industry businesses seeking *Investors in People* recognition and other industry-related standards – illustrates the tremendous strides that the profession has taken in becoming an industry of *first choice* for potential employees.

## HOSPITALITY IN THE USA

In June 2005, the U.S. Department of Labour has announced a series of investments totalling more than \$2 mln to address the workforce needs of the hospitality industry.

These investments result from forums, which the U.S. Department of Labour hosted over the past year with industry leaders, educators, the public workforce system to identify the industry's hiring, training, and retention challenges.

DOL has sought to understand and implement industry-identified strategies to confront critical workforce challenges. It has listened to employers, representatives from industry associations, and other stakeholders in the hospitality industry regarding their efforts to identify challenges and implement effective workforce strategies.

However, the challenges they face are too complex for one organization to solve alone. DOL's Employment and Training Administration is supporting comprehensive partnerships that include employers, the public workforce system, other entities that have developed innovative approaches that address the workforce needs of business while effectively helping workers find good jobs with good wages and promising career pathways in the hospitality industry.

This set of workforce solutions is based on the hospitality industry's priorities that address issues such as:

- *Image:* Like other service sectors, hospitality careers are often stereotyped as low-wage and entry-level with little opportunity for advancement. Consequently, qualified workers, especially youth, are unaware the range of hospitality careers available.

- *Recruitment:* Historically the hospitality industry had drawn heavily from the youth labour pool to meet their workforce needs, but in recent the industry has been left with an insufficient pipeline of new workers to satisfy demand. Faced with a shrinking pipeline of workers, the hospitality industry is increasing its recruitment efforts towards youth and developing targeted strategies for previously untapped labour pools.

- *Retention:* High turnover is a key challenge in the hospitality industry. The restaurant, hotel and lodging sectors have difficulty retaining skilled workers because of the negative image that the industry faces.

- *Language skills:* English proficiency is a key challenge because a large percentage of the hospitality workforce does not speak English as their primary language.

Employers seek language training programs that allow workers to effectively perform their job, which includes providing good customer service & understanding safety requirements.

- *Employability/Soft Skills:* Employers have difficulty finding workers who possess basic *soft skills*, which are often a prerequisite for success in a customer service-oriented field.

- *Consistent training models and skills certifications:* The hospitality industry as a whole lacks consistency and portability in their training models and skill certifications.

Many employers run their own internal training programs for entry-level workers, which makes it difficult to monitor the content of training and the skills acquired.

The grants are intended to provide genuine solutions, leadership, and models for partnerships that can be replicated in different parts of the country.

**Exercise 1. Draw up some dialogues and carry them on with your classmate in class.**

**Exercise 2. Summarize the information briefly in English.**

## THE ULTIMATE SERVICE AWARDS

The Hotel Arts in Barcelona has triumphed in the Ultimate Service Awards – the world's only global award scheme to recognize and applaud outstanding service.

Becky Anderson of CNN who announced the award winners at the World Travel & Tourism Council's Global Travel & Tourism Summit in Doha in 2004 said: "the Hotel Arts in Barcelona was the worldwide winner and European winner of Ultimate Service Awards following guest nominations that applauded *this truly first class hotel*".

Travellers around the world voted for hotels of any size that offered them exceptional service and entries were encouraged by sponsors, which include CNN, American Express, Qatar Airways, Financial Times, TNS Hospitality and Leisure and Villeroy & Boch.

The winners of a further eight regional Ultimate Service Awards were announced at the conference. The Middle East Ultimate Service award was presented to the Ritz Carlton Dubai for staff who were quoted as *remembering the smallest details*.

The Sheraton Addis Hotel in Addis Ababa won the Ultimate Service Award for Africa according to travellers who said staff made them feel completely at home in the hotel.

The North American Ultimate Service Award was awarded to the Sheraton Falls View Hotel in Niagara. Guests were unanimous in their praise of service that made them feel valued and welcome.

The Gran Melia World Trade Centre wins the South America Ultimate Service Award. It was highly recommended for *surpassing expectations*. In Central America / Caribbean the best service accolade goes to the Hotel Kasha in Puerto Viejo-Limon.

Voters said they were *treated like royalty* throughout their stay. The Leela Palace in Bangalore was the clear winner of the Indian Sub Continent Award. Voters rated it for the "warmth that runs throughout the hotel. It's a jewel".

The Asia Ultimate Service Award for 2004 goes to the Royal Cliff Beach Resort in Pattaya. The self-contained resort with four hotels in 64 acres of parkland was applauded by guests for *attention to detail* and *five-star service*. Across Australia, New Zealand and the Pacific Islands, global travellers voted for Solitaire Lodge on Lake Tarawera New Zealand for concerned attention to detail *without parallel*.

Becky Anderson of CNN said: "The annual Ultimate Service Award is the opportunity for global travellers to speak out and these results certainly reflect the views of well-travelled guests." Four in ten voters stayed in hotels on business more than six times a year. A quarter of voters also stayed in hotels on leisure trips more than six times a year.

These people are not always keen globetrotters, 17% dislike frequent travel and 43% prefer home comforts. So on behalf of all our sponsors I applaud the 2004 Ultimate Service Award winners for service that other hotels can learn from.

"Editor notes: The Ultimate Service awards began in 2000 and were set up to recognize service in hotels across the world." The awards are backed by a distinguished panel of the world's top global hoteliers.

**Exercise 1. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 2. Add some information & make up a small report and give a talk in class.**

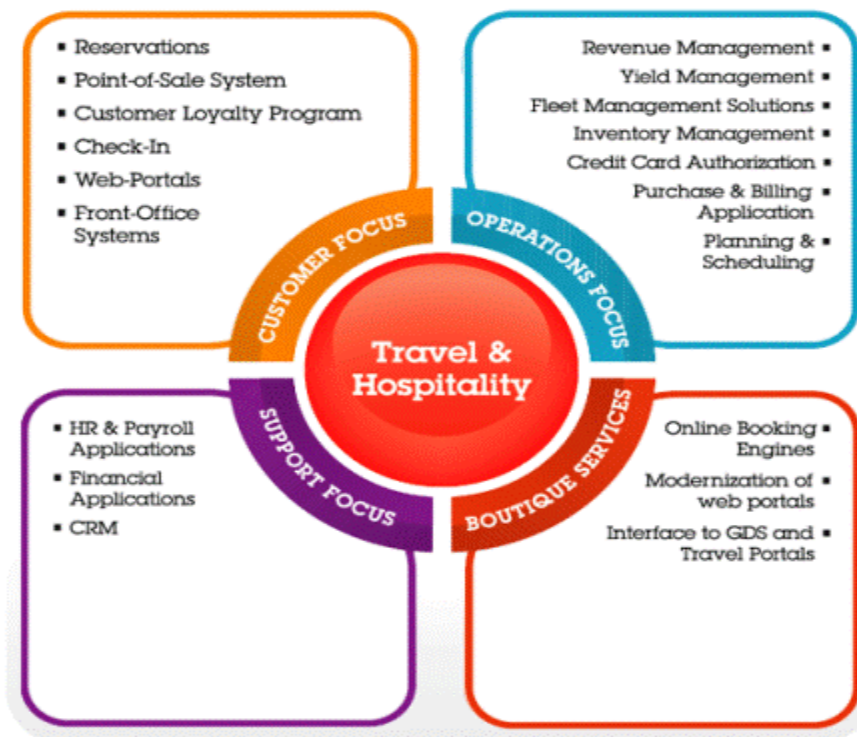
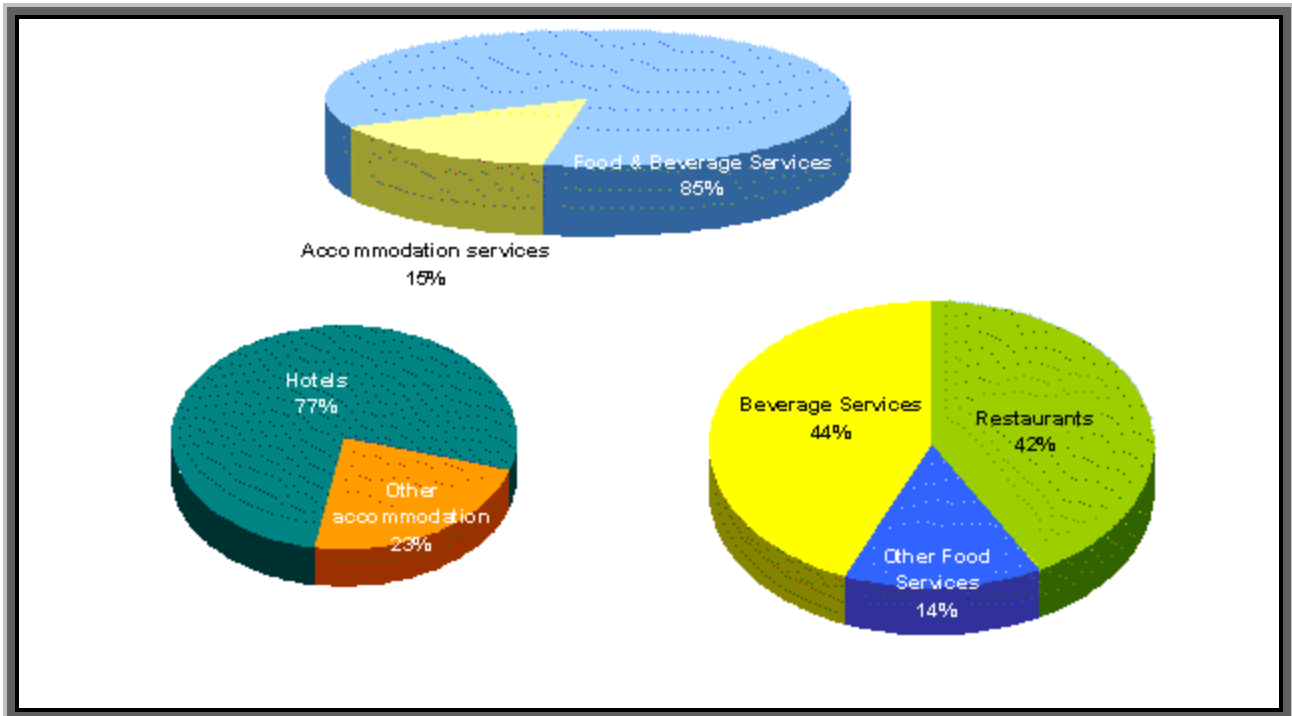
**Exercise 3. Read the passage and pick up all essentials in the form of quick notes.**

**Exercise 4. Choose the keywords that best convey the gist of the information.**

**Exercise 5. Translate the words and word-combinations into Ukrainian.**

Ultimate, award, service, to applaud, outstanding service, the worldwide winner, European winner, guest nominations, exceptional service, to quote, to stay on business, keen globetrotters, to recognize, across the world, service in hotels, global hoteliers, sponsors, global travellers, award winners, to stay, on leisure trips, resorts, concerned attention, self-contained resort, to recognize service, to reflect, views, to stay at hotels on business.

**Exercise 6. Explain the score of the hospitality management with the help of the pictures.**





## CHINA'S HOSPITALITY INDUSTRY

Far from reaching a saturation point, the explosive growth of China's hospitality market will continue unabated over the next decade.

China's hotel industry has experienced meteoric growth, resulting in a \$44 bn business with 2.5 mln hotel rooms. Some analysts suggest the market is reaching its saturation point, but when compared with hotel penetration rates in mature markets – the United Kingdom has 10 hotel rooms per 1,000 capita and the USA 20 – China, with just 4 rooms per 1,000 capita, appears low. We believe there is still a lot of room for growth: Over the next 10 years, hospitality will become a \$100 bn industry with 6.3 mln rooms and reach 8 rooms per 1,000 capita.

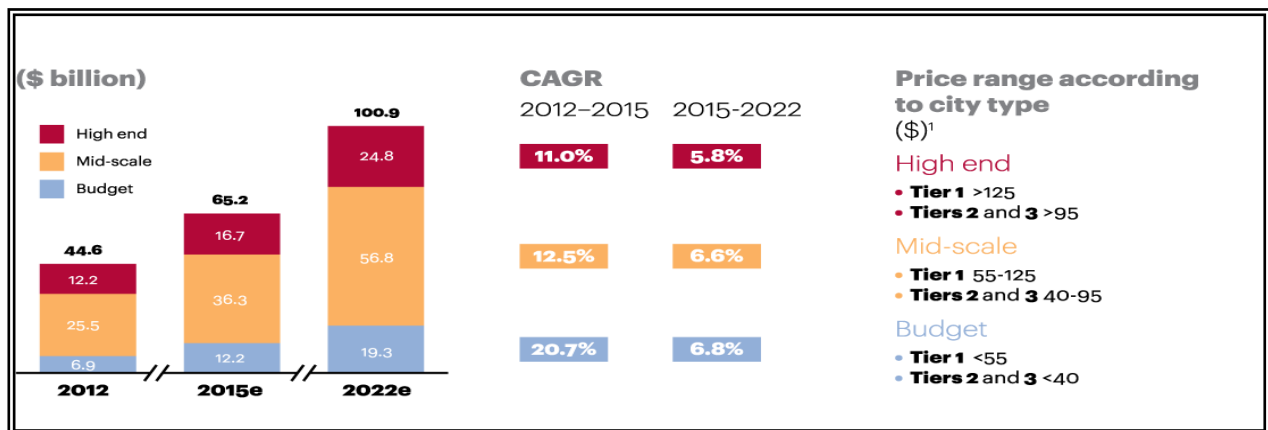
What do hospitality players need to know to capitalize on the growth? There are five trends that could make or break you in China. All segments will experience growth in the next decade, but the mid-scale and budget segments will have the biggest growth.

The most significant growth areas are likely to be tier 2 and tier 3 cities, due to a continued demand for meetings, incentives, conferences, and exhibitions.

The large number of new tourism projects in the pipeline and proliferation of high-tech and industry parks will also drive demand for travel accommodations.

China's hospitality market will be among the most important – if not the most important – markets for global operators, as room supply continues to grow and players broaden their portfolios with more brands. A strong China presence is also important as Chinese outbound travellers continue to increase in number and look for familiar brands.

Marriott, Starwood, InterContinental, and Accor have a combined pipeline of about 400 new hotels in China and are still building. Regional entrants will also emerge to seize opportunities before the market consolidates further.

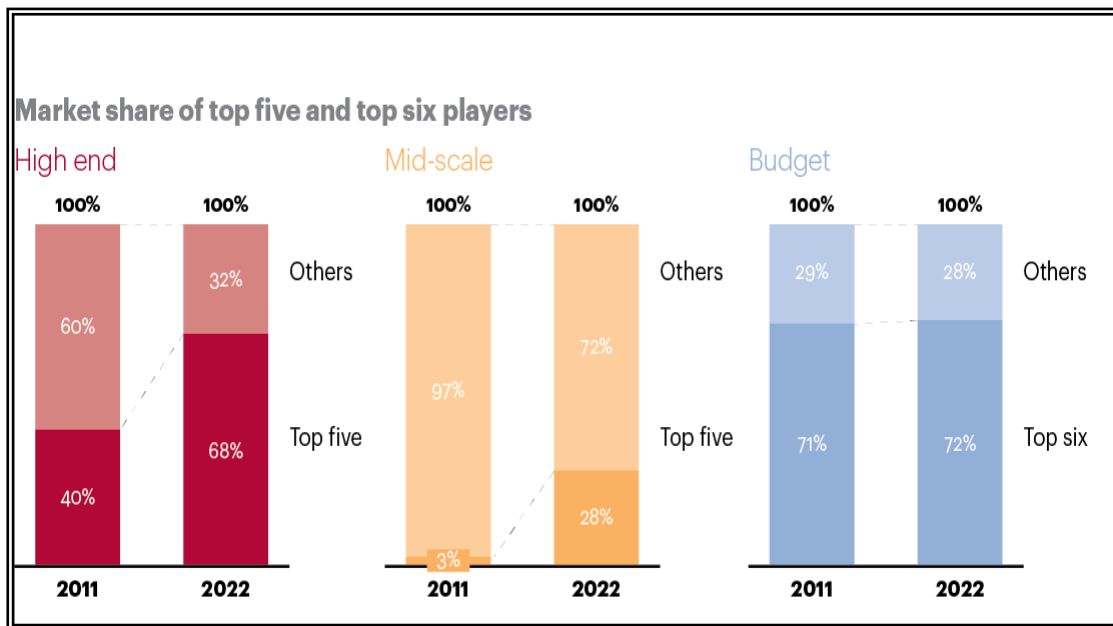


Mid-Scale and budget hotel segments in China will experience the greatest growth.

Significant investment and consolidation has taken place in the past few years, especially in the budget segments – Home Inns' acquisitions of eJia Express, Motel 168, and Top Star Hotels are examples. The high-end and mid-scale segments will likely dominate future consolidation. Of the two segments, the mid-scale is the most fragmented.

Consolidation will occur as large budget operators expand into the mid-scale segment, as exemplified by Hanting's acquisition of the Starway chain in 2012.

International operators are also expanding their brands and presence in this segment and looking for the right acquisitions.



Consolidation in China's hotel industry will occur mainly in the high-end & mid-scale segments

Because the mid-scale segment is underserved, competition will intensify as domestic budget operators extend their presence and international chains invest in it. We expect to see more acquisitions in this segment and new, stronger leaders emerge.

As the high-end segment further consolidates, opportunities for new entrants will become increasingly difficult and the next two to three years could be the last window of opportunity for them to make a significant push. China's burgeoning economy has produced a large middle class looking for services that improve quality of life, which in turn has spawned a growing trend toward more leisure and vacation travel in China.

The percentage of travel undertaken for leisure purposes grew from 30 percent in 1999 to 46 percent in 2010, a trend that is expected to continue.

These vacationers seek relaxation rather than a tight tour schedule, and they want to explore new destinations each time they travel, unlike Western travellers who tend to revisit favourite vacation spots. As one respondent put it, "There is an ancient Chinese [proverb that says] it is better to travel 10,000 miles than to read 10,000 books. I am eager to visit different places." Chinese travellers are changing not only how they vacation, but also how they plan and book their trips. Our consumer study finds that about 70 percent of travellers use online travel sites for information gathering, with 58 % booking their accommodations on sites such as Qunar.com or Lvmama.com.

Finally, an adaptation of standards & economics is vital for profitability, for the development pace in China. Hotel chains with strong brand standards will need to be flexible enough to develop hotels with favourable economics. For two- to three-star hotels, sound insulation is not such a big issue in China as in Europe and the United States, offering savings in construction costs. To capture the growing demands of vacation travellers, major hotel chains such as Starwood and Marriott and boutique operators such as Club Med and Banyan Tree are increasing their vacation-resort footprint across China. This trend is not limited to high-end properties. Domestic budget operators, aware that 63 % of budget accommodations are for leisure travellers – versus 42 % of high-end accommodations – are considering opening up budget resorts.



China's vacation-rental market is also taking off, and is expected to double in size annually over the next two years to reach \$1 bn in 2015.

Options for consumers will increase, as will the competition. The market will continue to innovate, so it would be wise to look beyond the traditional competitive realm.

Consider new models & formats, and leverage synergies and differentiation through a mixture of properties and products. It will be essential to tailor new formats and concepts to the Chinese consumer by, for example, offering butler-type services for vacation rentals and shorter rental terms, and more services in general for time-shares.

China's Five-Year Plan identifies tourism as a core growth engine, and many provincial government authorities plan to further promote tourism by encouraging direct investment in tourism real estate and the tourism industry. As these governments develop their plans, they are focusing on differentiation, internationalization, high-end brands, and big impact, welcoming investments, and providing support for major hospitality players such as land-price discounts, cash or tax incentives, and priority approval processes.

Others are considering providing support for new formats such as time-shares & vacation rentals as a way to help sell existing properties. Invest in government relationships, either by building your own team or developing relationships with leading local developers.

Many developers that overbuilt during the previous property boom are looking for partners to help market & manage their properties. Others, such as Vanke, that traditionally focused on residential projects will be looking for new sectors to grow.

Change is occurring in China's hospitality industry and the next five years will be crucial as the market consolidates and new players emerge.

Implementing a comprehensive plan that responds to these trends will position players for success, not just now but well into the future.

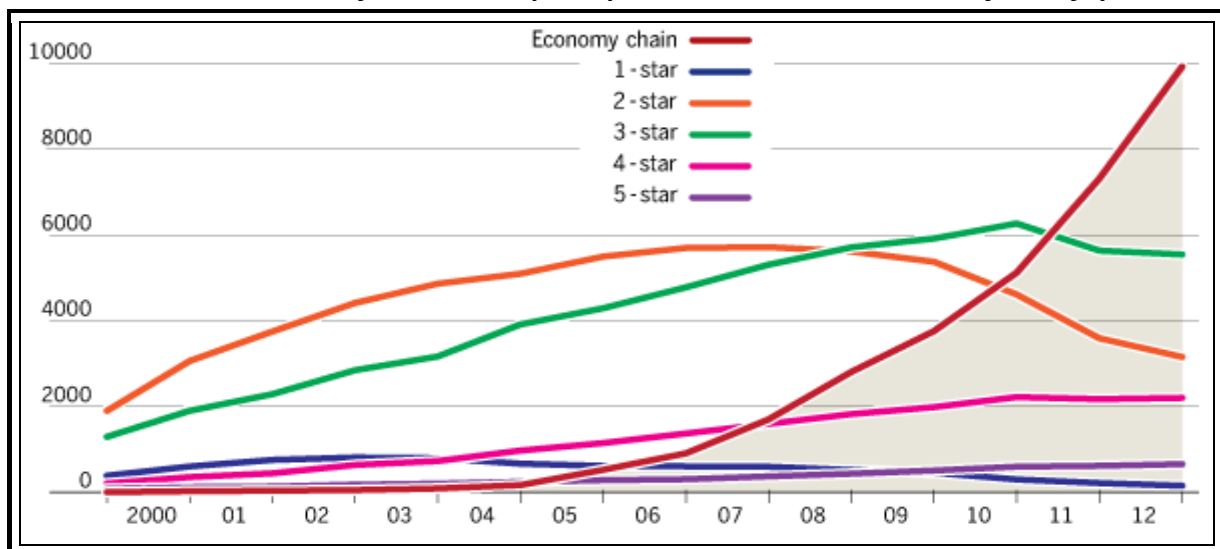
Market size includes targeted five-star, four-star, three-star, and budget segments, and excludes one-star and two-star hotels and unrated guest houses.

**Exercise 1. Make up the dialogue from the information and carry it on in class.**

**Exercise 2. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 3. Add some information & make up a small report and give a talk in class.**

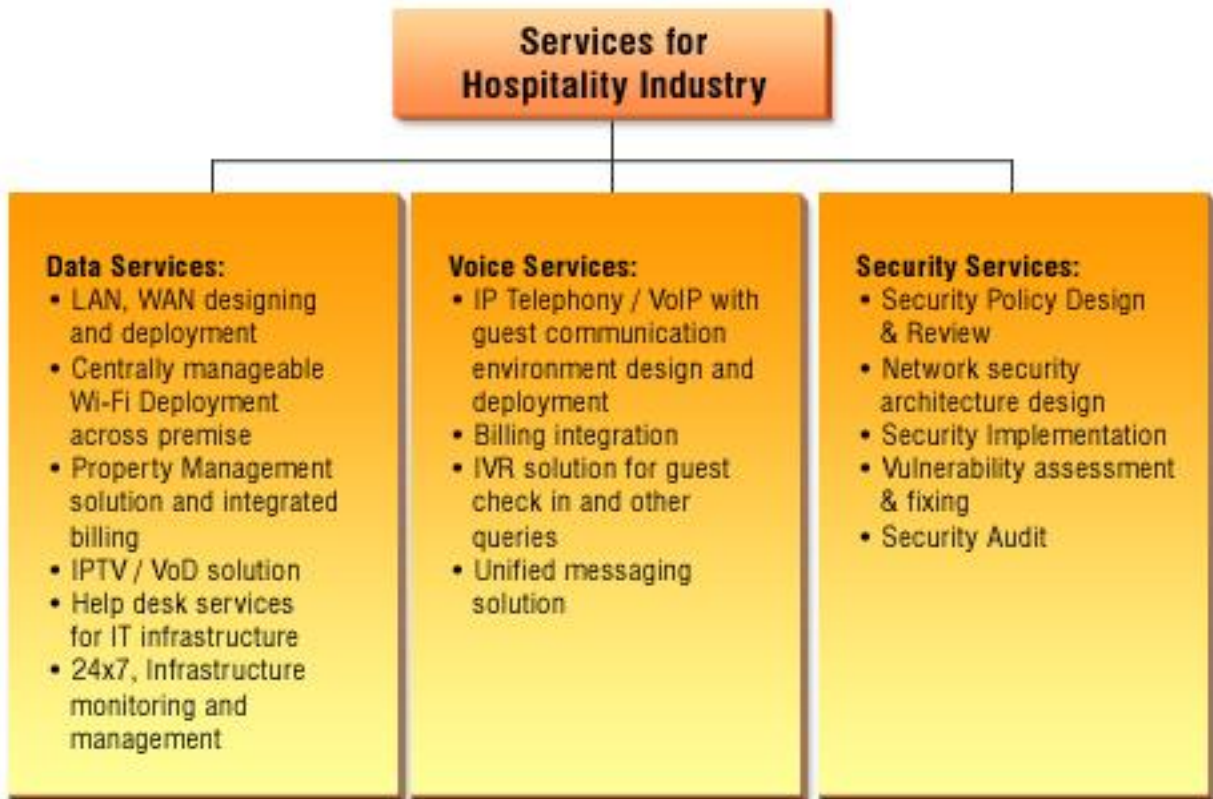
**Exercise 4. Read the information & pick up the essential details in the form of quick notes.**

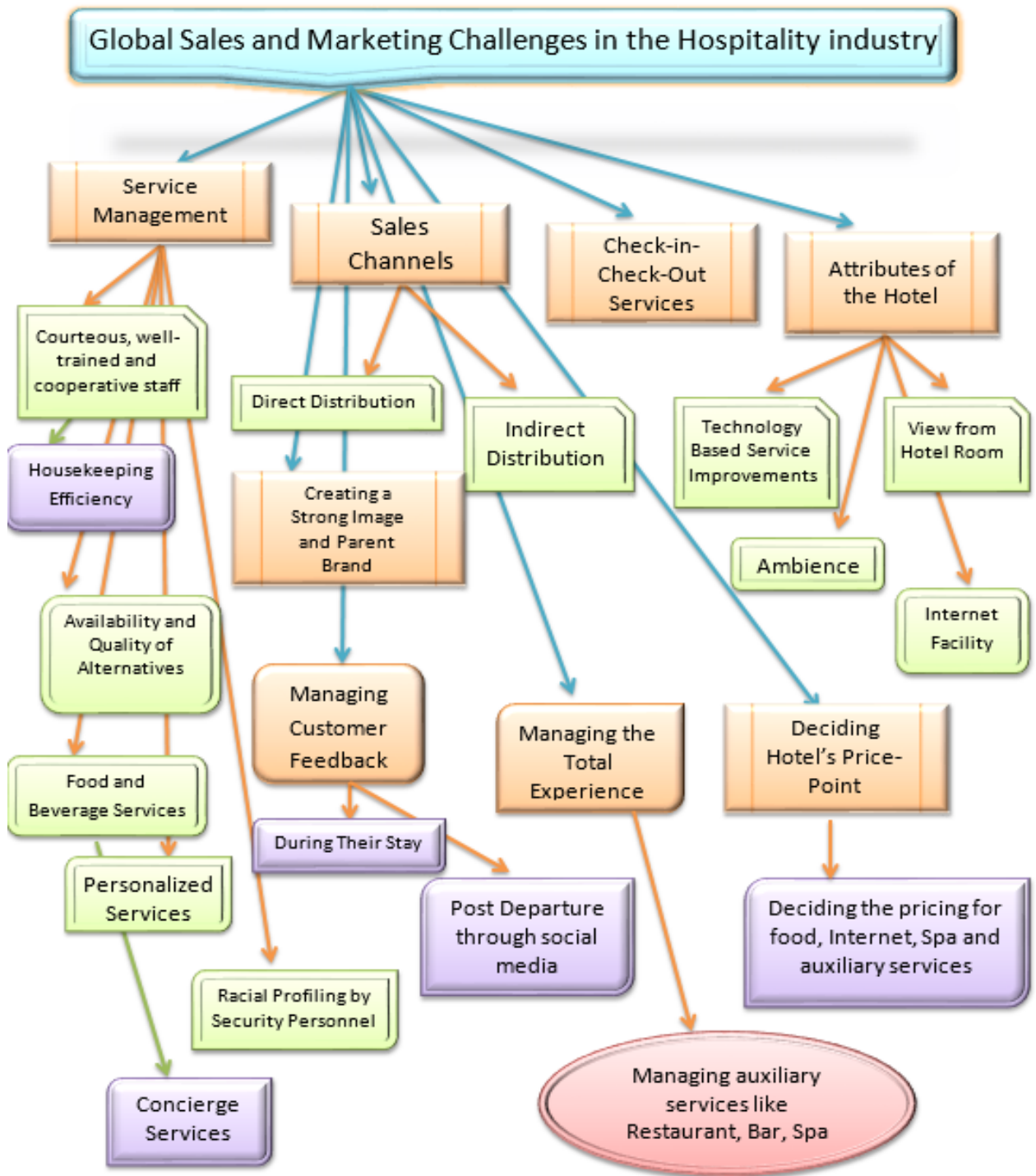


Numbers of Hotels in China

City	Tourism development plan
<b>Weihai</b>	<ul style="list-style-type: none"> <li>• Concentrate on multiple interests including sightseeing and recreation</li> <li>• Create new options and develop high-end facilities and services</li> <li>• Focus on domestic and international tourists</li> <li>• Improve service quality and infrastructure</li> </ul>
<b>Kunming</b>	<ul style="list-style-type: none"> <li>• Accelerate tourism through transformation and upgrade of hotel industry</li> <li>• Pinpoint large-scale projects and tourism activities</li> <li>• Capture more international tourists and investments</li> </ul>
<b>Yangzhou</b>	<ul style="list-style-type: none"> <li>• Promote city's ancient and modern culture</li> <li>• Undertake bigger projects (with significant investment and well-known brands for high impact)</li> <li>• Improve city image through brand differentiation and upgrade</li> </ul>
<b>Lijiang</b>	<ul style="list-style-type: none"> <li>• Capitalize on reputation as landscaped garden city</li> <li>• Increase brand awareness through high-end, unique folk culture, and ecological and special interest vacations</li> <li>• Bolster national and international cooperation</li> </ul>
<b>Sanya</b>	<ul style="list-style-type: none"> <li>• Vigorously attract international tourists and investments</li> <li>• Carefully nurture scenic spots brand</li> <li>• Prudently develop differentiating activities such as golf and submarine sightseeing</li> </ul>
<b>Yangshuo</b>	<ul style="list-style-type: none"> <li>• Strengthen tourism industry</li> <li>• Grow all segments from low end to high end</li> <li>• Center on sightseeing, culture, leisure, ecology, folk culture, and exploration</li> </ul>

How Chinese cities plan to develop tourism.





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## CHAPTER II. HOTEL INDUSTRY

### UNIT I. HISTORY & MANAGEMENT

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#### INTRODUCTION

A hotel is an establishment that provides paid lodging, usually on a short-term basis. Hotels often provide a number of additional guest services such as a restaurant, a swimming pool or childcare. Some hotels have conference services and meeting rooms and encourage groups to hold conventions and meetings at their location. Additional common features found in hotel rooms are a telephone, an alarm clock, a television, a safe, a mini-bar with snack foods & drinks, and facilities for making tea and coffee. Luxury features include bathrobes and slippers, a pillow menu, twin-sink vanities, and jacuzzi bathtubs.

Larger hotels may provide additional guest facilities such as a swimming pool, fitness centre, business centre, childcare, conference facilities and social function services.

Hotel rooms are usually numbered (or named in some smaller hotels & B&Bs) to allow guests to identify their room. Some hotels offer meals as part of a room and board arrangement. In the United Kingdom, a hotel is required by law to serve food and drinks to all guests within certain stated hours. In Japan, capsule hotels provide a minimized amount of room space and shared facilities.

In Australia or Canada, the word may refer to a pub or bar. In India, the word may refer to a restaurant since the best restaurants were always situated next to a good hotel.

The word hotel derives from the French *hôte* (coming from *hote* meaning *guest*), which referred to a French version of a townhouse or any other building seeing frequent visitors, not a place offering accommodation in contemporary usage.

#### HOTEL OCCUPATIONS

##### **Owner**

The owner, chairman, or CEO of a hotel or hotel group is known as a hotelier.

##### **Employees**

The front desk, reservations, housekeeping, security, or loss prevention, valet parking, transportation, uniformed services (which may refer to bellmen, doormen, and even concierge) food and beverage, accounting, sales, marketing, catering, audio visual, and engineering or maintenance are common departments of a mid or large sized hotel.

##### **Accounting**

The night auditor role falls within the front desk department but also carries some of the responsibilities of the accounting department.

##### **Management**

The engineering staff takes care of building repairs and up keep of HVAC systems, plumbing, fire sprinkler systems, chillers, cooling towers, pool and spa if applicable, lights, breakers, door locks, C.P.R., laundry machines, kitchen walk ins, ice machines, building air handlers, room repairs and upkeep.

## Services & facilities

Basic accommodation of a room with only a bed, a cupboard, a small table and a washstand has largely been replaced by rooms with en-suite bathrooms and, more commonly in the United States than elsewhere, climate control. Other features found may be a telephone, an alarm clock, a TV, and broadband Internet connectivity. Food and drink may be supplied by a mini-bar (a small refrigerator) containing snacks and drinks (to be paid for on departure), and tea and coffee making facilities (cups, spoons, an electric kettle and sachets containing instant coffee, tea bags, sugar, and creamer or milk).

Some hotels offer various combinations of meals as part of a room and board arrangement. In the United Kingdom, a hotel is required by law to serve food and drinks to all comers within certain stated hours; to avoid this requirement it is not uncommon to come across *private hotels* which are not subject to this requirement.

However, in Japan, capsule hotels offer minimal facilities and room space.

## Classification

The cost and quality of hotels are usually indicative of the range and type of services available. Due to the enormous increase in tourism worldwide during the last decades of the 20th century, standards, especially those of smaller establishments, have improved considerably. For the sake of greater comparability, *rating systems* have been introduced, with the one to five stars classification being most common.

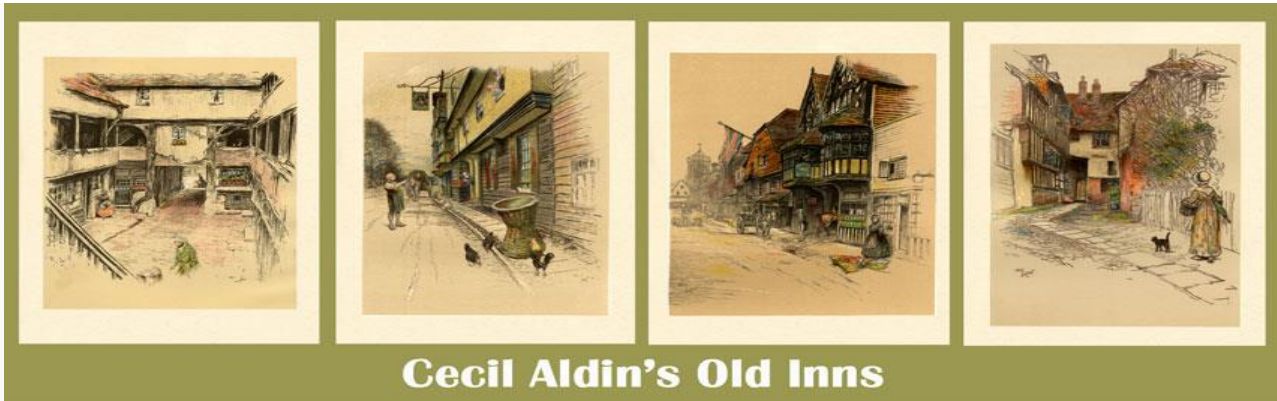
The *star classification system* is a common one for rating hotels. Higher star ratings indicate more luxury. The AAA and their affiliated bodies use diamonds instead of stars to express hotel and restaurant ratings levels. Hotels are independently assessed in traditional systems and rest heavily on the facilities provided. Some consider this disadvantageous to smaller hotels whose quality of accommodation could fall into one class but the lack of an item such as an elevator would prevent it from reaching a higher categorization.

In some countries, there is an official body with standard criteria for classifying hotels, but in many others, there is none. There have been attempts at unifying the classification system so that it becomes an internationally recognized and reliable standard but large differences exist in the quality of the accommodation and the food within one category of hotel, sometimes even in the same country.





## HISTORY OF HOTELS



Facilities offering hospitality to travellers have been a feature of the earliest civilizations.

In Greco-Roman culture hospitals for recuperation and rest were built at thermal baths. During the Middle Ages various religious orders at monasteries and abbeys would offer accommodation for travellers on the road.

The precursor to the modern hotel was the inn of medieval Europe, possibly dating back to the rule of Ancient Rome. These would provide for the needs of travellers, including food and lodging, stabling and fodder for the travellers' horse(s) and fresh horses for the mail coach. Famous London examples of inns include the George & the Tabard.

A typical layout of an inn had an inner court with bedrooms on the two sides, with the kitchen and parlour at the front and the stables at the back.

For a period of about 200 years from the mid-17th century, coaching inns served as a place for lodging for coach travellers (roadhouse). Coaching inns stabled teams of horses for stagecoaches and mail coaches and replaced tired teams with fresh teams.

Traditionally they were 7 mi apart but this depended very much on the terrain.

Some English towns had as many as ten such inns and rivalry between them was intense, not only for the income from the stagecoach operators but for the revenue for food and drink supplied to the wealthy passengers.

By the end of the century, coaching inns were being run more professionally, with a regular timetable being followed and fixed menus for food. Inns began to cater for richer clients in the mid-18th century, and consequently grew in grandeur and the level of service provided. One of the first hotels in a modern sense was opened in Exeter in 1768, although the idea only really caught on in the early 19th century. In 1812 Mivart's Hotel opened its doors in London, later changing its name to Claridge's.



Tremont House in Boston was a luxury hotel (the first to provide indoor plumbing)

Hotels proliferated throughout Western Europe and North America in the 19th century, and luxury hotels, including Tremont House and Astor House in the United States, Savoy Hotel in the United Kingdom and the Ritz chain of hotels in London and Paris, began to spring up in the later part of the century, catering to an extremely wealthy clientele.



Hotel operations vary in size, function, and cost. Most hotels and major hospitality companies that operate hotels have set widely accepted industry standards to classify hotel types. General categories include the following;

#### **Upscale luxury**

An upscale full service hotel facility that offers luxury amenities, full service accommodations, on-site full service restaurant(s), and the highest level of personalized and professional service. Luxury hotels are normally classified with at least a Four Diamond or Five Diamond status or a 4 or 5 Star rating depending on the country & local classification standards.

#### **Full service**

Full service hotels often contain upscale full-service facilities with a large volume of full service accommodations, on-site full service restaurant(s), and a variety of on-site amenities such as swimming pools, a health club, children's activities, ballrooms, on-site conference facilities, and other amenities.

#### **Historic inns & boutique hotels**

Smaller independent non-branded hotels that often contain upscale facilities of varying size in unique or intimate settings with full service accommodations. Some historic inns and boutique hotels may be classified as luxury hotels.

#### **Focused or select service**

Small to medium-sized hotel establishments that offer a limited amount of on-site amenities only cater and market to a specific demographic of travellers, such as the single business traveller. Most focused hotels may still offer full service accommodations but may lack leisure amenities such as an on-site restaurant or a swimming pool.

#### **Economy & limited service**

Small to medium-sized hotel establishments that offer a very limited amount of on-site amenities and often only offer basic accommodations with little to no services, these facilities normally only cater and market to a specific demographic of travellers, such as the budget-minded traveller seeking a *no frills* accommodation.

Limited service hotels often lack an on-site restaurant but in return may offer a limited complimentary food & beverage amenity such as on-site continental breakfast service.

### **Extended stay**

Small to medium-sized hotels that offer longer-term full service accommodations compared to a traditional hotel. Extended stay hotels may offer non-traditional pricing methods such as a weekly rate that cater towards travellers in need of short-term accommodations for an extended period. Similar to limited and select service hotels, on-site amenities are normally limited and most extended stay hotels lack on an on-site restaurant.

### **Timeshare & destination clubs**

A form of property ownership also referred to as a vacation ownership involving the purchase and ownership of an individual unit of accommodation for seasonal usage during a specified period. Timeshare resorts often offer amenities similar that of a Full service hotel with on-site restaurant(s), swimming pools, recreation grounds, other leisure-oriented amenities. Destination clubs on the other hand may offer more exclusive private accommodations such as private houses in a neighborhood-style setting.

### **Motel**

A small-sized low-rise lodging establishment similar to that of a limited service hotel but not referred to as a hotel, motels are often located adjacent to a major road or Interstate highway with little to no amenities and often consist of exterior-entrance rooms using outdoor walkways. Motels are often considered the "lowest classification" type of a lodging accommodation and often operate with minimal staffing levels.

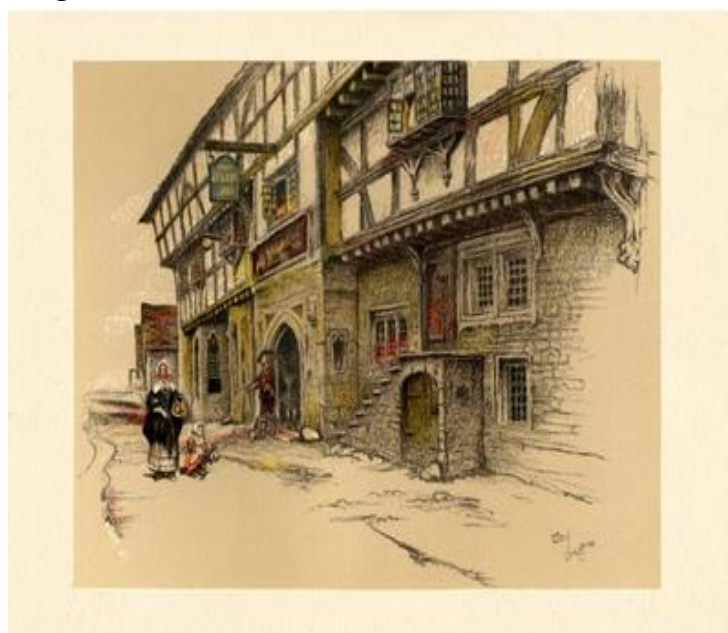
### **Active vocabulary**

Hotels, motels, extended stay, apartment hotel, establishments, services, to offer, lodging, traditional, modern, travellers, accommodations, to limit, pricing.

**Exercise 1. Give the list of sky events & provide their short description in the form of notes.**

**Exercise 2. Make notes of your new knowledge about history of hotels.**

**Exercise 3. Make up a small report and give a talk in class.**





## HISTORIC HOTELS



The Historic Hotels of Europe (HHE) is an umbrella organisation established to promote like-minded independent hotel associations throughout Europe. Castles, manors, convents, palaces, monasteries, townhouses, villas and residences, which have maintained their historic characters are part of the HHE. Each property reflects diversity in style giving the guest a unique experience and a flavour of their country's traditional hospitality combined with elegant accommodation and fine cuisine.

There are many international marketing associations but none of these companies are attempting to promote a global awareness whilst still encouraging the development & sustainability of the national traditions and cultural heritage of the individual countries.

The original concept for forming a Federation with associations representing historic hotels, castles, manors and restaurants within Europe was the brainchild of the *Hotels de France* and the *Schlosshotels & Herrenhäuser* of Austria.

The idea was to promote national cultural traditions, historic heritage and architecture under one umbrella. The Federation was born in November 1997 regrouping at its beginning 8 associations in different countries promoting a more *cultural and historic* style of holiday.

The first formal meeting of the "European Federation of Traditional Accommodation and Historic Houses" was held in Cadiz in Spain and hosted by the *Estancias de España*.

Since this first general meeting, General Assemblies are held twice a year and the Board of directors meet whenever it is necessary for the development of the Federation.

The meetings take place all over Europe always hosted by one of the members associations. Its membership has been extended to include in 2013 18 associations in 22 countries and several other associations have applied to join the HHE, both evolutions reflecting the increasing international recognition. The HHE with its network encompasses more than 600 properties, making it one of the largest marketing bodies of its kind within Europe. The hotels and restaurants affiliated with *Hampshire Classic Hotels* are to be found in some very old castles, mansions, monasteries, churches and wonderfully restored country and manor houses. The oldest building dates back for many centuries (1256).

Our youngest one is just a little younger than 100 years. Each hotel is renowned because of its unique *service de cuisine*, comfort and personal attention.

The hotels are located in the historical parts of the major cities, as well as in the beautiful countryside, near the beach or close to the lakes and forest. Some hotels have gained their renown through tradition, by hosting significant events or persons.

*Schloss Cecilienhof* in Potsdam, Germany derives its fame from the so-called Potsdam Conference of the World War II allies Winston Churchill, Harry Truman and Joseph Stalin in 1945. As Europe becomes a tangible reality, the *Historic Hotels of Europe* lets you explore the nooks and crannies of Europe, discovering the originality, the authenticity, the accents and the culinary expression of the various countries.

Surprisingly, you will also detect certain coherence, delighting in the influences and differences that have forged the personalities of these time-honoured civilizations.

With a wealth of more than 600 chateaux, manors, convents, palaces, monasteries, farms, townhouses, villas, post-houses and family-owned residences, the *Historic Hotels of Europe* staunchly perpetuates the very essence of the Old Continent's prosperity, charm, diversity, seduction, its style and substance, in a word, its soul.

### **Historic Hotels of America**

A program of the National Trust for Historic Preservation, *Historic Hotels of America* (HHA) identifies quality hotels that have faithfully maintained their historic integrity, architecture and ambiance. These hotels are promoted nationally and internationally to those who prefer historic settings for their leisure and business travel. Established in 1989 with 32 charter members. Member hotels in this program must be located in a building that is at least 50 years old and listed in, or eligible for, the National Register of Historic Places or recognized locally as having historic significance.

Members of Historic Hotels of America represent the heritage and development of America. One of the earliest hotels, *Hotel El Convento* in Old San Juan, Puerto Rico is a former *Carmelite Convent* dating to 1651. Another, *The Red Lion Inn* in Stockbridge, Massachusetts, dates to 1773 and was originally established as a stagecoach stop.

223 hotels & resorts. Member hotels are located in 39 states, the District of Columbia, Puerto Rico & the U.S. Virgin Islands. Hotels are situated in settings that range from rustic to refined, in locales as diverse as the mountain wilderness, manicured countrysides, the centre of small towns and bustling metropolises.

Hotels range in size from the eight-room American Hotel in Sag Harbour, New York, to the Palmer House Hilton in Chicago with 1639 rooms.

Some hotels, such as the Renaissance Vinoy Resort and Golf Club in St. Petersburg, Florida, are part of large hotel chains, while others, including *the Strater Hotel* in Durango, Colorado, and *the Mohonk Mountain House* in New Paltz, New York, have been in the same family for generations. *The Taj Mahal Palace & Tower* in Mumbai is one of India's most famous and historic hotels because of its association with the Indian independence movement. Other establishments have given name to a particular meal or beverage, as is the case with the Waldorf Astoria in New York City, USA, known for its Waldorf Salad or the Raffles Hotel in Singapore, where the drink Singapore Sling was invented. Another example is *the Hotel Sacher* in Vienna Austria, home of the Sachertorte or even *the Hotel de Paris* where the crepe Suzette was invented.

### **Active vocabulary**





Renown, hotels, historic, establishments, traditions, hosting significant events, people, associations, elegant accommodation, fine cuisine.

**Exercise 1. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 2. Digest the information briefly in English.**



## COUNTRY ORGANISATIONS

 Austria	Schlosshotels & Herrenhauser
 Benelux	Hampshire Classic Hotels
 Denmark	Historic Hotels of Denmark
 France	Symboles de France
 Germany	Historic Hotels of Germany
 Greece	Yades Greek Historic Hotels
 Hungary	Hungarian Castle Hotels Association
 Ireland	Ireland's Blue Book
 Italy	Abitare la Storia
 Norway	De Historiske – hotels & restaurants
 Poland	Hotele Historyczne w Polsce
 Portugal	Hoteis Heritage Lisboa
 Spain	Hoteles Históricos de España
 Sweden	Countryside Hotels
 Switzerland	Swiss Historic Hotels
 UK	The Great Inns of Britain
 Wales	Welsh Rarebits





Great Inn of Britain

Empora Hotel in Praha



Schloss Cecilienhof in Potsdam

**Exercise 1. Describe historic hotels in details.**

**Exercise 2. Answer the questions.**

1. What is a hotel like?
2. What is a historical hotel like?
3. What are the most famous historical hotels in the world?
4. How have some hotels entered the public consciousness?
5. How many historical hotels are there in Europe?
6. How many historical hotels are there in the USA?
7. How many historical hotels are there in Asia?
8. Have you ever been in any historical hotel?





Hotel Ritz in Paris



There are hotels, which became much more popular through films like the Grand Hotel Europe in Saint Petersburg, Russia when James Bond stayed there in the blockbuster Goldeneye. Cannes hotels such as the Carlton or the Martinez become the center of the world during Cannes Film Festival (France). A number of hotels have entered the public consciousness through popular culture. There are the Ritz Hotel in London, UK (*Putting on The Ritz*), the Algonquin Hotel in New York City with its famed Algonquin Round Table and Hotel Chelsea, also in New York City, subject of a number of songs and also the scene of the stabbing of Nancy Spungen. Hotels that enter folklore like these two are also often frequented by celebrities, as is the case both with the Ritz and the Chelsea.

**Exercise 3. Cecilienhof Palace – Following the traces of world history.**

Churchill, Truman, Stalin wrote world history here and discussed how to partition Germany. From 17th June to 2nd August 1945, the victorious powers of World War II met in the venerable halls of Cecilienhof Palace for the Potsdam Conference. Originally, Cecilienhof Palace was built from 1914 to 1917 for Crown Prince William and his wife Cecilie von Mecklenburg-Schwerin as the last construction of a castle of the Hohenzollern dynasty. In his design plans, the architect Paul Schultze-Naumburg orientated himself towards the English country houses in the Tudor style. Today, the castle is an historic memorial, in which the conference room and the working rooms of the participants in the Potsdam Conference can be visited. The Meierei, a former dairy farm and later the restaurant and brewery in New Garden, is located right by Jungfernsee (lake of the virgins) and offers a beautiful view of Kunigswald (king's forest), a nature reserve and the Glienicke People's Park.

## TOPICAL VOCABULARY

**hotel** – готель

at (in) a hotel – у готелі

to manage (operate, run) a hotel – управляти готелем

motel – мотель, автопансіонат

to check into a motel – заїхати в мотель

to check out of a motel – виїхати з мотелю

boarding house – пансіон

guesthouse – невеликий готель

rundown (seedy) hotel – третьосортна готель

swanky hotel – розкішний готель

deluxe (five-star, luxury) hotel – п'ятизірковий готель

first-class hotel – готель першого класу

four-star hotel – чотиризірковий готель

three-star hotel – тризірковий готель

transient hotel – транзитний готель *Syn. hostel, inn, motel*

to check in (register at) a hotel – зареєструватися в готелі

to check out of a hotel – виписатися з готелю

hotel lobby – вестибюль готелю

hotel register – книга запису постояльців

hotel suite – номер в готелі

hotel accommodation (room, suite) – номер в готелі

hotel bus – автобус для готелів

hotel chain – мережа готелів

hotel (motel, resort) desk clerks – готельні клерки

hotelier – власник або керуючий готелю

hotelkeeper – господар готелю, готелю) *Syn. innkeeper, hotelman*

hoteling – готельна система організації праці, при якій працівник, який бажає попрацювати в офісі, заздалегідь замовляє собі місце в офісі на певний (зазвичай нетривалий) період часу; характерно для системи, при якій працівники суміщають роботу на дому (по Інтернету) з роботою в офісі ) *Syn. moteling, hot desking, telework*

**inn** – житло, будинок, місце проживання; готель, заїжджий двір, 3) таверна

**camping** – кемпінг, табір для автотуристів

camping site – наметовий табір

camping outfit – туристське спорядження

camping trailer – житловий причіп

camping trip туристичний похід

**hostel** (youth hostel) – студентський гуртожиток, турбаза, хостел (гуртожиток, використовуваний також як готель для туристів

**caravanserai** – караван-сарай; великий готель

the palatial caravanserais of New York – чудові готелі Нью-Йорка

dude **ranch** – ранчо, пристосоване для прийому відпочиваючих; ферма, пансіонат (з навчанням верховій їзді і т. п. )

on a ranch – на фермі

to live on a ranch – жити на фермі

ranch house – одноповерховий будинок в передмісті *Syn. Rambler*

rancher одноповерховий будинок за містом

**residence** – місце проживання, знаходження, перебування

one's legal residence – офіційне місце проживання

permanent residence – постійне місце проживання *Syn. whereabouts, abode, location, occurrence, ubiety*

summer place – літня резиденція *Syn. dwelling, mansion, palace*

to change one's (place of) residence – переїжджати

to establish (take up) residence – поселятися

to have one's residence – проживати

one's legal residence – офіційне місце проживання

The Queen is in residence at the Palace this week. – Королева на цьому тижні перебуває у Палаці.

country of residence країна перебування

to give smb temporary residence on a country – надати кому-л. тимчасовий дозвіл на проживання в країні

country residence – заміська резиденція

official residence – офіційна резиденція

permanent (full-time, habitual) place of residence – постійне місце проживання

temporary residence – тимчасове місце проживання

actual residence – фактичне місце проживання

legal residence – легальне проживання

restricted residence – обмеження права на проживання

residence visa – вид на проживання

to **reside** – проживати, жити; перебувати, перебувати (in , at)

When you have resided in the country for five years, you may become a citizen. – Після того, як ти прожив в країні п'ять років, ти можеш стати її громадянином.

**abode** – житло, будинок

mean abode – убоге житло

to take up one's abode – оселитися

to make one's abode – жити де - л .

of no (with no) fixed abode (residence) – без постійного місця проживання

**lodging** – житло *Syn. accommodation, dwelling, abode*

travel expenses including meals and lodgings – дорожні витрати, включаючи харчування і житло. He was given free lodging in a three-room flat. – Йому дозволили безкоштовно жити в трикімнатній квартирі.

board and lodging (lodging allowance, furnished accommodations) – наймана квартира (кімната); мебльовані номери

to find lodging for the night (a night's lodging) – знайти притулок на ніч *Syn.*

*accommodation*

dry lodging – приміщення, що здається без харчування

to lodge out – не ночував вдома

hunting lodge – мисливський будиночок

ski lodge – лижна база



**sojourn** – (тимчасове ) перебування

a sojourn in the country – тимчасове перебування в країні

They might find traces of European sojourn on the island. – Можна знайти сліди присутності європейців на острові. He sojourned for a month at a resort. – Він жив на курорті один місяць.

to **inhabit** – жити, проживати, існувати, надавати житло

to **settle up** – закінчити, залагодити

to settle up one's affairs – закінчити свої справи

that settles the matter / the question – питання вичерпано

to **settle down** – поселити, влаштувати

How long did it take you to settle down in this country? – Скільки часу Вам знадобилося, щоб обжитися в цій країні? The people who had escaped from the war were settled in a special camp. – Людей, які бігли від війни, помістили в спеціальний табір.

**service** – служба, заняття, робота

to press smb. into service – змушувати кого-л. служити

to take smb. into one's service – наймати кого - л.

to do (perform, provide, render) a service – пропонувати послуги, обслуговувати

to introduce (offer) service – пропонувати послуги

to suspend a service – тимчасово припиняти обслуговування

emergency service – невідкладна, швидка допомога

human services – сфера послуг at your service – до ваших послуг

I am glad to be of service. – Радий надати послугу.

to service the equipment – здійснювати ремонт обладнання

**accommodation** – житло, приміщення

deluxe accommodation / first-class accommodation – упорядковане житло

furnished accommodations – мебльовані кімнати

shortage of cheap accommodation – дефіцит дешевого житла

to seek accommodation – шукати житло

hotel accommodation – номер в готелі

deluxe (first-class) – accommodation упорядковане житло

travel accommodation – готель в місцях зупинок під час подорожі

accommodation unit – квартира або будинок на одну сім'ю

to come to (reach) an accommodation – домовитися

to make (work out) an accommodation – виробити угоду

accommodation road – тупикова дорога, що веде в селище

accommodation train (stage) – місцевий пасажирський поїзд

accommodation house – заїжджий двір

to be well accommodated – добре влаштуватися, мати всі зручності

to accommodate a client – обслуговувати клієнта

accommodation space – побутова, побутове приміщення

**Exercise 1. Analyze the topical vocabulary, learn it and make up sentences with it.**

**Exercise 2. Add some professions at a hotel to these ones.**

**Exercise 3. Remember Inscriptions & Announcements.**

**Exercise 4. Translate the facilities of a hotel.**

desk-clerk – портье	attendant – службовець
reception clerk – адміністратор	steward – офіціант
porter – швейцар	manager – директор
bell-boy – носильник	guest – постоялець
lift-boy – ліфтер	visitor – приїжджий
resident – постійний гість	boarder – той, хто столується

### ADDITIONAL EXPRESSIONS

to put up (stop) at a hotel	зупинитися у готелі
to register at a hotel	зареєструватися
to reserve (book, engage) a room in advance	забронювати номер заздалегідь
to sign in (out)	звільнити номер
to cancel the reservation	анулювати замовлення
to fill in an arrival card	заповнити картку прибуття
to settle a bill	сплатити рахунок
to run a restaurant (garage, etc.)	римати ресторан, гараж і т.д.
to overlook (face, look out on) garden	виходити вікнами в сад і т.д.
to call a bell-boy (a steward, etc.)	викликати посильного, офіціанта і т.д.
to press the push-button	натиснути кнопку
to be on the premises of the hotel	перебувати при готелі
to take the suit-case from the room	винести валізу з номера
to pay by the week (day, in advance)	розраховуватися потижнево (щодня ...)
to order dinner to the room	замовити обід в номер
to keep the hotel rules	дотримуватися правил в готелі
to spoil things in the room	зіпсувати щось в номері
free of charge	за рахунок готелю
EMERGENCY EXIT	ЗАПАСНИЙ ВИХІД
IN EMERGENCY DIAL: FIRE 01 MILITIA 02 AMBULANCE 03	ТЕЛЕФОНИ СПЕЦІАЛЬНОГО ВИКЛИКУ: ПОЖЕЖНА ОХОРОНА 01 МІЛІЦІЯ 02 ШВИДКА МЕДИЧНА ДОПОМОГА 03



10 top new suites

## NECESSARY PHRASES

Where shall we stay?

At the Kyiv hotel.

This is a new hotel in the centre of the city with the luxе and first class accommodation.

Have you any accommodation?

What kind of room would you like?

A single room has been booked for me here.

I reserved a room by cable/phone.

I prefer to have a room on the 2-4 floor. What conveniences are there?

May I ask the price of the room?

Do you charge for the baby?

Is there any reduction for children?

This room suits me.

It is rather expensive for me.

I take a room for a week.

Kindly write your name and address.

Please fill in a registration form.

Here's your room card and your hotel pass. The former is for the floor attendant. As for the later, you will need it to get into hotel and obtain your key.

Must I pay in advance or when leaving?

Has anybody asked for me?

Is there a letter / a telegram for me?

I want to settle my bill.

Let me have my bill.

The checking-out time at the hotel is 12 noon.

When will you be leaving?

I'm leaving tomorrow.

Send my luggage to the airport (air terminal, railway station, sea/ river port)

Indeed a taxi for 6 in the morning.

Where can I change money (book theatre ticket, buy newspapers /a plan of the city, book tickets for a plane)?

I'd like to rent a car with(out) a driver.

Where's a floor attendant, please?

The key of Room 245, please.

I need another blanket (pillow, face towel, hand towel, bath towel).

Bring me some more clothes hangers, please.

Де ми зупинимося ?

У готелі *Kyiv*.

Це новий готель з номерами люкс і першого класу.

Чи є у вас вільні місця?

Який номер ви хотіли б?

Для мене тут був замовлений однемісний номер .

Я замовив номер телеграмою / по телефону.

Я віддаю перевагу номеру на 2-4 поверсі. Які зручності?

Скільки коштує номер?

Чи потрібно платити за дитину?

Чи є знижка за дітей?

Цей номер мені підходить.

Для мене це дуже дорого.

Я зупинюся на тиждень.

Напишіть ваше прізвище та адресу.

Заповніть листок для приїжджих.

Ось ваш напрям і пропуск.

Перше – для чергової по поверху, другий необхідний, щоб пройти в готель і отримати ключ.

Чи повинен я платити вперед або можу розрахуватися при від'їзді?

Мене хтось питав?

Чи немає мені листи / телеграми?

Я хочу розрахуватися.

Рахунок, будь ласка.

Єдиний розрахунковий час в готелі – 12:00 дня .

Коли ви їдете?

Я їду завтра вранці.

Надішліть мій багаж в аеропорт (на ж / д., морський / річковий вокзал)

На 6:00 ранку мені потрібно таксі.

Де можна поміняти гроші (замовити квитки в театр, купити газети / план місту, замовити квитки на літак)?

Я хотів би взяти напрокат машину з водієм / без водія.

Де знаходиться чергова по поверху?

Будь ласка, ключ від 245 -го номера.

Мені потрібно ще одну ковдру (подушку, рушник для обличчя/ ручне / махрове).

Принесіть ще вішалки для одягу.

## SUBSTITUTION PATTERNS

- I. At what hotel would you recommend me **to put up?**  
to stay?  
to stop for my holidays?  
to book a room?  
to sleep a night?  
to lodge?
- I think you'd rather put up at **the Astoria.**  
the Metropol.  
the Ambassador.  
the Ritz Hotel.
- Well. What can you say of that **hotel?**  
Guesthouse?  
Boarding house?  
camping site?  
inn?
- In fact it's **the only good**  
the cheapest  
the nearest  
hotel I know around here.

### *II. Make up short conversations using these substitution patterns.*

I'd like to book a room for **a night.**

(a week, a fortnight, a month, a day or two, a couple of days)

I've reserved (for) it by **cable.**

(a letter, a postcard, telegram, telephone, filling in the hotel's advertisement card)

Unfortunately, we have only **double rooms** now.

(single rooms, expensive rooms, suites, a cheap back room, a room with no bath)

I'd like a room **overlooking the yard.**

(overlooking the sea, overlooking the square, looking out on the port, facing the garden, looking out on the tower, with the view of the mountains)

What's the rate per day for a suite? - It is **\$150.**

(five roubles, six pounds, two guineas, seven dollars)

How would you prefer to pay? - I'll pay **by the day.**

(by the week, by the fortnight, by the month, in advance, when leaving, when signing out)

Pardon me sir, but filling in the arrival card, you have missed the column dealing with **the Christian Name** of the guest.

(Date of Birth, place of birth, permanent address, middle name, surname, nationality (citizenship), passport ?, purpose of visit, signature)

Here you are. Excuse me.



Thank you. Your key, sir (madam). If you want **something**, press the button (ring us up) (a snack, to have dinner in, your suit pressed, a bath, and your luggage brought down)

The **steward** is at your service.

(porter, bell-boy, desk-clerk, telephone operator, chambermaid, doorman)

On the premises of the hotel you will find **a beauty salon**.

(post office, news-stand, stationery stall, foreign exchange desk, service bureau)

What other conveniences, services and facilities are available at your hotel? – There are (is) **golf and tennis courts on the premises**.

This hotel runs **a public garage for 50 cars**.

a special laundry service.

horse stables for riding.

a ballroom and a small cinema.

a special bus service connecting it with the railway stations.

**Exercise 1. Do the substitution patterns.**

**Exercise 2. Translate the other conveniences.**

- An indoor swimming pool in the hotel.
- A restaurant and two bars on the ground floor.
- Hot and cold water in all rooms (bedrooms)
- TV lounges furnished in modern style on every floor.
- Air-conditioning.
- Lifts to all floors working round-the-clock.
- A big garden and parking space for cars.
- A night porter in attendance.
- A sunroof for sunbathing.
- A nice souvenirs counter in the lobby

**Exercise 3. Supply the suitable words for a hotel worker.**

1. doorman (porter)	who keeps the door and helps visitors to get out of the car or get a taxi	is called ...
2. porter (buttons, bell-boy)	who shows a guests up to their rooms and carries their luggage	
3. lift-boy	who keeps bedrooms in order	
4. reception clerk (receptionist)	who brings meals and drinks to the guests' rooms on their request	
5. chambermaid	Who shines the guests' shoes and boots	
6. steward	Who gives and receives the keys	
7. shoeblack 8. desk-clerk	Whose task is to receive new guests and give them accommodation doing all the necessary formalities	

## TOPICAL VOCABULARY

**room** – готельний номер

single room – одномісний номер    double room – двомісний номер  
room with bath (shower) – номер з ванною (душем)  
suite private sitting room – "люкс" luxury suite – номер-люкс  
adjoining rooms – суміжні кімнати  
to book ( reserve ) a room – замовляти, бронювати кімнату / номер  
to let (let out, rent, rent out ) a room ( to ) – здавати кімнату ( кому-л. )  
to rent a room from – знімати кімнату у (кого-л.)  
rest room – туалет    lumber room – комора  
utility room – підсобне приміщення, підсобка  
room to let – здавати внайми кімната  
spare room - вільна кімната    private room – власна кімната  
room service – обслуговування номерів (у готелі); подача їжі і напоїв в номери  
rented room – мебльована кімната  
powder room – дамська кімната; жіночий туалет *Syn. ladies' room*  
very barber knows that – це всім відомо  
barber's cat – базика, трепло  
hairdresser's parlour – перукарня  
barber – перукар; цирульник, брадобрей *Syn. hairdresser*  
beauty parlour – косметичний кабінет  
to keep the whole room laughing – розважати все суспільство  
in the room of – замість , замість *Syn. in lieu of, instead, in place*  
billiard parlour – більярдна

**at reception** – у приймальні

Leave your key at reception. – Залиш ключ у консьєржки.  
to accord (give smb.) a reception – зустріти кого-л., надати кому-л. прийом  
to get (meet with) a reception – зустріти прийом  
mixed reception – неоднозначний прийом  
official ((in)formal) reception – (не)офіційний прийом  
cold (cool, chilly) reception – холодний, прохолодний прийом  
cordial reception – сердечний прийом  
(un)friendly reception – (не)дружній прийом  
emotional reception – гарячий прийом  
enthusiastic reception – захоплений прийом  
favourable reception – сприятливий прийом  
lavish reception – щедрий прийом  
reception desk – конторка порт'є, консьєржа (у будинку, готелі тощо)  
reception of aliens – допуск іноземців  
receptionist – службовець в приймальні (в готелі і т. п.)  
clerk (desk clerk) – адміністратор (в готелі ), порт'є *Syn. porter, doorman*  
receptionists and information clerks – службовці в прийомних  
maid-of-all-work – прислуга, що виконує всю роботу

**Exercise 1. Analyze the topical vocabulary, learn it and make up sentences with it.**



## DIALOGUE

### Jenny & Ms. Wallace

- California Travel Bureau. Jenny speaking. How may I help you?
- Hello, yes, I'm going to California in the summer on a *fly-drive holiday* and hoping to spend some time in Yosemite National Park. Could you give me some information about accommodation?
- Certainly. The first thing to say is that if you want *to stay in a hotel* you'll need to *make a reservation* pretty soon. Have you any *definite dates*?
- Well, we're arriving in San Francisco on 13th July and we'll probably spend a week there and then get to Yosemite around the 20<sup>th</sup>-probably stay about two or three days.
- I see. And do you want to stay in a hotel or a camp?
- Hotel, definitely. We don't need anything too luxurious – just a private bathroom, if possible.
- How many in the party?
- Just two.
- Well, there are three hotels. The Ahwahnee is quite expensive – a round \$200 a night. The two others are about the same price – approximately \$75 a night. The Yosemite Lodge is very popular, so you'll need to make a reservation very soon. Or there's the Wawona, which is very pretty.
- I see. Could you possibly send me *details*?
- Certainly. Could you give me your name and address?
- Yes. It's Ms Wallace, 14 Station Road, London N6.
- OK, Ms Wallace. Is there anything else?
- No, I think that's all – thanks for your help.
- You're welcome.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English.**

**Exercise 2. Translate the names of some conveniences in a hotel.**

cold and hot running water – холодна і гаряча вода
central heating – центральне опалення
electric fire – електрокамін
laundry service – прийом в прання особистих речей
facilities – зручності, обладнання
swimming-pool – басейн
air-conditioning
restaurant

garage
parking space
tennis court
golf course
billiards
TV lounge
ballroom
bar



## TOURIST ACCOMMODATIONS

Although there is no universally accepted definition of "tourist accommodation" there is wide agreement that it may be regarded as any facility that regularly (or occasionally) provides overnight accommodation for tourists. In providing an operational definition for this concept, it seems useful to make a distinction between facilities that commercially service the bulk of overnight stays away from the guests' usual environment and those providing occasional overnight accommodations. The use of the second category may be relatively easy to measure from the demand side, but measurement from the supply side is more problematic.

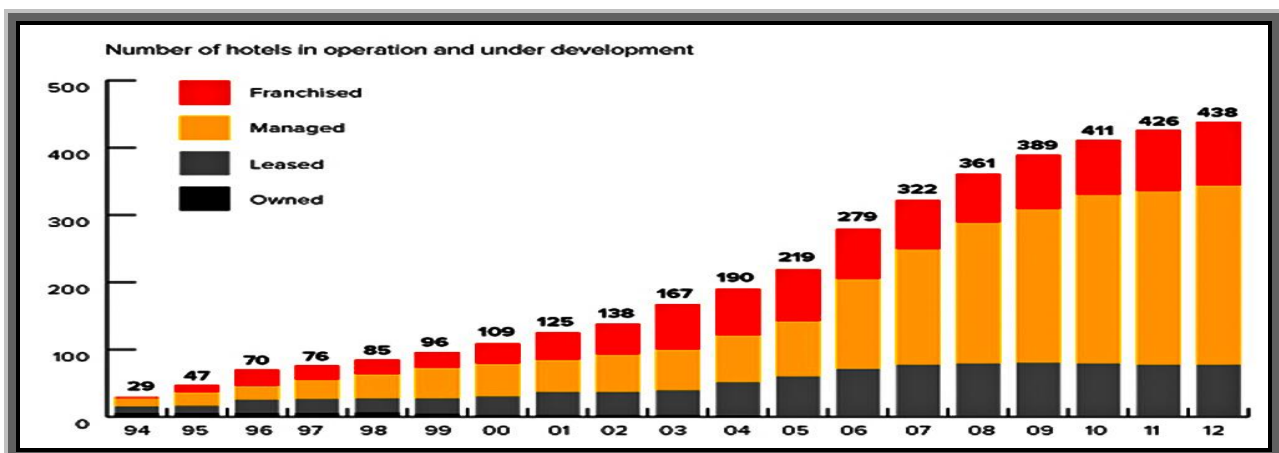
It is mainly for this reason that tourism accommodation is divided into two major groups: collective tourist establishments and private tourist accommodation.

Collective tourist establishments can be described as follows. The accommodation establishment provides overnight lodging for the traveler in a room or some other unit, but the number of places it provides must be greater than a specified minimum for groups of persons exceeding a single family unit and all the places in the establishment must come under a common commercial-type management even if is not for profit.

In physical terms, *accommodation establishment* refers to the local unit & not to the enterprise. Often enterprise and local unit do coincide, but it is quite common that one enterprise comprises two or more establishments or facilities of the same kind (chains of hotels, motels, holiday villages) or of a different kind (combinations of camping sites & hotels, hotels & restaurants). This is one of the reasons why the classifications presented below has no one-to-one relationship with activity classifications, such as ISIC, NACE and SICTA, although there is a strong link.

In the classification presented in paragraph 212, the relevant SICTA codes are given where applicable. The major group *collective tourist establishments* is subdivided into three minor groups: hotels & similar establishments, specialized establishments, other collective establishments. These minor groups are further subdivided into nine unit groups.

Private tourist accommodation comprises forms of accommodation that do not conform to the definition of collective tourist establishments. These provide limited numbers of places for rent or free of charge. Each accommodation unit (room, dwelling) is independent and occupied by tourists, usually for a week, fortnight or month or by its owners as a second or holiday home. The major group, *private tourist accommodation*, is further subdivided into five unit groups. Tourist accommodation refers to any facility that regularly (or occasionally) provides overnight accommodation for tourists.



## TYPES OF ACCOMMODATIONS

**Where to stay.** *The choice of accommodation available in Britain is vast. It includes hotels, inns, bed and breakfast, farmhouses and self-catering establishments. You will be pleased with the quality, friendly service and value-for-money wherever you stay: at a castle that has been converted into a hotel or at an historic inn with low wood ceiling.*

**Hotels.** Britain's large town and city hotels offer every comfort that you would expect central heating, bedside radio, TV, coffee-making facilities and private bedrooms.

There will be a restaurant and bar (sometimes several) on the premises. An increasing number of hotels have leisure facilities for their guests; local arrangements for outdoor activities.

Throughout Britain a lot places to stay are inspected regularly by the tourist boards are classified according to the range of facilities and services provided-maximum Five Crown.

Sometimes accommodation is described as **Tourist Class, First Class** and **De luxe Class**: these are not official gradings but the own assessments of some companies of the appropriate standard of accommodation One should be aware that it is not possible to create a worldwide classification of hotels as what may be considered de luxe in one country will be considered first class in another. So this classification is for general use.

**Tourist Class** properties offer clean though simple accommodation at low prices.

Rooms will have private facilities and are usually air-conditioned.

**First class** properties offer comfortable accommodation and represent value for money.

All rooms have private facilities and are usually air-conditioned. Except for the smaller properties (particularly the resorts) they usually have a choice of restaurant and bars.

**De luxe Class hotels** are luxurious properties offering high international standards of service, accommodation and facilities.

If a hotel is a member of the AA and RAC organizations it has star ratings meaning either lower or higher standard of hotel. It depends on the number of stars. Standards across Europe vary from country to country.

**Bed & Breakfast** (B & B for short) offers real value for money, a friendly welcome and the best chance to meet the British.

You will find B&B in towns, resorts and villages throughout Britain. Some are private houses; others are old-world country pubs, yet more are farmhouses.

**Guesthouses** found mainly in seaside towns and other tourist centres are slightly more expensive but have more bedrooms and bathrooms.

**Caravan and camping parks.** Camping and caravanning are ideal ways to tour Britain and enjoy the countryside. Most parks admit tents and have static sites available for touring and motor caravans.

**Canal-boat holidays.** It is a great way to discover Britain. No previous boating experience is necessary.

**Apartments** in British cities. Many visitors coming to British cities choose self-catering accommodation as a alternative to hotels. There is a wide range of apartments to choose from. Charges vary according to season, location and number in party.

### **Active vocabulary**

Accommodation, to discover, visitors, experience, hotels, high international standards of service, to offer, organizations, luxurious properties, facilities.

**Exercise 1. Analyze the facts on types of accommodation and explain the score of them.**

**Exercise 2. Read the passage «I like hotels» and give your attitude to the main idea of it.**

I travel a lot – up to three months a year – so I guess you could say I spend a quarter of my life in hotels! For me, the ideal hotel has big rooms with comfortable beds and good facilities – including a business centre. It should also be as near the centre of town as possible, but within easy reach of the airport. I love going on vacation, especially in Europe. I worked hard all my life, so I feel I deserve a little luxury now –I don't mind paying for it.

If you ask me, a hotel that doesn't make you feel really special isn't a hotel! I like smaller hotels because you can learn more about the country, the people, and the culture.

The staff has more time for you. I think most of the big hotels are so impersonal. They all look the same. When you are inside them, you can't tell which country you're in. It's my job to visit hotels, not just the de luxe 5-star ones, but also the small family-run places with only a few rooms. However, if you're asking me personally, the most important things are polite and friendly staff and efficient service. Anything else is really a bonus.

**Exercise 3. Analyze the hotels advertising in London.**

**Charles Dickens\*\*\***

The comfortable hotel is set in a graceful Georgian terrace in the heart of Bayswater, just a short walk from Kensington Gardens and Hyde Park, yet perfectly situated for the exciting restaurants, shops and theatres of London's dazzling West End.

**Moat House\*\*\*\***

Situated in fashionable Sloane Square close to the tube station, the Moat House (formerly the Royal Court Hotel) offers a central location to enjoy many aspects of London life.

The incomparable Harrods (one of the largest department stores in the world) and the elegant shops of Knightsbridge are a short distance away and the shops on The King's Road are on the doorstep. Hyde Park, Piccadilly, Park Lane and Buckingham Palace are within ten minutes walk, as are countless museums, art galleries and leisure facilities.

The hotel's restaurant, recently redesigned to create an exciting Cafe Bar, has an excellent reputation for good food. Courts Wine Bar is a favourite with non-residents and guests alike. For a lighter lunch or less formal atmosphere, the Tavern serves a selection of real ales and home-cooked food. Parking fee 20 pounds for 24 hours.

**Royal Horseguards\*\*\*\*\***

This traditional hotel with an unrivalled blend of style and character is located a stone's throw from Trafalgar Square, Downing street and the Houses of Parliament, and most theatres are within walking distance. Some rooms overlook Whitehall Court and have sample facilities including hairdryer, trouser press and message system.

Executive double or twin rooms are also available for a small supplement. These are more spacious, with marbled bathroom, mini bar and air conditioning. River view rooms are also available for supplementary charge.

**Exercise 4. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 5. Add some information & make up a small report and give a talk in class.**

**Exercise 6. Read the information & pick up the essential details in the form of quick notes.**

**Exercise 7. Read the text and discuss it in the form of a dialogue.**

**Exercise 8. Explain the score of hotel facilities.**

While small may be beautiful, tall is just plain uncomfortable it seems, particularly when it comes to staying in hotels and eating in restaurants. The Tall persons Club Great Britain, which was formed six months ago to campaign for the needs of the tall, has turned its attention to hotels and restaurants. Beds that are too small, showerheads that are too low and restaurants tables with scarcely any legroom all make life difficult for those of above average height, it claims. However, it is not just the extra-tall whose needs are not being met. The average height of the population has been increasing steadily yet the standard size of beds, doorways, and chairs has remained unchanged. "The bedding industry says: a bed should be six inches larger than the person using it, so even a king size bed at 6'6 is falling short for 25% of men, while the standard 6'3 bed caters for less than half of the male population", said 6'8 club president Phil Heinrich.

Besides 7' long beds, Mr. Heinrich wants to see shower heads with longer adjusting rails and a taller easy chair in hotel rooms. If not supplied as standard, then he believes at least 5% of rooms should cater for the taller persons, who would be prepared to pay more.

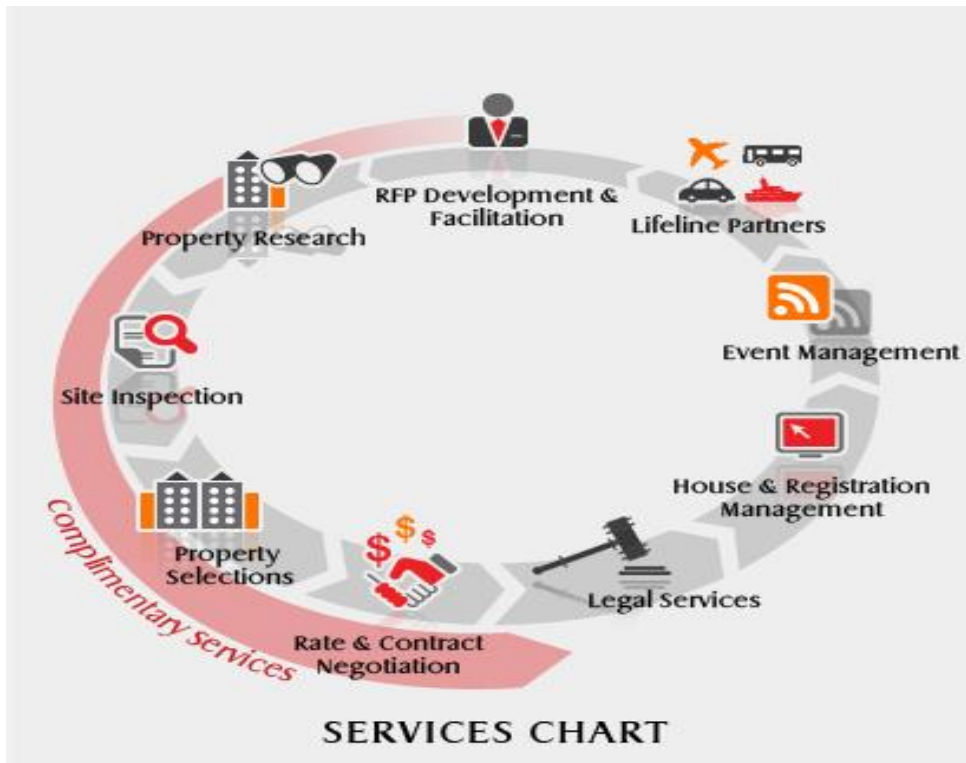
Similarly restaurant tables can cause no end of problems. Small tables, which mean the long-legged have to sit a foot or so away from them, are enough to make tall clients go elsewhere. Some have already taken note, however. At Queen Moat Houses' Caledonian Hotel in Edinburgh, 6'6' beds are now installed as standard after requests for longer beds from taller visitors, particularly Americans.

## DIALOGUE

### Jenny & Mr. Curtis

- California Travel Bureau. Jenny speaking. How may I help you?
- Oh, hello. My name's Curtis. I'd like some information, please.
- Certainly. What would you like to know?
- Well, I'm thinking of going to California with three friends this summer, we've heard it's possible to camp in Yosemite National Park; someone told me you have to reserve?
  - No, you don't have to reserve, but you have to get a permit. When exactly are you coming?
  - Probably late July, early August.
  - In that case, you can get a permit for 7 days in the valley & 14 days out of the valley.
  - Right. We're planning to do a lot of walking, so we'll probably go up into the mountains. Can we just camp where we want?
    - No, you have to camp in the designated areas, but if you go for the Type B sites, you'll find they're not too crowded. The facilities are pretty basic, but they only cost \$4.
    - Sounds good.
    - Would you like me to send you some information?
    - Yes, that would be great.
    - OK, can I just have your name and address?
    - Yes, it's Mr J. Curtis, Flat 2, and 36 Wood Lane, Bristol.
    - OK, Mr Curtis, I'll put that in the mail for you.
    - Thanks.
    - You're welcome. Bye.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English.**







## Housekeeping

Are you smart? Intelligent? Don't mind hard work? Interested in looking after guests and helping to make their stay enjoyable? You could be just who we're looking for, to join our hotel housekeeping staff. As a member of the Housekeeping team, you may be given responsibility for one of the bedroom areas. After the guests have checked out, you will than change beds, towels, etc. and generally ensure that everything is clean and tidy.

Housekeeping, however, is not just about cleaning bedrooms, but also keeping every public area pleasant, clean; tidy for others to relax and work in. You may find you have to arrange flowers, displays of materials, publications, and be responsible for ensuring stocks are up-to-date whether in a linen room or mini-bar.

Other duties you may be involved in could be vacuuming, polishing, tidying other areas in the building. You will certainly need to spend time checking everything is in place.

Whether you work at a hotel, motel, bed & breakfast, conference or holiday centre, or a tourist attraction, your guests will judge their accommodation by its appearance. Clean rooms and good service enhance any accommodation and make your guests return.

No previous experience is required and most of your training will be on the job, with extra in-house training given by the company's training personnel.

## Maintenance

Just think how many thing need doing around the house. Now imagine how many more there are in a large hotel or a leisure theme park! Lighting, heating, plumbing, carpentry, even gardening needs taking care of.

Courtesy cars and staff buses need driving and many large hotels need grounds staff to look after their golf courses and keep them in tip-top condition. Whilst some smaller hotels use outside contractors, the largest hotels motorway sites, and leisure parks employ their own specialized support staff. Because guests and visitors expect everything to work perfectly, maintenance and support staff must be available 24 hours a day. This means you will probably have to work shifts and some weekends.

Many people start in these jobs by applying direct. To get a job as a plumber, carpenter, or electrician you can start as an apprentice, no experience is needed, and you will be trained on the job. If you interest is in gardening or green-keeping, again no experience is necessary to start, but you will need to have a real love of horticulture, and enjoy working out of doors. Whenever people travel on long journeys they need to stop for a break. At the sites where they stop. More specialist support staff are needed to look after them-car and coach parks need to be controlled, cloakrooms supervised, and all amenities kept clean and tidy. Obviously, every one of these jobs is different, but they all have one thing in common looking after the customer.



## **The General Manager**

Let me start saying I'm the General Manager. That is to say, I have control over the whole of the operation. As the General Manager, I must make sure that all our hotels and business outlets are fulfilling the overall vision of the company as a whole, and making money, too. We mustn't forget that our aim is to make money.

The company structure works like this. The House Manager is directly answerable to me. He or she is responsible for all six in-house departments, and their job is to keep good information flows between the various departments. We cannot allow departments to be run in isolation of each other. They must also make sure that the hotel stays profitable.

They have a great deal of freedom to make decisions and don't have to check with me about day-to-day issues, although we are in regular contact by fax.

Of course, the House Manager should use his discretion about when to contact me. In our organization, the resident Manager has control over the customer-contact side of the business. It is the Resident Manager's job to ensure close, efficient liaison between the two sectors under his control, that is to say Front-of-House Operations and Housekeeping.

My friend is the Front office Manager. He reports to the Resident Manager on a regular basis but he can make a lot of daily operational decisions himself. He likes the responsibility the hotel allows him to have. He has to supervise Front-of-House Operations and to do that efficiently, he needs to have the assistance of the Head receptionist, who looks after the reception area in general and has a good deal of contact with both staff and guests. We're concerned with day-to-day issues such as guests' comfort and security, but we get involved in training and staff-development, so there's plenty to do on that side, too.

### **The Hotel Manager: Job Description**

As a hotel manager, you will be responsible for making a "home away from home" for business travellers and vacationers. You'll oversee the daily operations for the 'front of house' and 'back of house' staff, based on the guidelines set by the owners (or the top executive staff, in the case of larger chains). In your approximately 55-hour workweek, you'll field complaints from customers, ensure the premises are kept clean, hire and train new staff, order and maintain supplies, oversee advertising and marketing, and monitor accounting practices. You're suited for this career if you have a flair for organization and communication and can work with people from all backgrounds. You should be cool under pressure, prefer to manage with a hands-on approach, and be able to think on your feet.

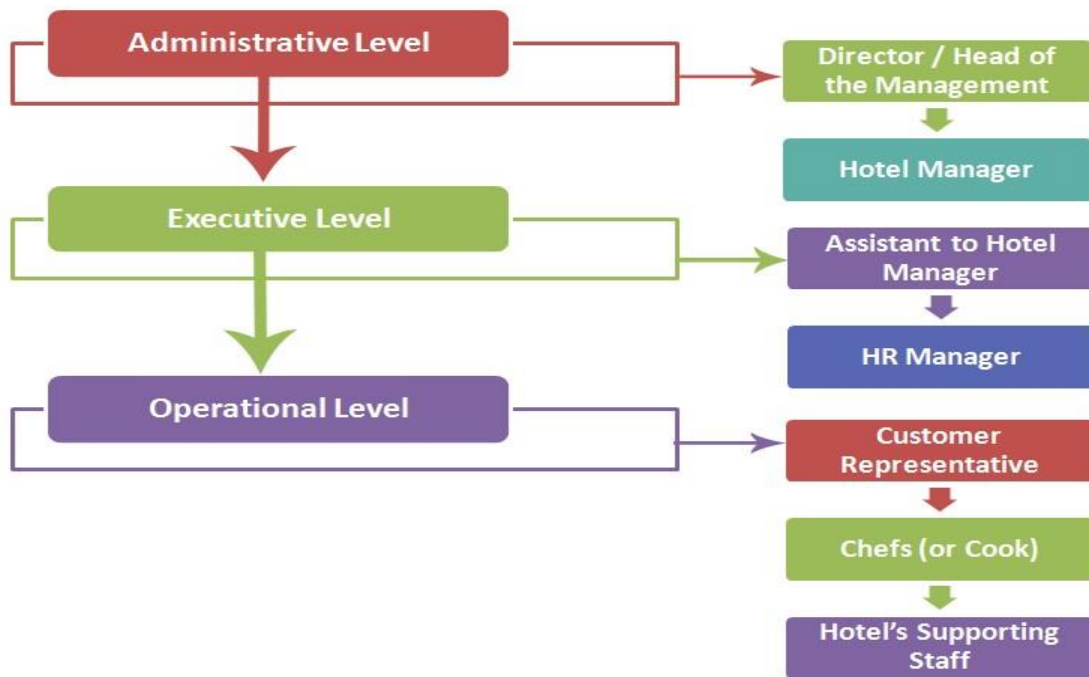
The job can be monotonous in ways, but every day you can see something new.

Earnings for lodging managers vary greatly with the location & the size of the establishment.

However, 20-25% yearly bonuses, which can be awarded in high-profit/high-performance years, can boost a manager's salary by thousands of dollars.

Education, meal, and lodging discounts also add incentives to those working in this field. Many companies now consider a bachelor's degree in hospitality to be a minimum requirement for management positions. General business degrees can be applied, but you will be expected to have considerably more hotel experience to be considered. Certification is not a career requirement for hotel managers, but is offered by professional groups such as the Educational Institute of the American Hotel and Lodging Association, if you want to further boost your career credentials.

***Exercise 5. Analyze the hotel management hierarchy & management system below.***



## The Concierge's function

In this organization, the Concierge's primary function is to provide for guests' needs and special requests. This often involves contacting companies for information or services, which are external to the hotel. Typical requests are for him or her to make bookings for tours, theatres, and special attractions. The Concierge will also help guests to organize and book their onward travel arrangements, including dispatch of luggage. Consequently, there is a need to know what services local business has to offer. That means business such as restaurants, travel agencies, and car-hire agencies.

To do the job effectively, the Concierge must be particularly aware of the arrival and departure of groups and any special events taking place within the hotel. Internally, the Concierge Department is responsible for the safe delivery of mail and packages and they will maintain a supply of stamps for domestic and foreign postage.

In some hotels, it is still a Concierge's duty to fulfil requests for secretarial work but here that comes under the remit of the business centre. A logbook is kept in which all guests' queries and requests are recorded. This is another of a Concierge's many duties.

A basic requirement that we have of our concierge staff is that they display a courteous and professional manner in all their dealings with guests and fellow employees.

Above all, he or she must have a friendly personality. We lay particular emphasis on maximizing guest satisfaction. Therefore, a Concierge will endeavour to fulfil a guest's requests, if possible, hopefully do it with a smile.

**Concierge** (French) is an employee who lives on the premises of apartment buildings and serves as a general property caretaker; while the phenomenon and the term are most common in France, they can be seen elsewhere in the French-influenced neighborhood of Heliopolis in Cairo, Egypt. A similar position, known as the *el portero*, exists in Spanish-speaking regions. In medieval times, the concierge was an officer of the King who was charged with executing justice, with the help of his bailiffs.

The term concierge evolved from the French *Comte Des Cierges*, The Keeper of the Candles, who tended to visiting nobles in castles of the medieval era.

In 19<sup>th</sup> century and early 20<sup>th</sup> century apartment buildings, particularly in Paris, the concierge often had a small apartment on the ground floor and was able to monitor all comings and goings. However, such settings are now extremely rare; most concierges in small or middle-sized buildings have been replaced by the part-time services of door-staff.

These are less costly and less intrusive. Some larger apartment buildings or groups of buildings retain the use of a concierge. The concierge may, for instance, keep the mail of absented dwellers; be entrusted with the keys of apartments in cases of emergencies in the absence of the inhabitant, provide information to residents and guests, produce access control, enforce rules, and help as a so-called "go between" for residents and management, the latter of which is usually not on site 24 hours a day.

In hotels, a concierge assists guests with various tasks like making restaurant reservations, arranging for spa services, recommending nightclubs, finding escorts, procurement of tickets to special events & assisting with various travel arrangements & tours of interesting places to visit. In upscale establishments, a concierge is often expected to *achieve the impossible*, dealing with any request a guest may have, no matter how strange, relying on an extensive list of personal contacts with various local merchants and service providers.



Hotel concierge staff has their own professional association, called Les Clefs d'Or (*The Golden Keys*). It was formed in France in October 1929. It now reaches over 3000 members in over 50 countries. Members can be distinguished by the gold keys they display on their lapels. In hospitals, concierge services are becoming more and more available.

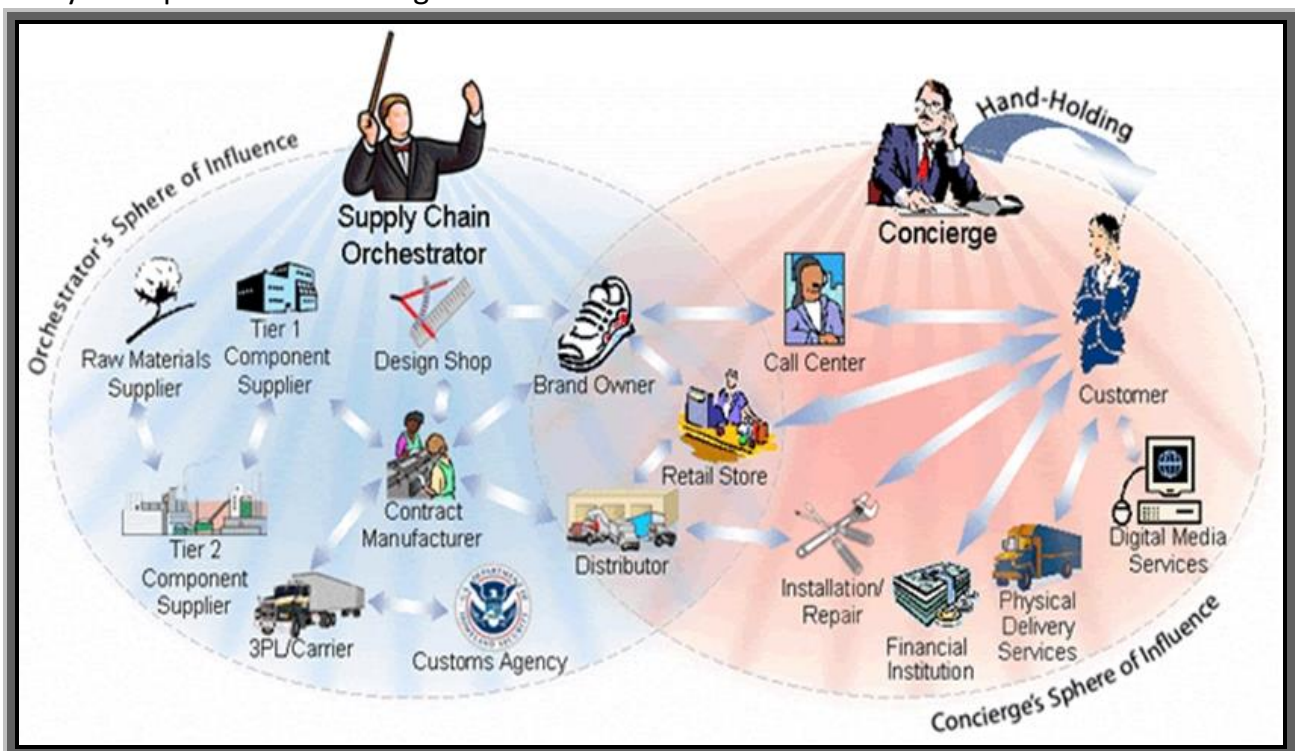
A concierge in hospital will provide similar services to those of a concierge in a hotel; however, rather than just serving a guest, they are serving patients and employees as well.

This adds a huge benefit to the employees of hospitals who work long shifts, and helps to provide work-life balance. Personal concierge services are available that allow clients to *buy back* their precious time. A personal concierge works on the most basic of premises: people want things done and just don't have the time to do them.

Today there are numerous independently owned & operated concierge companies.

Many of these companies provide errand services, as well as informational services for their members. Services include informational requests, setting dinner reservations, making telephone calls, researching travel arrangements and more.

Typically, concierge companies will bill on an hourly rate, and depending upon the type of task at hand fees can fluctuate drastically. Other companies bill a flat monthly fee based upon the number of requests a member is allowed to place each month. This service offering is known as lifestyle management. The number of independently owned concierge companies has skyrocketed as the start up costs and barriers of entry are quite feasible for many entrepreneurs. Concierges also entertain their clients.



## HOTEL MANAGEMENT

Hospitality industry has become a centre of attraction for youngsters these days due to various impeccable benefits related to this field. The major one being that it never gets affected by the recession. Hotel management is a part of this huge and wide industry.

Hotel management involves management of all hotels' assets and other elements for a smooth working of the hotel. There are many job levels in the hotel management hierarchy & all these are explained below in brief in a descending order means the highest management level in the hotel management hierarchy is placed at the top and the lowest one at the end.

### **Administrative Level**

This level of the hotel management hierarchy exercises maximum power and authority and all the administrative decisions are taken under their consideration.

- **Director / Head of the Management** – The highest level in the hotel management hierarchy is of the head of the hotel referred as the director. All the important decisions regarding the hotel management are finalized after the director's approval.

- **Hotel Manager** – The hotel manager is practically the highest authority in the hotel on daily basis since he is the person who takes care of entire hotel's administration, staff members and their working along with the customer's care and fulfilment of the customer's requirements.

### **Executive Level**

The middle level of the hotel management hierarchy is the executive level whose major job duty involves fulfilment of goals set by the top level (administration group).

- **Assistant to Hotel Manager** – As the name implies, this coveted professional works as an assistant to the hotel manager following the orders of the latter. He acts as an in-charge in absence of the hotel manager.

- **HR Manager** – HR managers are human resource expertise professionals. Their key responsibilities involve hiring and recruiting officials for the hotel management along with maintaining the attendance, salaries track etc.

### **Operational Level**

This is the lowest level of the hotel management hierarchy i.e. the operational level.

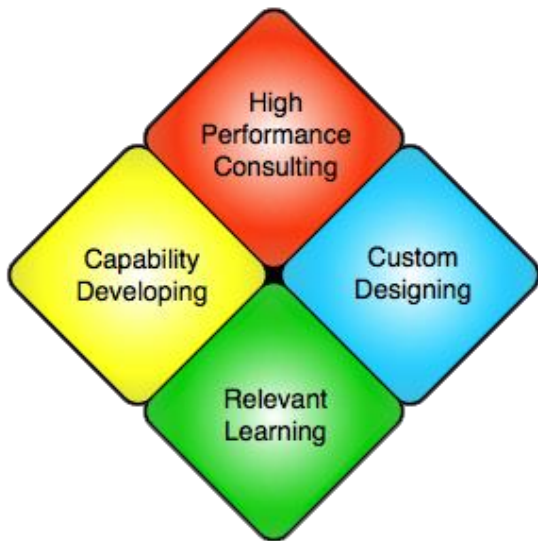
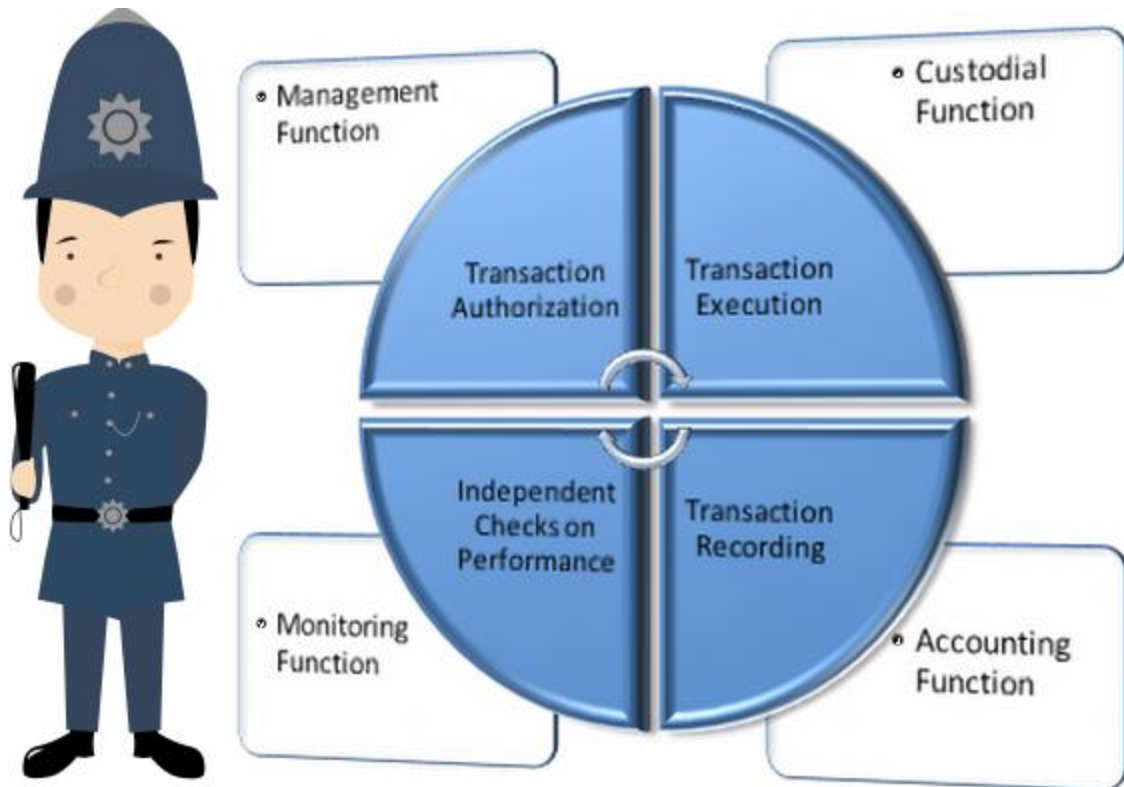
- **Customer Representative** – Well this might be a low level in the hotel management hierarchy but this is one of the most important positions. A customer representative is basically a representative of the hotel's elegance, suave and standard of entertainment since this professional is directly related to the hotel's first impact on the client.

- **Chefs (or Cook)** – A chef works mainly in the hotel's kitchen to prepare, cook and season the ordered meals for hotel clients. Along with cooking, a chef is also responsible for overseeing the kitchen staff and ensuring the kitchen complies with health standards.

- **Hotel's Supporting Staff** – These all are professionals who are specialized in their respective work. This category involves persons like helpers, waiters, room service, cleanliness staff, kitchen helping staff members etc.

**Exercise 1. Render the main idea of the information briefly in English.**

**Exercise 1. Analyze the information, which is in the highlight, and use it in practice.**



# HOTEL JOBS

## **Front Desk & Reservationists**

Hotel administrative positions include front desk clerks and reservationists. Front desk clerks and reservationists the first contact of hotel guests, require some sales experience & a high level of customer service.

## **Business Sales**

Because most hotels offer accommodations & additional services, they hire sales professionals to sell rooms and services in large quantities on a contractual basis. These occupations offer bonuses and commissions.

## **Meeting & Wedding Planning**

Many hotels offer conference and banquet rooms. Meeting and wedding planners meet with potential hotel guests to sell & offer services for their meetings, weddings, other events. These occupations are often separate from overall business sales because they require event planning in addition to sales, and are also offered bonuses and commissions.

## **Food & Beverage**

Hotels typically offer food, beverage, restaurant services. Food and beverage occupations can include food & beverage managers, cooks, servers, room service attendants & bartenders.

## **Financial Management & Human Resources**

Like all other organizations, hotels require general business management professionals to maintain financial and human resources functions. These professionals often work behind-the-scenes to ensure the hotel maintains overall profitability goals and follow industry guidelines and laws.

## **Cleaning & Maintenance**

Because hotels offer a high level of customer service, hotel facilities require cleaning and maintenance staff to maintain and clean all areas of the hotel including common areas, hotel rooms, and public restrooms.

## **Work Demands**

Hotel occupations can be demanding, and often require working different shifts including evenings and weekends. Because a high level of customer service is required for all hotel occupations, work can be demanding and require frequent changes in priorities and tasks.

## **Benefits**

Although hotel occupations can be demanding, employees often receive employer benefits which can include free or discounted accommodations for friends and family, as well as discounted rates for all other services offered by the hotel.

## **Industry Outlook**

The Bureau of Labour Statistics reports hotel related occupations are expected to grow 21% or more between 2006 and 2016 due to the increasing growth of chain-affiliated, full-service and casino hotels.









## **JOBS WITH A HOSPITALITY DIPLOMA**

### **1 – Hotelier**

A hotelier is basically a hotel manager. As a hotelier you would supervise & manage the running of a hotel, resort, or lodge. If you're heading up a small, exclusive lodge you might have just a few staff to manage; and if you're running an extensive resort you're likely to oversee a number of department managers.

### **2 – Department Manager**

There are plenty of opportunities for management in the hospitality industry and the specialisations are varied. Department managers within a substantial hotel system include:

- Guest services manager
- Front desk manager.
- Reservations manager.
- Sales and marketing manager.
- Convention manager.
- Restaurant manager.
- Catering manager.
- Human resources manager.
- Spa and recreation manager.
- Accounts manager.

These are just a few of the management roles you'll find available to you. There are many more.

### **3 – Events planner**

An events planner plans, organises & executes events such as weddings, conferences, birthday parties, concerts & a huge variety of other functions. If you were an events planner you'd be responsible for finding out the purpose of the event and making it happen according to the client's wishes. Let's say you're planning a conference. Your job would be to arrange:

- dates and times;
- venues (including set up and clean up);
- co-ordination of transport and parking areas;
- any compulsory permits;
- accommodation for speakers and guests;
- conference speakers;
- music and entertainment (including audiovisual systems);
- necessary staff;
- food and beverages;
- décor;
- marketing and advertising;
- the budget etc.

You would also keep in fluent communication with the client.

### **4 – Marketer**

Marketing is vital to the hospitality industry! You would plan and develop a marketing and advertising strategy for your "product" and use it to bring in business.

Your *product* could be anything from your hotel as a whole, to facilities like conferencing venues, restaurants and cocktail bars, ski packages for ski resorts, game drives for game lodges, boating trips offered by tropical island hideaways, etc.

### 5 – Housekeeper

Hospitality venues have to be kept sparkling clean and "smelling like roses" 24/7. If you think about what a mission it is to clean your room, imagine how on-form the housekeeping staff of a hotel has to be! The housekeeping team makes sure that every bedroom, bathroom, passageway, restaurant, and communal area is clean and tidy, a welcoming place where guests are happy to relax and enjoy themselves.

### 6 – Front office/reception

If you love meeting new people, the front office or reception might be right up your alley. At reception you'll welcome new guests to your hotel, check them in, hand over keys and take requests. You'll do admin like working the phones and booking reservations.

Visitors tend to treat reception like an information centre, so you'll give lots of advice on sights to see, places to eat & generally deal with spur-of-the-moment guest questions.

### 7 – Concierge

To be a concierge, you definitely want to be a people's person. You'll assist guests with a multitude of things, for example:

- advice on places to eat, visit and tour;
- making reservations for restaurants;
- getting tickets for local shows, productions and events;
- organising transport;
- booking spa treatments etc.

In a lot of ways you'll be a like a personal assistant to guests.

### 8 – Chef

Do you love cooking or baking? A chef is a professional cook. You'll work your way up the cheffing ladder from chef de partie, to sous chef, to chef de cuisine (head/executive chef). **Chef de partie**: a *station chef* in charge of a particular *station* in the kitchen, such as vegetables, frying or roasting. **Sous chef**: assistant to the head chef, second in charge of the kitchen. **Chef de cuisine** (head chef): the chef in charge of the whole kitchen. The head chef creates new menus, manages the kitchen; does the ordering & plans the plating (presentation of the food). You could use your skills to open your own eatery or catering business.

### 9 – Sommelier

A sommelier is a wine steward. In this expert position you'd work in fine dining restaurants, giving advice on food and wine combinations and managing the winelist.

You would order in new wines, oversee their storage and help guests choose wines to match their courses and meals.

### 10 – Tour guide

As a tour guide you'll be dealing with people a lot! You'll arrange tours to various locations and lead groups of tourists to particular areas of interest, like historical sites and popular landmarks, presenting information and answering questions on each attraction.

**Exercise 1. Analyze the information, which is in the highlight, and use it in practice.**

## LUXURY HOTELS STAFF

Luxury hotels, in particular, have to meet the specific recreational needs of their guests. If you've earned a professional license or vocational certificate, or if you simply have a vast knowledge of the region, you may be able to find a specialized role in the hotel industry. Some of these jobs include:

- **Tour guide:** Some hotels will offer guided tours of local attractions. People who can demonstrate a deep understanding of the region or specific activities can sometimes find jobs as guides. Avid anglers can parlay their expertise into roles as fishing guides. Some resorts may need experienced outdoors men to lead groups through rugged local terrain. If you are fluent in a foreign language, particularly Chinese, Japanese or Spanish, you may be able to find work leading groups of tourists from overseas.

- **Local pro:** Golf and tennis resorts cater to active guests. Properties with adjacent golf courses usually have a PGA-certified professional on site to provide lessons and regulate play. Hotels with large tennis facilities will often employ a pro to oversee operations and provide instruction to guests.

- **Lifeguard:** Luxury resorts often have large pools open to guests until the late evening. Many hotels will have a lifeguard on duty at all times to make sure that the pool is enjoyed safely.

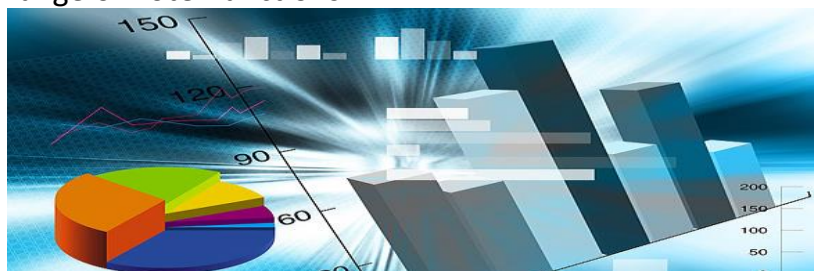
- **Massage therapist:** After 18 holes of golf or 3 sets of tennis, guests may opt for a relaxing massage. Many hotels are expanding the features they offer to include on-site massages. If you hold a credential in massage therapy, you may be able to find a full- or part-time position at a top resort.

- **Nurse:** Huge resorts will often keep a licensed nurse on the premises to respond to guests' acute health issues 24 hours a day. This provides an excellent moonlighting opportunity for registered & licensed-vocational nurses or other health-care professionals.

- **Housekeeper:** Most hotel employees work in housekeeping. Retired homemakers usually can transition into housekeeping positions very easily. Trustworthiness might be the most important quality in a hotel maid since they usually enter rooms when guests have left for the day's activities.

- **Sales:** While you may have a background in product sales, hotel chains require sales associates to demonstrate a thorough understanding of their pricing strategy, group packages and demand generators. Many managers encourage workers to learn the hotel business from the ground up. This gives employees a better understanding & appreciation of all facets of the industry. Entry-level workers are regularly pulled off front-desk duties to bus tables, deliver room services meals, or tend to any other guest needs.

All new hotel workers can expect to draw graveyard shifts. Overnight duties often provide the best learning opportunities for new hotel employees, forcing workers to make decisions covering the full range of hotel functions.



## DIALOGUE

### Caller & Receptionist

- What about the *facilities* within the rooms?
- OK. The rooms are on the third floor overlooking the park. They are en suite with bath and shower in each. All our rooms have a colour television and telephone in them. There are *coffee-and tea-making facilities*. There's a mini-bar and trouser press, too.
- What facilities do your rooms *offer*?
- Well, the rooms you're interested in are quite unusual. First of all, let me say, they're on a split-level. This means you go up to the sleeping area and then down again to the bathroom. They have beautiful *crystal chandeliers* and still have the original *high ceilings* from the time it was a country home. They're *fitted with all the necessary features* of a modern *luxury hotel*.
- What are the rooms like... um, they're medium-sized to small, I suppose. They're traditional, ... homely. There's plenty of wardrobe space and the ladies like them because they've got large full-length mirrors in each. What else can I say? Oh, well, the rooms facing south have a view of the bay. That's about it I think.

**Exercise 1. Learn the dialogue by heart and carry it on with in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.**

**Exercise 2. Give the main idea of the passage on hotel industry summary.**

The hotels industry is represented by people for hospitality, passenger transport, travel and tourism. The hospitality, travel and tourism sector incorporates the following industries: contract food service providers, events, gambling, holiday parks, hospitality services, hostels, hotels, membership clubs, pubs, bars and nightclubs, restaurants, self-catering accommodation, tourist services, and visitor attractions.

The sector accounts for a workforce of 2.1 million, most of which are based within the restaurants, hospitality services, and pubs, bars and nightclubs industries. The roles within the sector are extremely diverse and include managers, technical staff, front-of-house staff, back-of-house staff, and non-core staff.

The hotels industry covers paid accommodation that is open to the general public, which can include budget hotels, bed and breakfast accommodation, plus hotels rated from one to 5 star. As an accommodation provider, hotels overlap with other industries, such as youth hostels, farms, pubs, and restaurants and others that may also provide accommodation.

#### Key facts:

- There are 253,900 people working in the hotels industry.
- 17% of the workforce has an NVQ Level 4 or above qualification.
- The majority of the workforce has a NVQ Level 2 qualification (25%).
- 13% of the workforce has no qualifications.
- 64% of the workforce is employed full-time.

Jobs in the industry range from: bar manager, events co-ordinator, general manager, exhibitions co-ordinator, head housekeeper, chef, cleaner, conference and banqueting manager, front of house staff, porter, receptionist, waiter/waitress, and linen room assistant.

**Exercise 3. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 4. Add some information & make up a small report and give a talk in class.**

## NATIONAL & REGIONAL DATA

**East Midlands** – There are approximately 15,400 people working in the hotels industry in this region, of which:

- 62% work full-time
- 72% of the workforce is female
- 94% of the workforce is white
- 19% of the workforce is 25-29 years
- 32% of the workforce has an NVQ level 3 qualification

**East of England** – There are approximately 20,200 people working in the hotels industry in this region, of which:

- 67% work full-time
- 65% of the workforce is female
- 92% of the workforce is white
- 16% of the workforce is 20-24 years
- 34% of the workforce has an NVQ level 2 qualification

**London** – There are approximately 32,000 people working in the hotels industry in this region, of which:

- 74% work full-time
- 55% of the workforce is female
- 61% of the workforce is white
- 23% of the workforce is 25-29 years
- 26% of the workforce has an NVQ level 1 and entry level qualification

**North East** – There are approximately 7,800 people working in the hotels industry in this region, of which:

- 43% work full-time
- 70% of the workforce is female
- 91% of the workforce is white
- Equal proportions of the workforce are aged 16-19 years (18%) and 50-54 years (18%)
- 41% of the workforce has an NVQ level 1 and entry level qualification

**North West** – There are 33,300 people working in the hotels industry, of which:

- 54% work full-time
- 55% of the workforce is female
- 88% of the workforce is white
- 22% of the workforce is 20-24 years
- 30% of the workforce has an NVQ level 3 qualification

**South East** – There are 37,500 people working in the hotels industry, of which:

- 69% work full-time
- 65% of the workforce is female
- 94% of the workforce is white
- 17% of the workforce is 16-19 years
- 26% of the workforce has an NVQ level 2 qualification

**South West** – There are approximately 30,300 people working in the hotels industry in this region, of which:

- 65% work full-time
- Workforce is evenly split between men and women
- 93% of the workforce is white
- Equal proportions of the workforce are aged 20-24 years (17%) and 25-29 years (17%)
- 28% of the workforce has an NVQ level 2 qualification

**West Midlands** – There are approximately 14,700 people working in the hotels industry in this region, of which:

- 74% work full-time
- 64% of the workforce is female
- 93% of the workforce is white
- 17% of the workforce is 16-19 years
- 29% of the workforce has an NVQ level 2 qualification

**Yorkshire and the Humber** – There are approximately 11,300 people working in the hotels industry in this region, of which:

- 49% work full-time
- Workforce is evenly split between men and women
- 98% of the workforce is white
- 34% of the workforce is 25-29 years
- 32% of the workforce has an NVQ level 3 qualification

**Northern Ireland** – There are approximately 43,900 people working in the hospitality, leisure, travel and tourism sector as whole in Northern Ireland, of which 5,500 work in the hotels industry in 200 establishments. Details as follows:

- 55% work full-time
- 62% of the workforce is female
- 93% of the workforce is white
- 24% of the workforce is 20-24 years
- 29% of the workforce has an NVQ level 1 qualification

**Scotland** – There are approximately 183,500 people working in the hospitality, leisure, travel and tourism sector as whole in Scotland, of which 35,700 work in the hotels industry in 2,200 establishments. Details as follows:

- 60% work full-time
- 59% of the workforce is female
- 97% of the workforce is white
- 17% of the workforce is 25-29 years
- 30% of the workforce has an NVQ level 4 qualification

**Wales** – There are approximately 86,100 people working in the hospitality, leisure, travel and tourism sector as whole in Wales, of which 10,200 work in the hotels industry in 900 establishments. Details as follows:

- 63% work full-time
- 60% of the workforce is female
- 100% of the workforce is white
- 21% of the workforce is 25-29 years
- 29% of the workforce has an NVQ level 3 qualification



## JOBS OF RECEPTIONISTS

Hotel receptionists make guests feel welcome, manage room bookings (reservations) and deal with requests that guests make during their stay.

A hotel receptionist also needs to be friendly and professional at all times, be able to look after several things at once and always stay calm, sometimes under pressure.

Many employers will prefer you to have a good standard of general education and possibly some GCSEs (A-C) in subjects such as English, maths and IT. Some employers may want you to have experience of using a telephone switchboard or a computerised reservations system. Although previous experience in customer service or office work would also help you, you can also prepare for this work by taking a relevant college course.

A hotel receptionist usually works behind the front desk near the entrance of a hotel. Most hotel receptionists dress to project a professional image for their employer. A hotel receptionist job includes main duties and responsibilities.

There are no special educational requirements to become a hotel receptionist, though most employers prefer hiring someone with a high school diploma. The hotel receptionist is often the only employee with whom the guests interact. Therefore, it is important that these employees smile and greet their guests in a friendly manner.

The hotel receptionist job primarily includes helping guests check in, providing them with a key, showing them where their room is located. Hotel receptionists are responsible for assisting guests when they check out of the hotel and handling their payments.

A hotel receptionist job entails ensuring the guests' needs are met, sending them supplies when they request them, and even storing their valuables.

Hotel receptionists take reservations over the phone, and even provide directions to the hotel when necessary. These employees may also provide wake-up calls for guests in the morning, and even arrange transportation for a guest.

Sometimes, receptionists will help set up business meetings for companies holding conventions at their hotel. Consequently, they may need to work with other employees in setting up the conference room. Hotel receptionists may also need to help coordinate the delivery of beverages, snacks and even lunches for business guests.

Like office receptionists, hotel receptionists must have excellent communication and people skills, according to the Bureau of Labour Statistics. In addition to speaking skills, these employees must also know how to listen to guests and meet their needs.

The hotel receptionist job also requires employees to have computer skills, as most hotel transactions are performed on computer terminals. The number of receptionist jobs, including hotel receptionists, is expected to increase 15 % between 2008 and 2018. As a hotel receptionist, your main duties would include:

- dealing with bookings by phone, e-mail, letter, fax or face-to-face;
- completing procedures when guests arrive and leave;
- choosing rooms and handing out keys;
- preparing bills and taking payments;
- taking and passing on messages to guests;
- dealing with special requests (booking theatre tickets or storing valuable items);
- answering questions about what the hotel offers and the surrounding area;
- dealing with complaints or problems.

In most hotels, you would use a computerised system to book rooms and to keep details of bookings and available rooms up to date. You would work as part of a team and be responsible for one area such as managing telephone reservations or guest departures (checkouts).

In small hotels, your duties may include other tasks such as showing guests to their rooms and serving drinks in the bar. You would usually work shifts, which could include evenings, nights, weekends and public holidays. If you work during these times you may be paid extra. Part-time and seasonal work is often available. You would spend most of your time at a reception desk, using a computer and a telephone switchboard.

You will need good administration and customer service skills for this job. IT skills will also be useful to work with computerised booking and payment systems.

Many employers will want you to have a good standard of general education, including GCSEs (A-C) in maths and English.

You could prepare for this work by taking a relevant full-time or part-time college course, to gain some of the knowledge and skills needed in this job. Courses include:

- Certificate in General Hospitality
- Award in Introduction to Employment in the Hospitality Industry
- Award in Introduction to the Hospitality Industry
- Award in the Principles of Customer Service in Hospitality, Leisure, Travel & Tourism.

You will normally be trained on the job by experienced staff. Some employers also run their own training schemes and you may be encouraged to work towards qualifications.

With experience, you could gain promotion to head receptionist and front desk manager.

### **Skills & interests & qualities**

As a hotel receptionist you will need to have:

- excellent written and spoken communication skills;
- strong customer service skills;
- a friendly and professional telephone manner;
- the ability to adapt to different guests;
- patience and tact;
- the ability to stay calm under pressure and look after several things at once;
- good problem solving skills;
- the ability to use computerised technology;
- a methodical approach to your work;
- accuracy and attention to detail.

It may be useful if you speak a foreign language.

### **Opportunities**

Your prospects for promotion can vary depending on where you work. Larger hotels and hotel chains are more likely to have a career structure in place, leading to shift supervisor and head receptionist jobs. With experience and qualifications, you may be able to progress to front office manager or hotel manager. You could move into different areas of hotel work, such as events and banqueting services, sales, personnel or accounts. In a large hotel, you may be encouraged to gain experience in different departments, which would increase your skills and promotion prospects. You could also move outside the hospitality industry into related areas such as customer service and administration.

## FINDING OUT ABOUT HOTELS

The hospitality, travel & tourism sector incorporates the following industries: contract food service providers, events, gambling, holiday parks, hospitality services, hostels, hotels, membership clubs, pubs, bars and nightclubs, restaurants, self-catering accommodation, tourist services, and visitor attractions.

The sector accounts for a workforce of 2.1 mln, most of which are based within the restaurants, hospitality services, and pubs, bars and nightclubs industries.

The roles within the sector are extremely diverse and include managers, technical staff, front-of-house staff, back-of-house staff, and non-core staff. The hotels industry covers paid accommodation that is open to the public, which can include budget hotels, bed & breakfast accommodation, plus hotels rated from one to 5 stars.

As an accommodation provider, hotels overlap with other industries, such as youth hostels, farms, pubs, and restaurants and others that may also provide accommodation.

### Key facts:

- There are 253,900 people working in the hotels industry.
- 17% of the workforce has an NVQ Level 4 or above qualification.
- The majority of the workforce has a NVQ Level 2 qualification (25%).
- 13% of the workforce has no qualifications.
- 64% of the workforce is employed full-time.

Jobs in the industry range from: bar manager, events co-ordinator, general manager, exhibitions co-ordinator, head housekeeper, chef, cleaner, conference and banqueting manager, front of house staff, porter, receptionist, waiter/waitress, linen room assistant.

For most entry level jobs, there are no specific academic requirements, but a willingness to work hard, a good attitude, good communication and team working skills can be an advantage. For public facing roles, employers may prefer candidates who have previous experience of working in a customer service environment and show good people skills, as well as an appreciation of the importance of customer service. There are a number of areas from which people could transfer in, particularly from retail and call centres. There are opportunities for progression in the industry for those willing to take on more responsibility. Previous managerial experience can be an advantage. It is fairly common for people to move between certain areas of work in the industry. There is a range of industry endorsed courses, apprenticeships, vocational qualifications, and training schemes available. For job specific entry requirements, look at our job profiles.

### Workforce statistics

Number of UK employees:	253,900	Gender:	42% male 58% female
Number of UK employers:	12,600		
Ethnicity: 90% of the workforce is white & 10% is from black and ethnic minority groups			
Ag:	13% of the workforce is aged 16-19 years		31% is 20-29 years 18% is 30-39 years 21% is 50 years and older

### **Exercise 1. Describe the functions of receptionists.**

In a hotel, the receptionist is the person whose job is to book rooms for people & answer their questions.

**Exercise 2. Translate the single-root words.**

Receipt – receptacle – receptee – receptibility – receptive – reception – receptionist – receptive.

**Exercise 3. Summarize the information briefly in English.**

The following table shows the numbers working across the whole hospitality, leisure, travel & tourism sector and forecasted numbers for 2017. There will be high demand for new workers to replace those people who have either changed jobs or left the industry altogether.

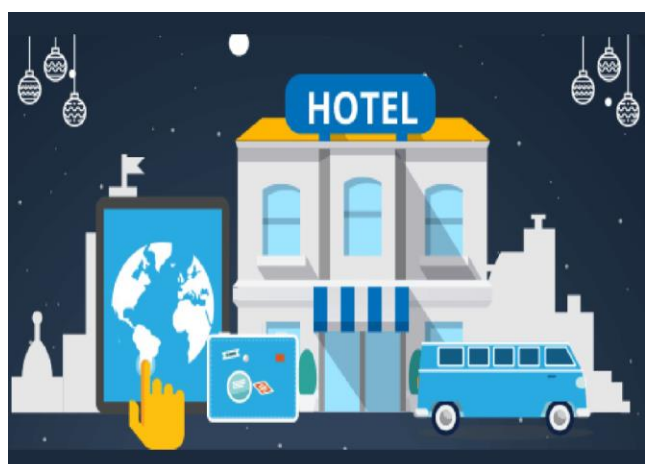
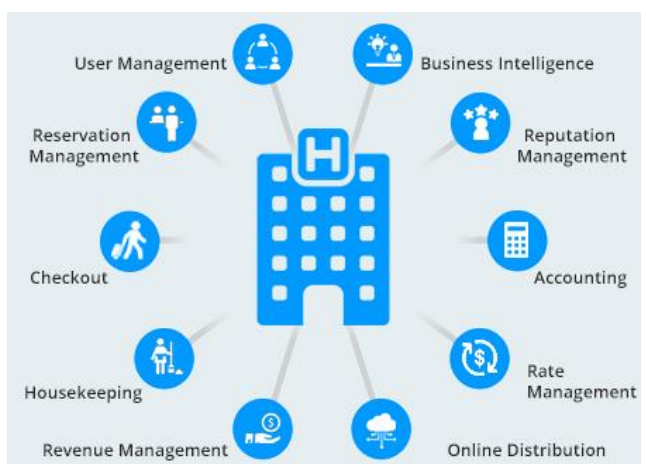
Occupation	Total employment		Percentage change	
	2007	2012	2017	2008-2017
Managers & senior officials including: hotel and accommodation, restaurant & catering managers, publicans & managers of licensed premises	590,900	617,900	659,500	+12%
<b>Skilled trades</b> including: chefs/cooks	213,700	209,300	193,800	-9%
<b>Elementary</b> including: kitchen and catering assistants, waiting staff, bar staff	768,900	821,800	853,600	+11%

**Skill requirements & shortages**

The five most common skill requirements are: technical, practical or job-specific skills; customer handling skills; team working skills; oral communication skills; and problem solving skills.

**Occupational trends**

There are a number of *core* occupations commonly found in hospitality, leisure, and travel and tourism sector. The following table lists the numbers working in these occupations across the whole sector.



# HOTEL MANAGEMENT

## Hotels in Eilat shore, Israel

Hotel management is a globally accepted professional career field and academic field of study. Degree programs such as hospitality management studies, a business degree, and/or certification programs formally prepare hotel managers for industry practice.

Most hotel establishments consist of a General Manager who serves as the head executive, department heads who oversee various departments within a hotel, middle managers, administrative staff, line-level supervisors. The organizational chart & volume of job positions & hierarchy varies by hotel size, function, is often determined by hotel ownership & managing companies.

### Unique & Specialty hotels

The hospitality industry is a broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The hospitality industry is a several billion-dollar industry that mostly depends on the availability of leisure time and disposable income.

A hospitality unit such as a restaurant, hotel, or even an amusement park consists of multiple groups such as facility maintenance, direct operations (servers, housekeepers, porters, kitchen workers, bartenders), management, marketing, and human resources.

### Competition & usage rate

Usage rate or its inverse "*vacancy rate*" is an important variable for the hospitality industry. Just as a factory owner would wish a productive asset to be in use as much as possible (as opposed to having to pay fixed costs while the factory isn't producing), so do restaurants, hotels, and theme parks seek to maximize the number of customers they "*process*" in all sectors. This led to formation of services with the aim to increase usage rate provided by hotel consolidators. Information about required or offered products are brokered on business networks used by vendors as well as purchasers.

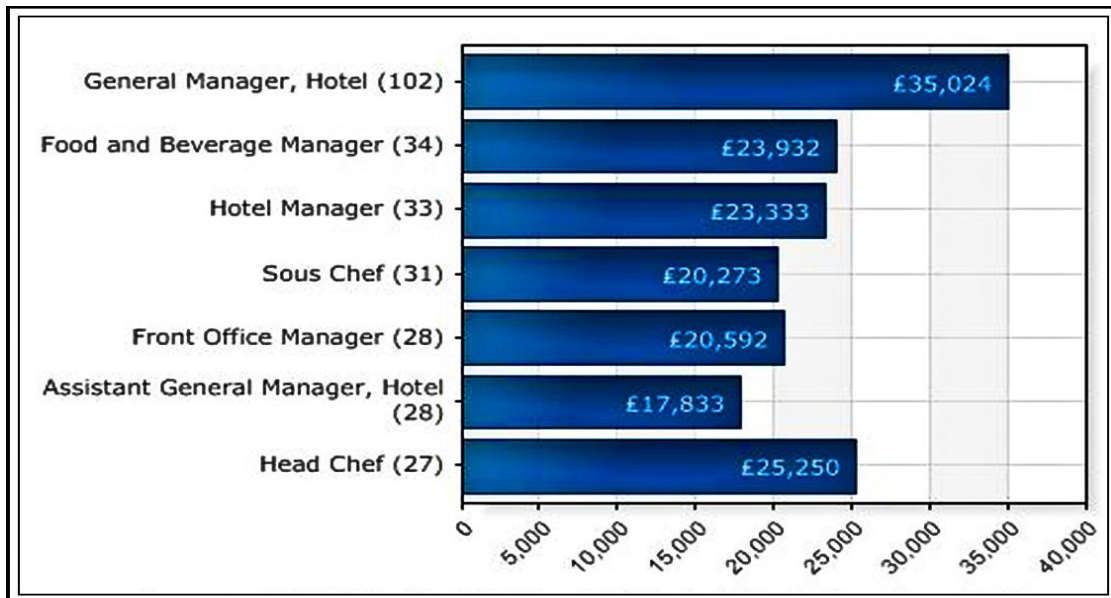
In looking various industries, *barriers to entry* by newcomers and competitive advantages between current players are very important. Among other things, hospitality industry players find advantage in old classics (location), initial and ongoing investment support (reflected in the material upkeep of facilities and the luxuries located therein), and particular themes adopted by the marketing arm of the organization in question (for example at theme restaurants). Very important is also the characteristics of the personnel working in direct contact with the customers. The authenticity, professionalism, and actual concern for the happiness and well-being of the customers that is communicated by successful organizations is a clear competitive advantage.

**Exercise 1. Summarize the information briefly in English.**

**Exercise 2. Transfer the given information from the passages onto a table.**

№	Activity			
	Event	Where	When	Score
1.				

**Exercise 3. Analyze the chart below.**



Occupation	Number employed in the UK
Hotel and accommodation managers	57,700
Conference and exhibition managers	23,700
Restaurant and catering managers	148,200
Publicans & managers of licensed premises	46,900
Chefs and cooks	255,100
Kitchen and catering assistants	394,600
Waiting staff	222,200
Bar staff	197,800
Leisure & theme park attendants	21,100







## TYPES OF HOTELS

An *Apartment Hotel* is a type of accommodation, described as *a serviced apartment complex that uses a hotel style booking system*. It is similar to renting an apartment, but with no fixed contracts and occupants can 'check-out' whenever they wish.

The standard zoning definition, nationwide is: "Apartment hotel means a building designed for or containing both apartments and individual guestrooms or rental units, under resident supervision, which maintains an inner lobby through which all tenants must pass to gain access to apartments, rooms or units". Apartment hotels are flexible types of accommodation; instead of the rigid format of a hotel room, an apartment hotel complex usually offers a complete fully fitted apartment. These complexes are usually custom built, and similar to a hotel complex containing a varied amount of apartments.

The length of stay in these apartment hotels is varied with anywhere from a few days to months or even years. The people that stay in apartment hotels use them as a home away from home, therefore they are usually fitted with everything the average home would require.

Apartment hotels were first created in holiday destinations as accommodation for families that needed to *live* in an apartment rather than *stay* as they would in a hotel.

The apartments would provide a 'holiday home' but generally be serviced.

Later on these apartments evolved to be complete homes, allowing occupants to do everything they would at home, such as cleaning, washing and cooking.

Essentially the apartment hotel combines the flexibility of apartment living with the service of a hotel. Many of the apartments take advantage of prime locations with panoramic views of cities seen through wall to ceiling windows. Suites usually include high quality finishes, broadband connection & interactive TV, servicing & integrated kitchen & bathroom.

High quality leather sofas in the living area and king size beds bring the hotel experience to a completely new level. Those are the luxuries come with the basics: satellite or cable TV, washer, dryer, dishwasher, cooker, oven, fridge, freezer, sink, shower, bath, wardrobes, all the furnishings to be expected in a luxury home.

**Extended stay hotels** are a type of lodging with features unavailable at standard hotels. These features are intended to provide more home-like amenities.

There are currently 27 extended stay chains in North America with at least 7 hotels, representing over 2,000 properties. There is substantial variation among extended stay hotels with respect to quality and the amenities that are available. Some of the economy chains attract clientele who use the hotels as semi-permanent lodging.

Extended-stay hotels typically have self-serve laundry facilities and offer discounts for extended stays, beginning at 5 or 7 days. They also have guestrooms (*suites*) with kitchens. The kitchens include at a minimum usually: a sink, a refrigerator, a microwave oven, and a stovetop. Some kitchens also have dishwashers and conventional ovens.

They are popular with business travelers on extended assignments, families in the midst of a relocation, and anyone else in need of temporary housing. The hotels are used by travelers who appreciate the larger space a typical suite provides. Residence Inn is credited with popularizing the "extended stay" concept.

The chain was launched in 1975 in Wichita, Kansas by Jack DeBoer, and acquired by Marriott Corporation in 1987. As of April 2005, there were over 450 Residence Inn hotels in the United States, Canada and Mexico.

Other upscale brands of extended-stay hotels, such as Staybridge Suites, which is part of the InterContinental Hotels Group, have made this segment of the lodging industry one of the fastest-growing. One of today's most popular long term lodging brands came from the merger of Extended Stay America and Homestead Hotels. Both these chains were already well established with over 670 owned and operated properties nationwide.

Another worldwide hotel chain, Choice Hotels International, franchisor for name brands such as Comfort Inn, Comfort Suites, Sleep Inn and Quality Inn, entered the extended stay market with their MainStay Suites brand. They proceeded to acquire the Suburban Extended Stay hotel chain in 2005, making them a sizeable extended stay system with over 150 hotels open and under development.

In the United States, a popular low-budget extended stay chain is Intown Suites.

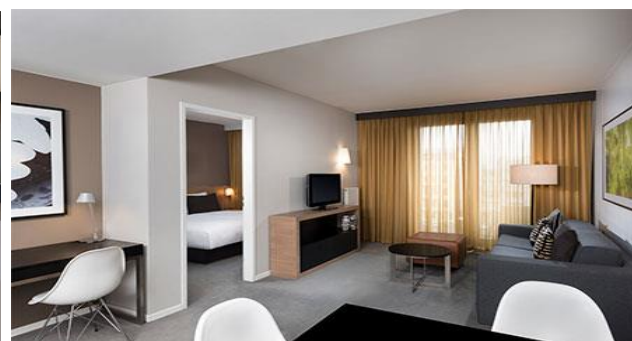
The chain, which was founded in 1988, now has nearly 140 locations in 21 states, and is distinguished for offering weekly rates much lower than many other chain lodging companies in North America. The company, however, has been criticized by many of its guests and reviewers for providing a sub-standard quality of service, poorly maintaining its properties, and treating its guests poorly. Extended stay concept is steadily spreading throughout Europe due to increase in the number of travelers and business people visiting every year. The concept was organized by Belgium Housing and the chain of hotels covers 42 countries of Europe including all the major cities of the continent.

### ***Active vocabulary***

Extended Stay hotels, guests, business people, to visit, to treat, to organize, a sub-standard quality of service, extended assignments, choice, low budget, popular.

***Exercise 1. Summarize the information briefly in English.***

***Exercise 2. Describe the interior of the hotels with the help of the pictures below.***







Bed & breakfast hotels



Atlantic City B&B



Steens B&B (Bergen)

## BED & BREAKFAST HOTELS

A bed & breakfast (B&B) is a small lodging establishment that offers overnight accommodation and breakfast, but usually does not offer other meals. Typically, bed and breakfasts are private homes with fewer than 10 bedrooms available for commercial use.

Generally, guests are accommodated in private bedrooms with private bathrooms, or in a suite of rooms including an *en suite* bathroom. Some homes have private bedrooms with a bathroom, which is shared with other guests. Breakfast is served in the bedroom, a dining room, or the host's kitchen. B&Bs & guest houses may be operated either as a secondary source of income or a primary occupation. Usually the owners themselves prepare the breakfast and clean the room etc., but some bed and breakfasts hire staff for cleaning or cooking.

Although some bed and breakfast owners hire professional staff, a property, which hires professional management is usually no longer considered a bed and breakfast, but enters the category of inn or hotel. Some B&Bs operate in a niche market. Floating bed and breakfasts for example are a concept originating in Seattle in which a boat or houseboat offers B&B accommodation. Regulations and laws vary considerably between jurisdictions both in content and extent and in enforcement. The most common regulations B&Bs must follow pertain to safety. They are usually required by local and national ordinances to have fire resistance, a sufficient fire escape plan in place; smoke detectors in each guest room.

Kitchens and equipment used to serve meals are often required to be monitored for hygienic operation, but there are significant national & local differences. Many inns & bed and breakfasts are members of professional associations.

There are international, national, regional, local associations, all of which provide services to both their members and the travelling public. Many require their members to meet specific standards of quality, while others simply require a lodging establishment to pay dues. These associations also facilitate marketing of the individual B&Bs & provide a stamp of approval that the business in question is reputable.

While various local governments have regulations & inspect lodging establishments for health and safety issues, membership in a state/provincial/national bed and breakfast association can indicate a higher standard of hospitality. Associations sometimes review their members' properties and tend to have additional standards of care. In the US, each state has an innkeeping association (non-profit) that exists to promote the industry and tourism. However, many state associations have rigorous inspection criteria that often exceed government requirements for safety and cleanliness. Organizations such as the Automobile Association provide periodical inspections of B&B inns.





## REGIONAL DIFFERENCES

### Australia

Despite the cultural similarities and a population more than twenty times greater, there are far fewer B&Bs in the whole continent of Australia than there are in just the South Island of New Zealand. Since the 1960s, the average per capita disposable income of Australians has been greater than that of New Zealanders and this has mitigated the powerful incentive to let out rooms in their homes to travellers. Another factor may be that Australia has, apart from City States such as Singapore, the greatest concentration of city dwellers anywhere on the globe and these cities are amply supplied with budget hotels and motels

### Cuba

In Cuba, which opened up to tourism in the 1990s after the financial support of the Soviet Union ended, a form of B&B called *casa particular* ("private home") became the main form of accommodation outside the tourist resorts.

### Israel

The Israeli B&B is known as a *zimmer*. All over the country, but especially in the north of the country and the Galilee, *zimmers* have become an alternative to hotels for romantic weekends or family vacations.

### British Isles

B&Bs, frequently guest houses, are a budget option where owners often take pride in the high service levels, local knowledge and personal touch that they are able to offer.

There tend to be concentrations of B&Bs in seaside towns where, historically, the working classes holidayed such as County Down, Northern Ireland and Blackpool, England, and isolated rural areas such as the Highlands of Scotland and Connemara where there is not the year-round concentration of travellers that would sustain an hotel. They are present in most towns & cities, and their numbers vary on trade such as for business travellers and tourists: York and Edinburgh for example both have several hundred establishments known as either B&Bs or guest houses. In very busy areas, B&Bs may display a sign saying VACANCIES (rooms available) or NO VACANCIES, to save both the hosts & potential guests the trouble of them having to enquire within.

Breakfast is usually cooked on demand for the guest and is usually some kind of full breakfast, but some offer a continental breakfast. In recent years B&Bs in the UK have struggled against budget hotel chains such as Premier Travel Inn and Travelodge.

Traditionally, business travellers used B&Bs but many of these clients now tend to stay in budget hotel chains. However, in holiday areas the B&B and guest house still prevail. Unlike the hotel chains, they provide a more comprehensive service and breakfast is included in the price, and some who stay regularly may simply like knowing their hosts.

B&Bs tend to place their bedrooms within three different categories:

- *Deluxe*: This standard of B&B accommodation in Ireland is considered to be very high & deluxe rooms would be available in high end B&Bs and guesthouse accommodation.

- Deluxe rooms would often have additional furniture or Jacuzzis in the bathroom.

Check the description.

- *En-Suite*: There is a private bathroom within the bedroom. This will always contain a WC and washbasin, and a shower or bath or both.

- *Standard*: There is not a bathroom within the bedroom. In this case there will be shared bathroom facilities in another room on the corridor. There will be a washbasin within the room.

### **India**

In India, government is promoting concept of Bed & Breakfast. Government is doing this to increase tourism and keeping in view the expected demand of hotels during Commonwealth Games 2010 which is being organized in Delhi.

### **New Zealand**

Bed & Breakfasts in New Zealand tend to be more expensive than Motels and often feature historic homes and furnished bedrooms at a commensurate price.

### **Spain**

In Spain, B&Bs are often run by people who place personal or family needs ahead of wealth & profit maximization. The business attracts numerous entrepreneurs with predominantly lifestyle motives, yet challenges them in specific ways. Spain does not have a B&B culture like Great Britain. As anything *modern* rules, locals usually shake their head at tourists visiting B&Bs when they could stay at a *proper hotel* for the same money or less. Marketing must be done over the medium to long term to be effective.

### **Italy**

In Italy, regional law discipline the Bed & Breakfast.

### **North America**

Many B&Bs in North America try to create a historical ambiance, with old properties turned into guesthouses decorated with antique furniture. For example, the Holladay House in Orange, Virginia is a 1830s Federal-style brick building that has been converted into a bed and breakfast. In the last ten years, B&B and Inn owners have been launching upscale amenities to improve business and move *up-market*.

It is not uncommon now to find free wireless Internet access, free parking, spa services, or nightly wine and cheese hours. Due to the need to stay competitive with the rest of the lodging industry, larger bed and breakfast inns have expanded to offer wedding services, business conference facilities, and meeting spaces as well as many other services a large hotel might offer. The custom of opening one's home to travellers dates back the earliest day of Colonial America. Lodging establishments were few & far between in the 1700s, and apart from a limited number of coaching inns, wayfarers relied on the kindness of strangers to provide a bed for the night. Hotels became more common with the advent of the railroad, the automobile, most towns had at least one prominent hotel.

During the Great Depression, tourist homes provided an economic advantage to both the traveller & the host. Driving through town (no Interstates then), travellers stopped at houses with signs reading Tourists or Guests, indicating that travellers could rent a room for the night for about \$2. The money generated needed income for the homeowner and saved money for the traveller.

After World War II, middle-class Americans began travelling in Europe in large numbers, many experiencing the European-style B&Bs for the first time.

Some were inspired to open B&Bs in the U.S.; tourist home owners updated their properties as B&Bs.

The interest in B&Bs coincided with an increasing interest in historic preservation, spurred by the U.S. Bicentennial in 1976 and assisted by two crucial pieces of legislation: the National Historic Preservation Act of 1966, and the Tax Reform Act of 1976, which provided tax incentives for the restoration and reuse of historic structures.

Through the 1980s & 1990s, B&Bs increased rapidly in numbers & evolved from homestay B&Bs with shared baths and a simple furnishings to beautifully renovated historic mansions with luxurious decor and amenities.

The next big change started in the mid-1990s when the Internet became a major marketing force, making it affordable for innkeepers to promote their properties worldwide. Email marketing, in particular, serves as a useful tool for the Bed & Breakfast industry, for it proactively builds relationships with the existing guests after their stay. This helps increase the likelihood for more repeat bookings and guest referrals in the future. At present, travellers research and book B&B online, checking out detailed photos, videos, reviews. B&Bs are found in all states, in major cities and remote rural areas, occupying everything from modest cottages to opulent mansions, and in restored structures from schools to cabooses to churches.

In Hawaii, it is illegal to open a new bed & breakfast on Oahu as of 1989.

The reason for the moratorium is to force home owners with extra room to rent out their extra space to low income residents who otherwise cannot afford housing on crowded Oahu.

### ***Active vocabulary***

Residents, travellers research, bookings, guests, historic structures, restoration, reuse, relationships, useful tools, to promote, luxurious décor, amenities, marketing, to decorate, guesthouses, homestay, opulent mansions, bathroom facilities.

***Exercise 1. Read the information & pick up the essential details in the form of quick notes.***

***Exercise 2. Make notes of your new knowledge about B&B hotels.***



## RESEACH ON QUALITY OF B&B ACCOMMODATIONS

In January 2003 Tourism Queensland conducted a review of current research to gain a better understanding of the Bed & Breakfast (B&B) market: Key needs that must be met for people staying at bed and breakfast style accommodation include: pampering & personalised service in an attractive location in an attractive house, opposed to more *standard* hotel rooms. The following attributes are appealing:

- Homely atmosphere (older segments) or luxurious/heritage surrounds.
- Home style meals.
- Area for conversing with other guests.
- Ability to tap into local knowledge of attractions and activities in local area.

Guests at B&Bs were asked to identify the features and factors which motivated them to choose the establishment they were staying at. The friendliness of the host was the most important factor, followed by easy access to other places, the site being the most appealing place in the region. Usually B & B's are privately owned, and therefore very different from standard commercial hotels.

Bed & Breakfasts provide mutual benefits for both the visitor and the operator. Visitors have the opportunity for a relaxing break in a homely environment.

Operators have the opportunity to develop a profitable business, make new friends and contacts, understand the cultures and lifestyles of others, and to educate guests about their way of life. Income and leisure time have changed so that shorter breaks with greater choice of leisure activities are sought. Changing work patterns have increased the popularity of shorter breaks that minimize the absence from work and the effect of absences on workflow and involvement. Bed & Breakfast holidays tend to be short break holidays and could benefit from the increased popularity of short breaks, sought by people who aim for authenticity and personal service."

### **Michigan State University study**

The profile of B&B guests confirms widely held impressions that this is a middle-aged, well-educated, (moderately) high income, professional market. On the last reported B&B trip, couples comprised two thirds of the travel parties. 82% of those sampled are married, and about half (44 %) have children living at home.

Average age for a travel party (respondent & spouse/partner ages are merged) is 40 years, with 60 % under this age. This indicates that many B&B guests are at a mid-point in the traditional family cycle, when raising children is a primary activity.

Newlyweds and *empty nesters* account for a smaller proportion. In fact, only 9 % of the market is attributed to adults over 59 years of age. Education levels are high, with the largest response category being completion of a college degree (31 %).

In addition, another one third had some graduate school or an advanced degree. It follows that the occupational profile is dominated by professionals and managers.

Note that several categories such as business, health, education, and science are large enough for B&B's to consider promotion aimed specifically at these segments.

The unique touches that distinguish a B&B are clearly a primary reason for selecting this lodging option. Words like *charm, ambience, quaintness & atmosphere* were often used by respondents to describe this intangible appeal.

The importance of the *getaway* aspect demonstrates that B&B's have been well positioned to take advantage of shorter, more frequent weekend trips preferred by many two-income families. The lure of B&B's as a more personal alternative to the standard hotel/motel experience was reconfirmed by the 10 %.

They called this the single most important reason for staying at a B&B, the most frequent response to this open-ended question. Customers were for the most part satisfied with their most recent B&B experience, with 80% giving the experience an excellent rating and another 17 percent calling it *good*. Over 90 % would both consider a return visit and recommend the B&B to friends and family. According to this study, many bed and breakfast visitors make use of evaluations, given by other guests. This system of independent reviews is one of the fastest growing consumer content oriented sites on the net.

### **ComScore study**

Another study suggests that people trust online reviews posted by previous guests: People are willing to pay up to 99 % more for services after reading positive online reviews about them, according to new research. The study, conducted in October by comScore and The Kelsey Group, found that online, consumer-created reviews have a big impact on prospective buyers.

The researchers said: "24 % of those who eventually pay for local services – such as restaurants, bed & breakfasts and automotive shops – read online reviews before making a choice. The study showed consumers were so trusting of online reviews, they were willing to pay at least 20 %, and up to 99 %, more if a company was rated excellent or five-star than if a business received a good, or four-star, rating."

The study was based on 2,078 survey respondents, including 508 who used online consumer reviews. Professional critics, and owners of companies that receive less-than-excellent online reviews by laypersons, might question the ability of regular people to adequately judge a service. However, the study found that 90 % of the people who trusted consumer-written reviews found the critiques to be accurate.

In fact, noted the researchers, "reviews generated by fellow consumers had a greater influence than those generated by professionals".

The study included specific bed & breakfasts among others services. At least 75 % of those using online reviews for nearly every category of business included in the study said the amateur field reports significantly impacted their decision. 87% of those in search of hotels said the reviews played a big part in their choice. The take-away message for service providers, according to a statement issued by The Kelsey Group's research director, Steve Marshall: "With such a large percentage of review users subsequently purchasing, it's vital that local service providers have a positive presence on these review sites".

The fact that one-in-four of those contacted said they use reviews should come as good news for those in the online consumer review space, said Brian Jurutka, senior director at comScore Marketing Solutions. "That's a sizeable chunk", he said. "This helps them in having discussions with folks looking to advertise; it says a sizeable portion of the online population is going to be visiting these sites".

### **Journal of Travel Research study**

A study by Travel Research stated: "While the hedonic price model has been used to evaluate willingness to pay in a variety of markets, its use in the tourism industry is limited.



This research note highlights the usefulness of the hedonic price technique in this industry by evaluating willingness to pay for specific characteristics of bed and breakfast accommodations. Heterogeneity in price & amenities offered by bed & breakfast accommodations enables us to generate estimates of willingness to pay for specific characteristics.

Using data on price and amenities collected from bed and breakfast accommodations, the findings show a willingness to pay for specific characteristics such as sunny balconies, a five star Champagne breakfast, a room furnished with antique treasures."

### **Prince Edward Island study**

A 2008 study on Prince Edward Island "The vast majority of visitors to B & B are pleasure travellers. The most important reasons why travellers choose a B & B are personalised service & hospitality, price & value ratio, physical element, atmosphere, image and location". According to TIME magazine: "Americans have a wide array of lodgings to choose from when they take a vacation: high-rise hotels, rustic resorts, motels by the bay. Yet more and more people are flocking to bed-and-breakfast inns, the most old-fashioned homes away from home. Just 20 years ago, there were only 1,000 B & Bs, as they are nicknamed, scattered throughout the country.

Today there are more than 28,000 serving more than 50 mln guests each year.

Bed-&-breakfasts, often situated in elegant, historic homes, tap into everyone's fantasy of living another life. Many have been lovingly renovated with period decorations, inviting visitors to step back in time. Others carry a theme throughout the house. Since on average they have only seven or eight rooms, they offer peace and quiet, a rare commodity in the average home."

"The hosts, who nearly always live on the premises, provide plenty of coddling. They will recommend local attractions, help with dinner reservations, often provide an afternoon tea or glass of sherry – and, yes, prepare a delicious homemade breakfast.

Prices at bed-and-breakfasts, which average \$104 to \$133 a night, depending on the region, rival the rates of good hotels. While some 10,000 B and Bs are private homes in which the owners offer a room or two, most are serious businesses, complete with websites and toll-free numbers. The clientele tends to be couples, most of them affluent and well educated. Most are tourists or people who are in town to visit family or to celebrate a special occasion. Bed-and-breakfasts are popular with many foreign travellers, mostly from Britain, Germany, Canada, France and Australia, who have grown up going to B and Bs in their own countries."



Steever House B&B, South Dakota



Callander House B&B, Scotland



## BOUTIQUE HOTELS

Boutique hotel is a term popularized in North America and the United Kingdom to describe intimate, luxurious or quirky hotel environments. Boutique hotels differentiate themselves from larger chain/branded hotels & motels by providing personalized accommodation and services / facilities.

Sometimes known as *design hotels* or *lifestyle hotels*, boutique hotels began appearing in the 1980s in major cities like London, New York, and San Francisco. Typically boutique hotels are furnished in a themed, stylish and/or aspirational manner. They usually are considerably smaller than mainstream hotels, often ranging from 3 to 50 guest rooms.

Guest services are attended to by 24 hour hotel staff. Many of the boutique hotels have on site dining facilities, and the majority offer attractive bars as well as lounges which may be open to the general public. Of the total travel market a small percentage are discerning travelers, who place a high importance on privacy, luxury and service delivery.

This market is typically price insensitive (made up of both high & leisure & corporate travelers), non-seasonal, high-yielding and repeat, therefore one which boutique hotel & other high-end operators target as their primary source of income.

The 110-room Madison Hotel in downtown Memphis, Tennessee is a typical high-end boutique hotel. Boutique hotels are always individual and are therefore extremely unlikely to be found amongst the homogeneity of large chain hotel groups.

In the US this trend was started by the *W* hotel chain in the 1990s and most recently this trend can be observed in chains as *aloft*, *NYLO*, *Hyatt Place* and others.

*Through this corporate adaptation of the concept the term boutique* changed and more recently hoteliers prefer to use the term *lifestyle hotels* to get away from the above mentioned quirky image. *Boutique Hotel* is a term originating in North America to describe intimate, usually luxurious or quirky hotel environments.

Boutique hotels differentiate themselves from larger chain or branded hotels by providing an exceptional and personalized level of accommodation, services and facilities.

Because of their financial successes in the most recent past, there have been attempts to create chains have adopted the "boutique" look and feel.

Despite this definition, the popularity of the boutique term and concept has led to some confusion about the term. Boutique hotels have typically been unique properties operated by individuals or companies with a small collection. However, their successes have prompted multi-national hotel companies to try to establish their own brands in order to capture a market share. The most notable example is Starwood Hotels & Resorts Worldwide's *W* Hotels, ranging from large boutique hotels, such as the *W* Union Square NY, to the *W boutique resorts* in the Maldives, to true luxury boutique hotel collections, such as the Bulgari collection, *SLS* Hotels, *Thompson* Hotels, *Joie De Vie* hotels, *The Keating Hotel*, and *O Hotel*, among many others. In the USA, New York remains the center of the boutique hotel phenomenon, as the original Schragger-era boutique hotels remain relevant are joined by scores of independent and small-chain competitors, mainly clustered about Midtown and downtown Manhattan. The French Quarter & Garden District, New Orleans have several dozen boutique hotels, most of which are located in old homes or inns.

These usually provide an ambience based on 19th-century antiques, artwork with New Orleans themes, vintage, furniture & decor & interesting historical associations.



Miami and Miami Beach also have several boutique hotels, found mostly along the beachfront streets Ocean Drive and Collins Drive. Most of these are in buildings from the heyday of the Art Deco period. Their attractions include the Art Deco ambiance, beach access, nouvelle and Latin cuisines, and tropical-themes interior decor. The concept of boutique or design hotels has spread throughout the world. Including European countries like Spain, and East Asian countries such as Thailand, where many boutique or design hotels are sprouting, especially in resort locations, such as Phuket & Hua Hin. Other Far Eastern cities, in which boutique & design hotels are becoming increasingly popular, include Bangkok, Singapore, and Hong Kong.

Boutique hotels are even appearing in such places as Indonesia, mainland China, Iceland, Peru, and Turkey, demonstrating that the concept has penetrated beyond the typical design capitals of the world and is entering new markets. There is some overlap between the concept of a small boutique hotel and a bed and breakfast.

**Active vocabulary**

The concept of boutique, popular, design hotels, to include, to spread, throughout the world, to demonstrate, new markets, to enter, vintage or reproduction furniture and décor, hotel phenomenon, hotel companies, luxury, financial successes, to establish.

**Exercise 1. Summarize the information briefly in English.**

**Exercise 2. Answer the questions.**

1. Where is the term "boutique hotel" popularised?
2. What is it like?
3. What does the hotel describe?
4. Does "boutique hotel" provide personalized accommodation and services?
5. When did boutique hotels begin appearing?
6. How are they furnished?
7. How many guest rooms do they have?
8. How are guest services attended to?
9. What do they often have on site?
10. What kind of travelers prefer such hotels?
11. When was this trend started in the USA?
12. Are boutique hotels individual?
13. What term did hoteliers recently prefer to use?
14. Do boutique hotels have typically unique properties?
15. What city remains the center of the boutique hotel phenomenon in the USA?
16. What do boutique hotels provide?
17. Has the concept of boutique hotels spread throughout the world?
18. Where did many boutique hotels sprout?
19. Where have they appeared recently.
20. What does it demonstrate?

**Exercise 3. Analyze the information and make up the chart about it.**

№	ACTIVITY			
	Event	When	Where	Score
1.				

**Exercise 4. Translate the notions.**

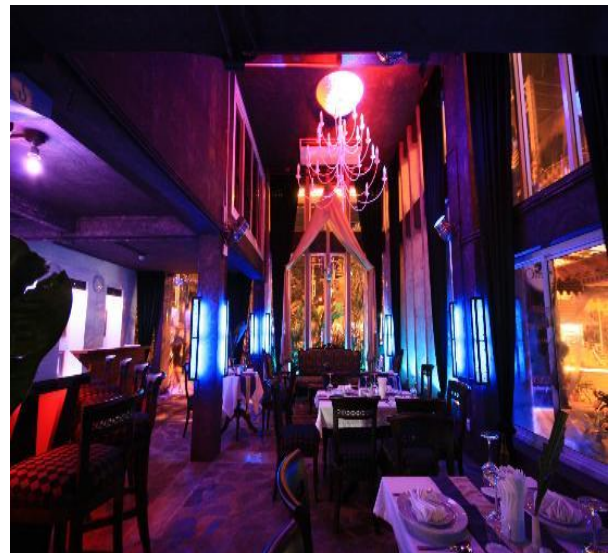
**Boutique hotel** – a stylish small hotel, typically one situated in a fashionable urban location. **Boutique** – an office, usually with a shop front and located in a shopping parade that offers financial advice to investors, often on a walk-in basis; a business serving a sophisticated or specialized clientele. Specialist investment bankers, who cover a particular sector of the market, e.g. management buy-outs, acquisitions, etc. A **boutique** is a small shop that sells fashionable clothes, shoes, or jewelry.



Salana BH, Laos



Sea Five BH, Cape Town



Rome BH





## ECOHOTEL & ENVIRONMENT



Consumer demand for greener hotels has been on the rise over the last few years – and as a result, many hotels now use green practices as marketing messages, not always truthfully. When it comes down to it, most *eco* hotels and resorts could be doing more.

Through sustainable design and strict environmental practices and beliefs, these six vacation destinations go way beyond organic hand creams in bathrooms, reusing of towels, organic bedding, and eco-friendly cleaning products, following the dual mission of respect for nature and savvy-design.

### **Whitepod, Aigle, Switzerland**

Can igloos actually be comfy & cozy? They can at Whitepod, and they even have access to a ski slopes with private lifts and views of Lake Geneva. Set high in the breathtaking Swiss Alps, Whitepod may draw repeat offenders. The chic, 15 geodesic-dome pods surround a central chalet and are designed to be in harmony with the surrounding environment while resembling boutique hotel rooms inside.

Designed to blend with nature, the pods are green-coloured in the summer and covered with white canvas in the winter for maximum energy-efficiency. Additionally, they are built on platforms that won't leave a trace on the land.

Each pod is equipped with a terrace to soak in the view, a wood-burning stove, and solar and rechargeable energy that heats and powers them. Be prepared to take in the fresh air, because the zero-impact dome camps are accessible only on skis or snowshoes.

### **ALT Hotels, Quebec & Montreal, Canada**





The concept is simple: a refreshing alternative experience that combines innovative design and a modern personality, without charging top-tier rates. ALT is the first Canadian hotel chain designed to follow the principles of ecological architecture.

The one element that they are most proud of is their use of geothermal heating and cooling, which also includes radiant floor heating in the lobby. The hotel's green heating system will reduce CO2 emissions by approximately 430 tons/year. Additionally, as we noted prior to the hotel opening, features also include heat recovery from exhaust air, heat recovery from laundry water, energy efficient lighting, and digital controls of ventilation, cooling and heating. They believe that attention to energy conservation will become the new standard in the hotel industry. So, as a company, being *ALternative* means caring about the environment and being *eco-proactive*.

### **The Scarlet, Cornwall, England**



The Scarlet had a challenge that the owners found to be a significant one. They wanted their hotel to be luxurious and a fantastic place to stay, but designed without harming the planet. So, they set out to build a new hotel to prove that sumptuous didn't necessarily mean unsustainable. From the building materials, to the interiors, to the high levels of insulation, air tightness, and the utilization of solar energy & natural cooling, every aspect of the design was addressed to provide a sound base for an eco-hotel.

Utilizing the fantastic cliff-top location, all of the rooms are focused around the view, but with varying spaces such as intimate gardens, shell-like viewing pods and wrap around terraces. The design works around clever use of levels, revealing function and glimpses of views, with a central *wall* to physically anchor the building to the cliff side.

The front of the building is stunning, with an organic facade, a sea thrift roof and reclaimed groins. The coastal landscape is the centre of attention and "blurs the boundaries between the indoors and out.

### **Vigilius Mountain Resort, South Tyrol, Italy**



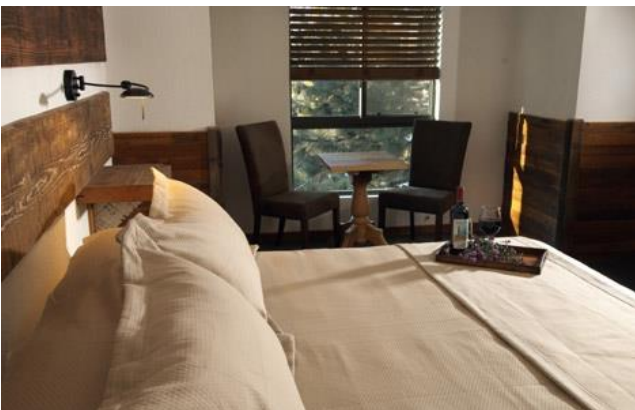
The Vigilus Mountain Resort is said to be a *wooden house of modernity*.

The architect designed the building to resemble a fallen tree lying in the woods – the wooden lattice facade represents the bark of the fallen tree. From the nature-based construction methods to the sustainable use of local resources, the Vigilus' commitment to an ecological approach was apparent from the very beginning.

The most surprising element is that the resort is located in a car-free altitude – it can only be reached by foot or by cable car. This means there is no traffic or noise, and one hears merely the occasional whisper of the winds that break the silence of the mountains.

With warm colours and materials such as clay, glass, stone, and linen, each room is intimate with vast views as far as the eye can see. The panoramic windows bring the outdoors closer with dramatic views of the woods and mountains. There are no obstructions and with the scent of wood in each room, it almost feels like a tree house.

### **968 Park Hotel, Lake Tahoe, California**



968 Park Hotel stands as Lake Tahoe's new and only green hotel. The former structure of the hotel was taken down and 968 was rebuilt with every possible opportunity to use eco-friendly, sustainable materials and green processes. In keeping with the rustic theme of Lake Tahoe, the hotel walls and structural elements are built from reclaimed, aged Douglas Fir lumber, finished with natural patinas, and the exterior features recycled metal siding, designed to be easily removable for maintenance.

What's cool about 968 Park Hotel is all of the thoughtful little design elements, such as: insulation is made from blue jeans, trim and baseboards are made from recycled wood, lobby furniture is made from material recycled from an old pool fence, trash cans are made from 100% recycled material, fencing is made from recycled wood, and headboards, vanity, and bedside tables are constructed of recycled wood. A full listing of 968 Park Hotel's eco-initiatives can be found on their Web site: We're quite impressed.

### **Frigate Island Private, Seychelles, Africa**



Seeing Frigate Island from a birds-eye view, you wouldn't even know structures existed – a true sign of designing for the environment. Located in the middle of the Indian Ocean just below the equator, Frigate is an example of how man and nature can successfully coexist.

It's one of the most important sanctuaries for rare endemic & indigenous animals, setting an inspiring example for others to follow with conservation projects. With tons of conservation projects, Frigate Island has been said to be the Seychelles' leading eco-retreat. With just 17 villas, Frigate Island is a natural, private paradise.

Each is built of native mahogany and clad in rich African Chamfuta Teak wood, meant to blend harmoniously into its natural surroundings. The interior architectural design of the villas is simple yet elegant, accented with African Chamfuta Teak skirting boards that edge cream Botticino marble floors, while vaulted roofs and Merbou timber framework faithfully reflect a diverse colonial architectural heritage.

### ***Active vocabulary***

Environment, ecology, to locate, location, timber framework, architectural heritage, sustainable materials, green processes, furniture, recycled wood, nature.

### ***Exercise 1. Render the main idea of the passage on ecohotel.***

Eco hotel is a term used to describe a hotel or accommodation that has made important environmental improvements to its structure in order to minimize its impact on the environment. The basic definition of a green hotel is an environmentally responsible lodging that follows the practices of green living. These hotels have to be certified green by an independent third party or by the state they are located in.

Traditionally, these hotels were mostly presented as Eco Lodges because of their location, often in jungles, and their design inspired by the use of traditional building methods applied by skilled local craftsmen in areas, such as Costa Rica and Indonesia.

Today, the term has developed to include properties in less "natural" locations that have invested in improving their *green* credentials.

### **Criteria for eco-hotel**

An eco hotel must usually meet the following criteria:

- Dependence on the natural environment.
- Ecological sustainability.
- Proven contribution to conservation.
- Provision of environmental training programs.
- Incorporation of cultural considerations.
- Provision of an economic return to the local community.

### **Characteristics of eco-hotel**

Green hotels follow strict green guidelines to ensure that their guests are staying in a safe, non-toxic and energy-efficient accommodation. Here are some basic characteristics of a green hotel:

- Housekeeping uses non-toxic cleaning agents and laundry detergent.
- 100% organic cotton sheets, towels and mattresses.
- Non-smoking environment.
- Renewable energy sources like solar or wind energy.
- Bulk organic soap and amenities instead of individual packages to reduce waste.



- Guest room and hotel lobby recycling bins.
- Towel and sheet re-use (guests can tell housekeeping to leave these slightly used items to reduce water consumption).
- Energy-efficient lighting.
- On-site transportation with green vehicles.
- Serve organic and local-grown food
- Non-disposable dishes.
- Offers a fresh-air exchange system.
- Graywater recycling, which is the reuse of kitchen, bath and laundry water for garden and landscaping.
- Newspaper recycling program.

The term has been used on a more regular basis as new websites devoted to the subject become more prominent and hotel owners become more interested in protecting the areas their guests have come to visit. New properties are being built from sustainable resources – tropical hardwoods, local stone – and designed to better blend in with their environment. In addition, they are also being run on eco-friendly principles, such as serving organic or locally-grown food or using natural cooling as opposed to air conditioning.

***Exercise 2. Give the main idea of the text on Ecolabelling of hotels in Europe in some English sentences.***

The EU Ecolabel is an official sign of the environmental quality of services and goods in the European Union (EU) that is both certified by an independent organization and valid throughout the many member States of the European Union. Any tourism accommodation operator in the EU – from a large hotel chain to a small farmhouse has been able to apply for the European Eco-label since 2003.

The operators must meet strict minimum standards with regard to environmental performance and health standards. These should include the use of renewable energy sources, an overall reduction in energy and water consumption, measures to reduce waste, environmental policy setting and the provision of non-smoking areas. The first eco-labelled hotel in the European Union was the Sunwing Resort Kallithea, located in Rhodes, Greece in 2003 and the first eco-labelled hotel on the Iberian Peninsula (Spain and Portugal) was the Hotel Jardim Atlântico on the Portuguese island of Madeira.







## HOMESTAY

Homestay is a form of tourism and/or study abroad program that allows the visitor to rent a room from a local family to better learn the local lifestyle as well as improve their language ability. While homestays can occur in any destination worldwide, some countries do more to encourage homestay than others as a means of developing their tourism industry. Hosting a homestay participant allows the local family to earn some additional, needed income. Having low profitability, as it is, homestay can not be regarded as strictly commercial activity, but more of cross cultural exchange.

Students generally arrange a homestay with their school or educational institution, but can also informally arrange to stay with a family through social connections, and through a variety of private agencies. There are a number of online homestay agencies that connect students with hosts all over the world (usually for a nominal fee).

### **Types of homestays**

Homestay scenarios can range from a completely immersive family experience, to a very basic room rental. Depending on the age of the student, homestays can be paid or unpaid. In the immersive family experience a homestay student lives, eats, and shares the majority of their time in the host country with the hosts and their family. Family events such as dining out, amusement parks, camping, travel, etc. usually involve the host student who may or may not be expected to pay a portion for the participation (tickets, parking, gas, travel expenses) The student is invited to participate in Holiday festivities (Thanksgiving, Christmas) and family events (weddings, birthdays).

At the other end of the spectrum, students may simply be renting a room within a private home with minimal supervision from a host or family.

Additionally, there are working homestay agreements where a student is expected to perform duties such as yard work, farm work, babysitting, maid services – usually in exchange for accommodation fees or as part of.

### **Typical contracts & agreements**

A clash of cultures can sometimes result between a homestay student and the host family. To mitigate any issues, most homestay arrangements involve a contract or written agreement between the host and student. A contract will outline what is expected of the homestay student and may include items such as:

- Chores to perform (cleaning, laundering)
- Curfews
- Use of the Internet, television
- Use of the telephone
- Guest visits

Smoking / drinking rules, the details of what is being provided by the host in terms of:

- Accommodations
- Furniture/facilities
- Meal provisions
- Transportation
- Communications (Internet, telephone)
- Entertainment (TV, radio)

Generally, a host must provide a private room for sleep and study that has a lock and a washroom must be available that is convenient for the student to use. Most other items are negotiable in terms of availability and price.

### **Risks for the host**

Typically, hosting a homestay student is a rich and rewarding experience that allows the sharing of cultures, information, and experience. However, studying abroad is often the first time the homestay student is away from the parents and home country.

This may result in adjustment issues for the student. The host must be able to deal with separation issues, anxiety, and the like.

Scams on the internet are becoming fairly commonplace – when engaging in financial transactions that may require international payments, cheques, and money orders being sent there is always the possibility of making oneself vulnerable to scams and fraud.

The host family is best to educate themselves on the issues, and protect themselves adequately through the use of a good contract. A recent and common example of a scam perpetrated on host families plays as follows:

- Parents of a student email the host family to request a room – usually claiming to be from Europe/Asia.
- The host replies with availability and costs etc.
- The parent agrees to the fees, and offers to pay the fees up front.
- Usually some sort of family crisis arises, and the transaction must be handled with urgency.
- The parent sends payment with an overage, and requests that the host refunds the excess payment.
- The host family refunds the payment.
- The initial payment (cheque, money order, etc.) bounces or is fraudulent.
- The host family has lost the money it has sent as a refund.

This scam can happen in any situation any time payment is required in the form of cheque / money order / cashiers cheque, etc. In-depth discussion on frauds of this type is beyond the scope of this article, but the host family is encouraged to exercise caution when dealing with overseas payments and transactions.

### **Risks for the student / guest**

There are two basic motivations for a family to engage in the operation of a homestay:

- The family is looking to assist students, inject culture, and better understand the world and its people through a mutual exchange of traditions, knowledge and culture.
- The family is looking to augment their income.

Usually, a family bears a healthy mix of these two reasons in opening their home to students and international visitors. Occasionally, however, there are instances where a family, or individual, is looking only to capitalize on the financial opportunity and has little or no concern for the interests of the student. A student is encouraged to look at the history of students and guests that the family has hosted, and to ask for a reference from a student who has recently attended their homestay. If a family refuses to give a reference, a student is advised to stay away. Also, look for a contract that not only protects the interests of the homestay host, but also the interests of the student. There should be a clear listing of the obligations of both the student and host family.

## HOW TO HOST A HOMESTAY GUEST

Having a long term paying guest in your home can be a very unusual experience at first; so much, so that you might even be hesitant to try. However, if you approach it correctly & plan properly, this can be one of life's most rewarding & hospitable experiences ever and fulfils a tradition that goes back many thousands of years in which people have opened their homes (and hearts) to others. See if you are ready to give it a try.

***Don't be paranoid.*** It is natural to be careful, but there is no need to be paranoid to the point of paralysis. Do your homework and get background checks through the organization arranging the homestay. It might help to think about the other person's feelings – they will be worried too about the home they are coming to stay in. Try to connect with them in advance and send e-mails, photos of the home and family, even the pets, and get to know one another. Ask questions about diet, hobbies, wishes for their visit, so that you can get prepared in advance.

***Provide some space and privacy in your home for your homestay guest.*** It is better to give your homestay guest some privacy but be sure to include him or her in your family activities. Give them the opportunity to join in when they feel like & be genuine & *encouraging* in the way in which you make the offers!

***Give them the chance to use online tools.*** If you have the internet, make sure to let them have time blocks to check their email and use the internet as needed. If you don't have the internet, offer to take them to library or internet-cafe. Most homestay guests will want to keep in touch with family & friends back home & let them know how things are going.

***Make sure your guest is not allergic to your pet or anything else that may be hard to avoid in your home.*** Additionally, be sure to find out if they have any food allergies or other requirements. All of this should be found out *before* they come and discover dog hairs all over their bedspread.

***Be natural and welcoming to your guest.*** Make sure to have a smile on your face when you first greet them. And keep smiling!

***Try not to discuss payment and household rules on the first day your guest is in your home.*** If this is a paying arrangement, it may already be something sorted out through the homestay organization. If not, and you want payment, be sure to have arranged this in advance of arrival and don't leap on them about it when they first arrive. Most guests know that they should submit payment to you within two days of arrival.

***Don't assume that your guest will be familiar with your country's customs and traditions.*** Your homestay guest will want to learn them. I hope that you will want to learn a little about their customs and traditions as well. Try to be patient as you teach them about your customs.

***Make sure that they always carry your address and home phone number.*** The city will be foreign to them and they could get lost easy. If they have a cell phone, add your number to it straight away.

### ***Active vocabulary***

Homestay, arrival, to arrange, to sort out, arrangement, opportunity, to join, to feel, homestay guest, some privacy, to include, family, to need, the internet, commonplace, to engage, guests, family, to attend, to capitalize, instances, the internet, international visitors.

## HOSTELS

In 1912, in Altena Castle in Germany, Richard Schirrmann created the first permanent *Youth Hostel*. These first Youth Hostels were an exponent of the ideology of the German Youth Movement to let poor city youngsters breathe fresh air outdoors. The youths were supposed to manage the hostel themselves as much as possible, doing chores to keep the costs down and build character as well as being physically active outdoors. Because of this, many Youth Hostels closed during the middle part of the day. Very few hostels still require chores beyond washing up after self-catered meals or have a *lockout*.

A hostel is a low-budget accommodation shared among travellers. When a guest books a stay in a hostel, he or she typically books a bed for the night, not a room.

Hostels provide budget oriented, sociable accommodation where guests can rent a bed, sometimes a bunk bed, in a dormitory and share a bathroom, lounge and sometimes a kitchen. Rooms can be mixed or single-sex, although private rooms may also be available.

Hostels are generally cheaper for both the operator & the occupants; many hostels employ their long-term residents as desk clerks or housekeeping staff in exchange for free accommodation. An effort should be made to distinguish between establishments providing longer-term accommodation (often to specific classes of clientele such as nurses, students, drug addicts) where the hostels are sometimes run by Housing Associations and charities) and those offering short-term accommodation to travellers or backpackers.

Within the *traveller* category, another distinction can be drawn between hostels which are members of Hostelling International (HI), a non-profit organization encouraging outdoor activities and cultural exchange for the young and independently operated hostels. Hostels for travellers are sometimes called *backpackers* hostels, particularly in Australia and New Zealand.

The guest's bed may be in a room with four other travellers, or in a room with up to twenty travellers. They normally provide a bar and/or a restaurant/cafeteria where drinks and food is sold, to guests and locals alike. Accommodations typically include private bedrooms, sometimes combined with backpacker dormitories, and/or apartments with the possibility to rent either short or long term. Linens and towels are usually provided, unless it is a long term apartment rental in which case the guest is considered a resident and does not receive cleaning and other services. Guests may sometimes share a common bathroom, but also may provide a number of rooms with *en suite* bathroom.

Hostels are common in Spain & may be found in Mexico, Central, South America & California. They are often family-run. Hostal-residencias are the same as hostels, but in general without a cafe or other place where you can eat. Bathrooms are dorm-style; large, with several shower stalls and a row of sinks. Hostels usually have only one or two bathrooms on each floor. Hostels tend to lend to more interaction, cost much less than a hotel, but do not provide the privacy or personal service found at a hotel.

### **Active vocabulary**

Hostels, to manage, services, distinction, to provide, travellers, guests, Housing Associations, family-run, rooms, dorm-style, to cost, privacy, personal service.

**Exercise 1. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 2. Add some information & make up a small report and give a talk in class.**

**Exercise 3. Read the information & pick up the essential details in the form of quick notes.**

**Exercise 4. Explain the differences of hostels from hotels.**

There are differences between hostels and hotels. Some major advantages of hostels include:

- ♣ Hostels tend to be budget-oriented; rates are considerably lower, and many hostels have programs to share books, DVDs and other items.
- ♣ For those who prefer an informal environment, hostels do not usually have the same level of formality as hotels.
- ♣ For those who prefer to socialize with their fellow guests, hostels usually have more common areas and opportunities to socialize. The dormitory aspect of hostels also increases the social factor.
- ♣ Hostels are for young people mostly.
- ♣ Hostels are for *those who like less comfort more socializing*.



**Exercise 5. Describe communal accommodations in hostels.**

There is less privacy in a hostel than in a hotel. Sharing sleeping accommodation in a dormitory is very different from staying in a private room in a hotel or bed and breakfast, and might not be comfortable for those requiring more privacy. This is an advantage in some ways, hostels encourage more social interaction between guests due to the shared sleeping areas and communal areas such as lounges, kitchens and internet cafes. Theft can be a problem, since guests may share a common living space, so it is advisable to secure guests' belongings. Most hostels offer some sort of system for safely storing valuables, and an increasing number of hostels offer private lockers; there are other things to consider as well when choosing a safe hostel, such as whether they have a guest curfew, uphold fire codes, 24-hour security, and CCTV. Noise can make sleeping difficult on occasions, whether from snoring, sexual activity, someone either returning late or leaving early or the proximity of so many people. This can be mitigated by carrying earplugs.

**Exercise 6. Describe types of hostels.**

The traditional hostel format involved dormitory style accommodation. Some newer hostels also include en-suite accommodation with single, double or quad occupancy rooms, though to be considered a hostel they must provide dormitory accommodation. In recent years, the numbers of independent and backpackers' hostels have increased greatly to cater for the greater numbers of overland, multi-destination travellers (gap-year travellers, & rail-trippers). The quality of such places has improved dramatically. While a few hostels do still insist on a curfew, daytime lockouts, and/or require occupants to do chores, hostels adapt to meet the changing expectations of guests.





The ship Passat is a floating hostel and museum. Camiri floating hostel

**Exercise 7. Give the notion of Boutique hostels.**

The general backpacking community is no longer exclusively typified by student travellers and extreme shoestring budgets. In response to demand, as well as increasing competition between the rapidly growing numbers of hostels, the overall quality of hostels has improved across the industry. In addition to the increase in quality among all styles of hostel, new styles of hostels have developed that have a focus on a trendier, design interior.

The phrase *boutique hostel* is an often-arbitrary marketing term typically used to describe intimate, luxurious or quirky hostel environments.

The term has started to lose meaning because the facilities of many *boutique hostels* are often no different from hostels that aren't referred to with that label. A related term, *flash packers*, often refers to hostels that target themselves as catering to a slightly older, tech-savvy clientele, but in practice, many of the new class of higher-quality hostels across the industry offer these tech-oriented facilities, and even the *flashpacker* websites that appeared in 2006-2008 during the peak of the *flashpacker* hype are neglected or offline as of 2012 as the term has rapidly lost popularity.



**Exercise 8. Read the passage and explain something on Mobile hostels.**

Though very uncommon, a mobile hostel is a hostel with no fixed location. It can exist in the form of a campsite, a temporary building, bus, van, or a short term agreement in a permanent building. Mobile hostels have sprouted up at large festivals where there exists a shortage of budget accommodation. As with regular hostels, mobile hostels generally provide dormitory accommodation for backpackers or travellers on a shoe string budget. The first ever (and only) commercial example of a mobile hostel is Hostival. It has sprouted up at Oktoberfest, Carnival, San Fermin, Las Fallas, and the 2010 World Cup.

**Exercise 9. Render the main idea of the passage on Hostelling International (HI).**

Richard Schirrmann's idea of hostels rapidly spread overseas and eventually resulted in Hostelling International, an organization composed of more than 90 different Youth Hostel associations representing over 4500 Youth Hostels in over 80 countries.

Some HI Youth Hostels cater more to school-aged children (through school trips) & parents with their children, whereas others are more for travellers intent on learning new cultures.

However, while the exploration of different cultures and places is emphasized in many hostels, particularly in cities or popular tourist destinations, there are still many hostels providing accommodation for outdoor pursuits such as hillwalking, climbing & bicycle touring; these are often small friendly hostels retaining much of the original vision & often provide valuable access to more remote regions.

In the past several years, Hostelling International has increasingly added hotels and package resorts to their networks in addition to hostels. Despite their name, in most countries membership is not limited to youth.

The youths were supposed to manage the hostel themselves as much as possible, doing chores to keep the costs down and build character as well as being physically active outdoors. Because of this, many Youth Hostels closed during the middle part of the day.

Very few hostels still have a *lockout*. The idea rapidly spread overseas and eventually resulted in Hostelling International, a non-profit organization composed of more than 90 different Youth Hostel associations representing over 4500 Youth Hostels in over 80 countries. The term *youth* is less often used with these properties. These unaffiliated hostels are often called *backpackers' hostels* and can be more or less expensive. Unlike a hotel chain where everything is standardized, these hostels can be very diverse, not usually requiring a membership card. Some hostels offer modern technology and services for guests.

**Exercise 10. Read the information & give some words on Independent hostels.**

Independent hostels are not necessarily affiliated with one of the national bodies of Hostelling International, Youth Hostel Association or any other hostel network. Often, the word *independent* is used to refer to non-HI hostels even when the hostels do belong to another hostelling organization such as SIH and Backpackers Canada.

The term *youth* is less often used with these properties. These non-HI hostels are often called *backpackers' hostels*. Unlike a hotel chain where everything is standardized, these hostels can be very diverse, typically not requiring a membership card. As the hostel industry evolves, independent hostels and HI hostels are becoming more similar, with the word *backpackers* now applying to many Hostelling International hostels.

**Exercise 11 Exercise 10.. Analyze the role of hostels in popular culture.**

Motion pictures have portrayed hostels in two ways: as fun places for young people to stay (for example, *The Journey of Jared Price* and *A Map for Saturday*), or alternatively, as dangerous places where unsuspecting Americans face potential horrors in Central Europe. There are some popular misconceptions that a hostel is a kind of a flophouse, homeless shelter, or halfway house, though this does not reflect the high quality and level of professionalism in many modern hostels.

**Exercise 12. What is traveller's hostels like?**

The traditional hostel format involved dormitory style accommodation. Some newer hostels include en-suite accommodation with single, double or quad occupancy rooms, though to be considered a hostel they must also provide dormitory accommodation.

In recent years, the numbers of independent and backpackers' hostels have increased greatly to cater for the greater numbers of overland, multi-destination travellers (such as gap-year travellers, and rail-trippers). The quality of such places has improved dramatically.

While a few hostels do still insist on a curfew, daytime lockouts, and/or require occupants to do chores, this is becoming a rare exception rather than the rule, as hostels adapt to meet the changing expectations of guests.

In attempts to attract more visitors hostels nowadays provide additional services not previously available, such as airport shuttle transfers, internet cafes,<sup>1</sup> swimming pools and spas, tour booking & car rentals. A few hostels may include a hot meal in the price.

**Exercise 13. Analyze the information on industry growth and use it in practice.**

The independent hostel industry is growing rapidly in many cities around the world, such as New York, Rome, Buenos Aires and Miami. This is reflected in the development and expansion of dozens of hostel chains worldwide. The recent eruption in independent hostels has been called *probably the single biggest news in the world of low-cost travel*.

The development of independent backpackers' hostels is a strong business model, with some cities reporting a higher average income per room for hostels than hotels.

Even during the 2008 economic crisis, many hostels are reporting increased occupancy numbers in a time when hotel bookings are down. Though in the past, hostels have been seen as low-quality accommodation for less wealthy travellers, at least one Australian study has shown that backpackers spend more than non-backpackers, due to their longer stays. Backpackers make up as much as 10% of international visitors in countries like Australia.

**Active vocabulary**

Privacy, sleeping accommodation, a dormitory, to stay in, Bed & Breakfast, to be comfortable, an advantage, to encourage, social interaction, guests.

**Exercise 14. Look at the advice to tourists. Which of the tips are Does and which are Don't?**

Stick to marked paths when walking in the countryside and ... damage any plants.

- Pick flowers – leave them for others to enjoy.
  - Take care with cigarette ends and matches.
  - Have your picture taken with wild animals used by photographs.
  - Buy local products and services rather than imported goods, foods and drinks.
  - Buy souvenirs that might put at risk endangered species or the natural environment.
  - Avoid animal skins, ivory, rare flowers, mounted butterflies, shells, turtle products and rare flowers.
  - Try to stay in locally owned hotels, rather than multinationals where little of the money.
  - You spend remains in the country.
  - Follow the Green Tourist Code: *take only photos, leave only footprints, kill only time*.
- But ask people's permission before you take their photos & leave too many footprints!



## ADVANTAGES TO STAYING AT A HOSTEL

### **Inexpensive**

Hostels are cheap travel accommodations, especially when compared to staying in a hotel. Although prices vary from country to country, and hostel to hostel, I've compiled some average price ranges for hostels in frequently travelled European countries. Most of these rates apply to the majority of hostels throughout the world, though cheaper hostels exist in places like South America, and more expensive ones in cities like Washington, D.C.

### **Travel in groups**

Staying in hostels allows everyone to share large rooms. In fact, some hostels allow up to twenty people to stay in one room. This can be a lot of fun, especially when you plan a group vacation, and eliminates the arguments over who shares rooms.

### **Located in most major cities around the world**

Hostels are not as prevalent in the U.S., but they are everywhere in Europe. You can find hostels in most major European cities and in most major cities across the globe, on every continent other than Antarctica.



### **Most have fully equipped kitchens**

If you want to save money during your travels by cooking your own food, many hostels have fully equipped kitchens you can use.

### **Breakfast is served**

Most hostels include a free breakfast. However, when I travelled through Europe, every hostel I stayed at served just bread as the breakfast meal, so don't expect anything extravagant.

### **Offer fun activities**

There is always something fun happening at hostels, from excursions to parties. For example, one hostel that I visited was attached to a nightclub. You likely will not be bored in the evening if you stay at a hostel.

### **Meet interesting people from around the world**

People from all over the world visit hostels, and many take the time to talk to you about where they are from, and the best places they have visited. They will also want to hear from you, so be ready to share.

### **Security offered**

If you are a little nervous about the safety of staying in a hostel, put your fears to rest. Hostels generally have a strict policy of not allowing anyone who is not staying at the hostel to go inside. If you worry that someone will take your belongings, many hostels do offer safes to lock up your valuables.

### **Each one is unique**

Each hostel is one of a kind. They are not like hotels where if you have seen one, you have seen them all.

## **DISADVANTAGES TO STAYING AT A HOSTEL**

### **Lack of Privacy**

You probably won't have your own room if you stay at a hostel. You'll share your room with up to 20 people, many of whom may not care that they have roommates who desire privacy. Some hostels do offer private single and double rooms, but these are usually in high demand, so may not be available during your stay. In addition, even if you aren't particularly chatty, someone will still try to engage you in conversation pretty much any time you set foot inside the hostel.

### **Bathrooms for each floor**

Hostel bathrooms are dorm-style, meaning that there is one bathroom on each floor, just like in a college dorm. Very few hostels offer private bathrooms and showers.

### **Staff is limited**

Unlike hotels, which are staffed 24 hours a day, hostels are not always staffed around the clock. So if you forget your room key while having a night out on the town, there is a chance you will not be able to get into your room when it's time to call it a night.

### **Some have a curfew**

I once stayed in a hostel in France that had a curfew. If you were not through the security gate by a certain time, you were stuck out on the streets for the night. If you like to stay out late or have a habit of losing track of time, this could be a problem.



### **Risk of theft**

Due to the fact that you will be in a shared room, your belongings are at risk of being stolen by other guests or hostel staff. This is especially true when there isn't a locker or safe in which to put your things.

### **Might not know roommates**

Since most hostel rooms are occupied by four to twenty travellers, you may be sharing a room with strangers. This can be a little scary for some travellers, especially because you never know who you will be sharing with until you are there.

### **Sketchy neighbourhoods**

Some hostels, especially in metro areas, are located on streets near vacant buildings downtown. The locations are convenient, but can make travellers feel a little nervous at night.

### **Old buildings**

Many hostels are located in old buildings. This means the elevators may malfunction, the air conditioning may be non-existent, and in the cold months of winter, you'll want to pack many sweaters to use for layers.

### **Simple furnishings**

The furnishings in a hostel tend to range from bunk beds in the bedrooms, to old couches in the lobby. The lack of redecorating is in part why hostels can remain so inexpensive.

**Exercise 1. Answer the questions: Have you ever stayed at a hostel? Where? How was your experience?**

**Exercise 2. Remember tips for staying in a hostel.**

### **Read room reviews**

Before you book your stay, try to do as much research as possible by reading some reviews online. Keep in mind that consumer reviews are often written by people who are very satisfied or very unsatisfied, but they still give you some insight into what to expect from a particular hostel. Professional reviews provide more balanced views of hostels, and often provide specific details about amenities included, or not included, with your stay.

### **Book only one night**

Just in case you have a disastrous first night at your hostel, or you decide that you would rather stay elsewhere, book only one night. If you don't like the hostel, you can leave the next day, and you can always extend your stay if you have an enjoyable first night.

### **Book the appropriate hostel and room**

Some hostels offer single-sex rooms, some offer coed rooms. Some hostels offer 4-person rooms, and some offer 20-person rooms. Make sure that you book the right room at the right hostel for your comfort level. This is especially important if you are planning on traveling alone.

### **Bring your own toiletries**

Hostels are not hotels, and do not provide many of the things we take for granted when we stay at hotels. For example, most hostels do not provide towels, shampoo, or even soap. Most do offer sheets, but some do not, so make sure to check into the amenities offered by the hostel before your stay.

### **Bring flip-flops**

When using a public shower (used by people from around the world), take precautions against bacteria and fungi. You don't want to take home athlete's foot as a travel souvenir.

### **Buy earplugs and a blindfold**

You need rest after a long day of traveling, but your roommates might have an entirely different plan, including a loud party in or near your room. Bring some earplugs or an iPod, and a blindfold, to help your body tune out any noise and light while you sleep.

### **Be considerate of your roommates**

You hope that your roommates will be considerate of you, and you need to be considerate of them. Make sure to come in quietly in the evenings, and to leave quietly in the mornings. Also, lay out your clothes the night before if you plan to leave early, so you don't have to rummage through your bag in the early hours of morning.

### **Protect your valuables**

Keep your money and your passport with you, or in a safe. If the hostel does not have lockers, ask the front desk if they can hold your valuables for you. If you take advantage of a hostel during a backpacking trip, keep all your belongings on your back to ensure the safety of your valuables. Your roommates may seem nice, but if you don't know them, you can never be 100% sure.

### **Talk to management if you are unhappy**

If you don't like your roommates, or if you have a bad experience staying next to the people on your floor, talk to management to see if you can get a room change, a room upgrade, or a refund. They may say no, but they may try to do what they can to make your experience more enjoyable, and memorable.

### **Swap stories and travel tips**

To get the most out of your trip, put away any shyness you may have and start talking to people in your room, or in the bathroom, kitchen, or breakfast area. Listen to the amazing stories people have to share, and then share some of your own. Ask them about their favourite cheap travel destinations, restaurants, and shopping areas to enhance your traveling experience.

### **Final Word**

If staying in a hostel sounds like it is just not for you, try to have an open mind. Even with the lack of privacy, you can learn a lot by staying in a hostel. In fact, you will have a richer traveling experience by meeting people from around the globe, and you will save money at the same time. Consider staying at a hostel the next time you travel internationally.

*Exercise 3. Add some information and give a talk on the topic.*

*Exercise 4. Transfer the given information from the passages onto a table.*

No	Activity			
	Hostel	Where	When	Score
1.				



## HOSTELLING INTERNATIONAL

Abbreviation	HI
Formation	1932
Legal status	Charity
Purpose/focus	Accommodation for backpackers across the world
Location	Gate House, Fretherne Road, Welwyn Garden City, UK
Region served	Global
Membership	Youth Hostel members
Affiliations	YHA (England & Wales), SYHA, YHA Australia, American Youth Hostels, HINI, HI – Canada, An Óige

Hostelling International, formerly known as *International Youth Hostel Federation (IYHF)*, is the federation of more than 90 national youth hostel associations in more than 80 countries who run over 4,500 youth hostels and hotels around the world.

The Youth Hostel movement was begun in 1909 by Richard Schirrmann, a German schoolteacher, and Wilhelm Munker, a conservationist, who saw the need for overnight accommodation for school groups so that they could experience the countryside. This started with schools being used during the holidays.

The first *Jugendherberge* (Youth Hostel) was opened in Schirrmann's own school, in Altena, Westphalia. In 1912 it was replaced by a permanent hostel in Altena Castle, and there is still a hostel in the castle grounds today. Schirrmann founded the nationwide German Youth Hostel Association in 1919.

### **International Federation**

The movement spread rapidly worldwide so the International Youth Hostel Federation was founded on 20 October 1932 in Amsterdam by representatives from associations in Switzerland, Czechoslovakia, Germany, Poland, the Netherlands, Norway, Denmark, Britain, Ireland, France and Belgium. In 1933 Richard Schirrmann became the president but was forced to resign by the German Government in 1936. Youth hostels were originally very different in setup from other modern hostels, although the growing popularity of the backpacker subculture has forced them to adapt so as not to lose customers, most notably abandoning the idea of chores in all but a few of their locations. The youth hostels in the United States (where backpackers have not made as much of an impact as elsewhere) are still closest to the original setup.

### **Modern Organization**

87 national youth hostel associations are members of Hostelling International with over 4000 hostels available worldwide. Based in Welwyn Garden City in England opposite the train station and the Howard Centre, the organization provides services for travelers and coordinates the national organizations. It also facilitates youth work and international and cross cultural understanding in conjunction with UNESCO.

Hostelling International defines its mission as: to promote the education of all young people of all nations, but especially young people of limited means, by encouraging in them a greater knowledge, love and care of the countryside and an appreciation of the cultural values of towns and cities in all parts of the world, and as ancillary thereto, to provide hostels or other accommodation in which there shall be no distinctions of race, nationality, colour, religion, sex, class or political opinions.





## HISTORY & ORIGINS OF INNS

Inns are generally establishments or buildings where travelers can seek lodging and, usually, food and drink. They are typically located in the country or along a highway.

Found in Europe, they possibly first sprang up when the Romans built their system of Roman roads two millennia ago. Some inns in Europe are several centuries old.

In addition to providing for the needs of travellers, inns traditionally acted as community gathering places. In Europe, it is the provision of accommodation, if anything, that now differentiates inns from taverns, alehouses and pubs.

The latter tend only to supply alcohol (although in the UK the conditions of their licence sometimes require them to have a nominal supply of food and soft drinks). Inns tend to be grander and more long-lived establishments.

Famous London examples include the George and The Tabard. There is however no longer a formal distinction between an inn and other kinds of establishment, many pubs will use the name *inn*, either simply because they are long established and maybe were once a Coaching inn, or to summon up a particular kind of image; however, originally an *Inn* had to provide not only food and lodging, but also stabling and fodder for the traveller's horse(s) and for fresh horses for the Mail coach. The original functions of an inn are now usually split among separate establishments, such as hotels, lodges, and motels, all of which might provide the traditional functions of an inn but which focus more on lodging customers than on other services; public houses, which are primarily alcohol-serving establishments; and restaurants and taverns, which serve food and drink. In North America, the lodging aspect of the word *inn* lives on in hotel brand names like Holiday Inn, and in some state laws that refer to lodging operators as innkeepers.

### German language

The German words for *innkeeper*, and *innkeeping* illustrate the historical importance of inns. An innkeeper is a *Wirt*, and innkeeping is *Wirtschaft*. This last word, *Wirtschaft*, has extended its meaning beyond the management of an inn and is now the German term for management in general and economy; the latter usage may have derived by analogy, as the word *economy* itself comes from the Greek word *oikonomia* for household management (from *oikos*, *house*, and *nemein*, *to manage*).

### Inns of Court

The Inns of Court in London were originally ordinary inns where barristers met to do business, but have become institutions of the legal profession in England and Wales.





## SERVICED APARTMENT

A serviced apartment is a type of furnished, self-contained apartment designed for short-term stays, which provides amenities for daily use. Serviced apartments can be less expensive than equivalent hotel rooms. Especially when staying for 7 days or more serviced apartments offer savings of up to 30% on traditional hotel accommodation. Since the beginning of the boom in cheap international travel and the corresponding increase in the level of sophistication of international travelers, interest in serviced apartments has risen at the expense of the use of hotels for short stays. The benefits of serviced apartments are:

- more space;
- more privacy;
- more freedom;
- cost effective, because not only a saving can be made on the cost of the apartment, also, because serviced apartments come with fully equipped kitchen facilities, there is no need to eat out all the time;
- serviced apartments are convenient, especially when traveling with a family, because the whole family can stay in one apartment;
- serviced apartments offer a home away from home, with all the modern conveniences you would expect.

The above benefits and criteria were highlighted in the inaugural Global Serviced Apartment Industry Report 2012, which was produced following a survey of 20000 serviced apartment operators, (corporate) travel agents and apartment bookers worldwide.



## VACATION RENTAL

Vacation rental is a term in the travel industry meaning renting out a furnished apartment or house on a temporary basis to tourists as an alternative to a hotel.

Vacation rentals have long been a popular travel option in Europe (especially in the UK) as well as in Canada and are becoming increasingly popular across the world.

They are often referred to as self-catering rentals or villa rentals. A row of vacation homes at Big White Ski Resort in Canada. In some cities, like Barcelona, local authorities determined that vacation rentals were becoming a threat to the hotel industry and passed some legislation placing regulations and limits on the industry, while in others, such as England, Ireland, France and Spain, the government promotes and certifies holiday rentals, even offering its own program of holiday/vacation rentals.

A vacation rental is a fully furnished property, such as a condominium, townhome or single-family-style home, often referred to as villa rentals in Europe.

The client / traveler arranges to rent the vacation rental property for a designated period of time, many rent on nightly basis similar to hotel rooms, although the more prevalent vacation rental industry practice is typically weekly rentals. A true vacation rental is not for sale to the guest; rather, the owner of the vacation rental merely allows the guest to rent the property for a predetermined length of time. The vacation rental market is much larger in Europe than it is in the USA.

Consumers unfamiliar with the concept of a vacation rental may confuse it with the seemingly similar, but distinctly different, timeshare. A timeshare can still be rented as a vacation rental should an owner decide to put his owned week(s) on a vacation rental program.

Many timeshare resorts offer quarter-ownership which offers the owner 13-weeks of ownership and, therefore, more weeks to offer for rental. A timeshare is a piece of real estate – often a fully furnished condominium – that is jointly shared by multiple owners.

While different types of timeshare ownerships exist, in general, each owner bears a portion of the responsibility, along with the right to a segment of time in which he or she is granted sole use of the property. Timeshare resorts allow financially qualified guests to rent and tour their unowned properties and then make those properties available to the guest for purchase. Although lower rents for vacation rentals by owner were once the norm, this is not always the primary benefit. Quite often, a vacation rental will feature more amenities and features, such as more space, fully-equipped kitchens, sports and beach equipment, games, DVD libraries, books, etc. Owners managing their own properties tend to be more aware of wear and tear and have better cash flow to use to maintain and upgrade the property. Perhaps the primary difference is that vacation rentals tend to offer more space and the advantage of sampling what life in one's destination is truly like for the locals.



## **Pros & cons of vacation rentals**

Vacation and villa rentals are generally appealing for many reasons, some of the foremost being cost savings, more space, no tips, taxes or service charges that are associated with hotel rooms. Villa and vacation rentals have kitchens for cooking, living rooms for gathering together and offer the appeal of living in a real neighborhood and soaking up the rhythm of the locals. In the USA, hotels often enjoy the advantages of brand recognition, familiar reservation processes, and on-site staff for problem resolution. For a guest, booking a vacation rental may mean stepping out of that comfort zone in order to garner some of the advantages they offer.

Perceived cons of vacation rentals can include having to communicate directly with the property owner, being unfamiliar with the property, lack of on-site staff, and concerns about quality or cleanliness – however, these are most often mitigated by dealing with villa or vacation rental agencies that manage vacation properties for owners and they offer many of the same services hotels offer to their guests, e.g., front desk check-in, 24-hour maintenance, in-house housekeeping, concierge service.

The benefits generally outweigh the potential negatives, with many vacation rentals offering more space (multiple bedrooms and bathrooms, separate living areas), more amenities (fully equipped kitchens, fireplaces, private hot tubs), convenient locations (on the beach, ski-in/ski-out, city centers in real neighborhoods) and greater privacy than a hotel, including the fact that many villa / vacation rentals give travelers the option of inhabiting real neighborhoods in their destination and living like the locals.

Vacation rentals can range from budget studio apartments to lavish, expensive private villas in the world's most desirable locations, some with price tags of many thousands per night and all the amenities you would find in any luxury accommodation (fully staffed, private beaches, boats, chefs, cooking lessons) to cater to the guests. Vacation rentals are available in most states of the US and very prevalent in major tourist areas such as Hawaii, California, and Florida. Many property owners contract a vacation rental management company to manage the business of their vacation rentals. These management companies market the vacation rental property, providing information and photos to guests and handling reservations and billing in the homeowner's stead. These companies also handle details such as guest check-in, housekeeping and property maintenance.

The largest vacation rental property management company in the United States represents nearly 17,000 vacation rental properties and there are many such specialty agencies throughout the world. Guests who book through vacation rental management companies may experience benefits including quality control, housekeeping services, professional reservations agents and on-site or on-call staff. Many such companies are members of the Vacation Rental Managers Association and there are additionally many rental property management companies that deal only with vacation rental brokers/agencies that specialize in the villa / vacation rental industry. There are numerous agencies that specialize in villa/vacation rentals and most can be booked via the internet. Reputable vacation rental agencies will have familiarity with the regions and properties they represent as well as official booking/rental agreements and generally standardized booking procedures, cancellation policies, key collection. Additionally, vacation rentals may be offered through aggregation portals. Aggregators typically display property information & photos provided by the homeowner, however the listing services bear no legal responsibility for the accuracy of the information.



## COTTAGES



In modern usage, a cottage is a modest dwelling, typically in a rural or semi-rural location (although there are cottage-style dwellings in cities).

In the United Kingdom, the term cottage tends to denote a rurally- (sometimes village-) located one-and-a-half story property, where on the second (upstairs floor) one has to walk into the eaves in order to look through the windows, which are generally located in dormers (the sort of dwelling that some Americans call a Cape Cod).

This sometimes means that the eave timbers intrude into the actual living space, and quite often, especially in recent renovations, the relevant timbers (purlins, rafters, posts) can be exposed enhancing the cottage experience. However, in most other settings, the term *cottage* denotes a small, often cosy dwelling, small size is integral to the description, but in other places such as Canada, the term exists with no connotation of size at all (cf. vicarage or hermitage). In Canada, the term *cottage* usually refers to a vacation/summer home, often located near a body of water. However, this is more commonly called a *cabin* in Western Canada, Newfoundland and Labrador, a *chalet* in Quebec, a *camp* in Northern Ontario, New Brunswick and the adjacent US states of Maine, Vermont, Pennsylvania, New Hampshire and Northern New York.

Originally, in the Middle Ages, cottages housed agricultural workers & their families.

The term *cottage* denoted the dwelling of a cotter. Thus, cottages were smaller peasant units. In that early period, a documentary reference to a cottage would most often mean, not a small stand-alone dwelling as today, but a complete farmhouse and yard. Thus, in the Middle Ages, the word *cottage* denoted not just a dwelling, but included at least a dwelling and a barn, as well as, usually, a fenced yard or piece of land enclosed by a gate.

Examples of this may be found in 15<sup>th</sup> century manor court rolls. Later on, *cottage* might also have denoted a smallholding comprising houses, outbuildings, and supporting farmland or woods. A cottage, in this sense, would typically include just a few acres of tilled land. Regional examples of this type included *House in a night*, built by squatters on a plot of land defined by the throw of an axe from each corner of the property.

Much later (around the 18<sup>th</sup> century onwards), the development of industry led to the development of weavers' and miners' cottages. According to the Oxford English Dictionary, the term *cottage* is used in North America to represent *a summer residence (often on a large and sumptuous scale) at a watering-place or a health or pleasure resort* with its first recognized use dating to 1882.

### **Cottages in Canada & the U.S.**

In North America, most buildings known as cottages are used for weekend or summer getaways by city dwellers. It is not uncommon for the owners of cottages to rent their properties to tourists as a source of revenue. Canadian cottages are generally located next to lakes, rivers, or the ocean in forested areas. They are used as a place to spend holidays with friends and family; common activities including swimming, canoeing, waterskiing, fishing, hiking, and sailing. There are also many well-known summer colonies.

Cottage living is one of the most popular tourist draws in Ontario, Canada, parts of which have come to be known as cottage country.

This term typically refers to the north and south shores of Georgian Bay, Ontario, Muskoka, Ontario, Haliburton, Ontario, and the Kawartha Lakes, Ontario, but has also been used to describe several other Canadian regions. The practice of renting cottages has become widespread in these regions, especially with rising property taxes for waterfront property. Cottages of the seasonal-use type are generally referred to as *cabins* in the US, particularly in the Midwest and West. In much of Northern Ontario, New England, and Northern New York a summer house near a body of water is known as a camp.

### **Cottages in Finland**

Statistics Finland defines that a cottage is *a residential building that is used as a holiday or free-time dwelling and is permanently constructed or erected on its site.*

Traditional Finnish cottages are built of logs and they are usually situated by water. Very often there is a sauna too. There are 474,277 cottages in Finland (2013), the country with 187,888 lakes and 179,584 islands. Rental holiday cottages of enterprises engaged in the accommodation industry, buildings of holiday villages and buildings on garden allotments are excluded in the statistics. 4,172 new cottages were built in 2013.

### **Cottages in Sweden**

The formal Swedish term for cottages is *stuga* (vacation house), of which there are 680,000 in Sweden (2013). About 50% of the Swedish population has access to a vacation house. In everyday talk, Swedes refer to their cottages as *lantstället* (country house) or *stugan* (cottage). Most vacation houses in Sweden are to be found along the coasts and around the major cities. Until the end of World War II, only a small wealthy elite could afford vacation houses – often both a large seaside house and a hunting cabin up north. During the rapid urbanization in the 1950's and 60's, many families were able to retain their old farmhouses and fisherman cabins and convert them into vacation houses.

Former vacation houses near the large cities have gradually been converted into permanent homes as a result of urban sprawl. The traditional Swedish cottage is a simple panelled house made by wood and painted in red. They may contain 1-3 small bedrooms and also a small bathroom. In the combined kitchen and living room (*storstuga*) there is usually a fireplace. As a result of the friggebod reform in 1979, many cottage owners have built additional guesthouses on their lots.

Cottages are commonly found in the New Territories region of Hong Kong. City dwellers flock to these cottages during holidays and summer months to get away from the hustle and bustle of Hong Kong. Most are three storey brick structures with balconies on the upper floors. There is often an open roofed area for eating and entertaining. These dwellings have full rooms and kitchens.



## Cottages in Brittany

One type of cottage is called a *penly*. The term is used to refer to a labourer's or fisherman's one-roomed house, often attached to a larger property. It is typically in cubed proportions.

## Cottages in Ireland

Irish cottages were historically the homes of farm workers and labourers, but in recent years the term has assumed a romantic connotation especially when referring to cottages with thatched roofs once to be seen all over Ireland but now are mostly built for the tourist industry.



## EXOTIC HOTELS

Many hotels can be considered destinations in themselves, by dint of unusual features of the lodging and/or its immediate environment:

Some hotels, such as the Costa Rica Tree House in the Gandoca-Manzanillo Wildlife Refuge, Costa Rica, or Treetops Hotel in Aberdare National Park, Kenya, are built with **living trees as structural elements**, making them treehouses. The Ariau Towers near Manaus, Brazil is in the middle of the Amazon, on the Rio Negro. Bill Gates even invested and had a suite built there with satellite internet / phone. Another hotel with treehouse units is Bayram's Tree Houses in Olympos, Turkey. Another ecological treehouse hotel is in the natural reserve at Rio Claro, Antioquia, (Colombia).

**Desert Cave Hotel** in Coober Pedy, South Australia and the Cuevas Pedro Antonio de Alarcón (named after the author) in Guadix, Spain, as well as several hotels in Cappadocia, Turkey, are notable for being built into natural cave formations, with rooms underground.

**Capsule hotels** are a type of economical hotels that are quite common in Japan. Recently there has been a gain in popularity of these types of hotels in Europe as well, although more space and luxury have been allocated. Examples are Yotel, citizenM hotels and Qbic Hotels.

**Ice hotels**, such as the Ice Hotel in Jukkasjärvi, Sweden, melt every spring and are rebuilt out of ice and snow each winter.

The Mammut **Snow Hotel** in Finland is located within the walls of the Kemi snow castle, which is the biggest in the world. It includes The Mammut Snow Hotel, The Castle Courtyard, The Snow Restaurant and a chapel for weddings, etc. Its furnishings and decorations, such as sculptures, are all made of snow and ice. A hotel which offers similar accommodation is the Lainio Snow Hotel in Lapland, Finland.

**Garden hotels**, famous for their gardens before they became hotels, includes Gravetye Manor, the home of William Robinson and Cliveden, designed by Charles Barry with a rose garden by Geoffrey Jellicoe.

As of 2005, the only **hotel with an underwater room** that can be reached without Scuba diving is Utter Inn in Lake Malaren, Sweden. It only has one room, however, and Jules Undersea Lodge in Key Largo, Florida, which requires Scuba diving, is not much bigger.

Hydropolis is an ambitious project to build a luxury hotel in Dubai, UAE, with 220 suites, all on the bottom of the Persian Gulf, 20 m (66 ft) below the surface. Its architecture will feature two domes that break the surface and an underwater train tunnel, all made of transparent materials such as glass and acrylic.

**The Library Hotel** in New York City is unique in that its ten floors are arranged according to the Dewey Decimal System. The Rogers Centre, formerly SkyDome, in Toronto, Canada was the first sports stadium to have a hotel connected to it, with 70 rooms overlooking the field. West Ham United F.C. in the UK now has a hotel with rooms that overlook the pitch and sometimes double as executive boxes for important games, as does Coventry City's Ricoh Arena. The Burj al-Arab hotel in Dubai, United Arab Emirates, built on an artificial island, is structured in the shape of a sail of a boat. The RMS Queen Mary in Long Beach, California is the only 1930s ocean liner still in existence.[citation needed] Its elegant first-class staterooms are now used as a hotel. The Jailhotel Löwengraben in Lucerne, Switzerland is a converted prison now used as a hotel.

## WORLD-RECORD SETTING HOTELS

### Tallest

The tallest hotel in the world is thought to be the Burj al-Arab in Dubai, United Arab Emirates, at 280 metres, which however will soon be surpassed by the nearby Rose Rotana Suites at 333 meters (1,091 ft). The Ryugyong Hotel in Pyongyang was intended to reach 330 meters (1,083 ft), but is unlikely to be completed; it has been under construction since 1987 and was abandoned in 1992.

The Baiyoke Sky Hotel in Bangkok, Thailand has a building height of 309 meters, but rooms do not go all the way to the top. The highest hotel rooms are in the Grand Hyatt in the Jin Mao Building in Shanghai, the highest floor being at around 350 m.

### Largest

The largest hotel in the world is the MGM Grand Las Vegas in Las Vegas, Nevada, USA with a total of 6,276 rooms[2] as of December 20, 2006. On December 18, 2006 Guinness World Records listed the First World Hotel in Genting Highlands, Malaysia as the world's largest hotel. It has a total of 6,118 rooms and is part of the Genting Highlands Resort and Casino.

The First World Plaza which is joined to the two hotel towers boasts 500,000 square feet (50,000 m<sup>2</sup>) of indoor theme park, shopping centres, casino gaming areas, and eateries. Previously, Guinness had listed the MGM Grand Las Vegas in Las Vegas, Nevada, USA with 5,005 rooms as the largest hotel in the world.

In the past, other hotels have held the title of largest hotel in the world, in terms of the number of rooms. Some of these include the Rossiya Hotel (3,200 rooms) near Moscow's Red Square, and the Ambassador City Jomtien (4,210 rooms) in Pattaya, Thailand. Other large hotels being considered for development that may one day take the title are in Penang, Malaysia and Macau.

### Oldest

According to the Guinness Book of World Records, the oldest hotel still in operation is the Hoshi Ryokan, in the *Awazu Onsen* area of Komatsu, Japan. It opened in 717, and features hot springs.

**Exercise 1. Describe some exotic hotels briefly in English.**

**Exercise 2. Digest the information on the best hotels briefly in English.**

The Oberoi Udaivillas in Udaipur, India was voted as the best hotel by Travel + Leisure.

Dariush Grand Hotel, Kish island, Iran

A small hotel in Adams, New York which has preserved its 1890s exterior and interior.

The 4-star Manor House Hotel at Castle Combe, Wiltshire, England. Built in the fourteenth century, the hotel has 48 rooms and 365 acres (1.5 km) of gardens.

An upscale hotel room in the Renaissance Hotels chain in the U.S.

A View of H.Top Calella Palace in Spain

A state hotel in Cienfuegos, Cuba

Hotel Leningradskaya in Moscow

Oberoi Hotel, Delhi, India



**Exercise 3. Render the contents of the article on «Living in hotels».**

The American billionaire **Howard Hughes** lived much of his life in hotels. He moved with his entourage from hotel to hotel and from Beverly Hills to Boston before deciding to move to Las Vegas and become a casino baron.

Less than a month after his November 27, 1966 arrival, Hughes made a public offer to buy the Desert Inn. The hotel's 8th floor became the nerve center of his empire and the 9<sup>th</sup> floor penthouse became Hughes' personal residence.

Hughes moved to the Bahamas, Vancouver, London and several other locations – always taking up residence in the top floor penthouse of the hotel. Between 1966 and 1968, he also purchased several other hotel-casinos from the Mafia: Castaways, New Frontier, The Landmark Hotel and Casino, Sands and Silver Slipper.

**Coco Chanel** made the Hotel Ritz in Paris her home for more than thirty years, until the day of her death, at 87, in a suite now named "Coco Chanel Suite".

King Peter II of Yugoslavia spent much of the Second World War at Claridge's, a hotel in London. His son, Aleksandar Karađorđević, was born in the hotel.

Prince Felix Yusupov lived in the Hotel Melia Vendôme Paris in Paris.

**Sultan Said Bin Taimur of Muscat** lived at Dorchester Hotel in London after he was deposed by Qaboos of Oman in 1970, he died in the hotel in 1972.

Eleftherios Venizelos, Greek statesman and diplomat, lived in the Hotel Ritz Paris while he was in exile in France from 1935-1936.

Actress **Elaine Stritch** lives at the Carlyle Hotel in New York City.

**Magician Criss Angel** lives at the Luxor Hotel in Las Vegas, Nevada. As of late 2006 – present in the Presidential suite.

**Exercise 4. Find some information on famous people who stayed in various hotels & describe their life there.**



## CORPORATE HOUSING

Corporate housing is a term in the travel industry meaning renting out a furnished apartment or house on a temporary basis to individuals, military personnel or corporations as an alternative to an extended hotel stay. The corporate housing industry has been a significant growth segment of the lodging industry for the past 20 years.

Most corporate housing companies have a fixed number of apartment units they manage in the city they reside. These apartment units are furnished and the corporate housing companies rotate clients in and out of the furnished apartments and clean them between occupants. Local corporate housing providers can be found by doing an internet search for the city in which you need temporary housing and the words "corporate housing".

National corporate housing companies provide corporate housing services in more than their local city. National corporate housing providers are very helpful in managing military or corporate contracts or housing inventories, which involve housing occupants in more than one city. In cities such as New York the corporate housing industry has expanded exponentially. This tremendous growth has allowed a few entrepreneurs to become strong key players within the local market. The limited real estate available on the island, in addition to an increased demand for furnished apartments, has not only allowed the local corporate housing industry to expand, but also to become more efficient.

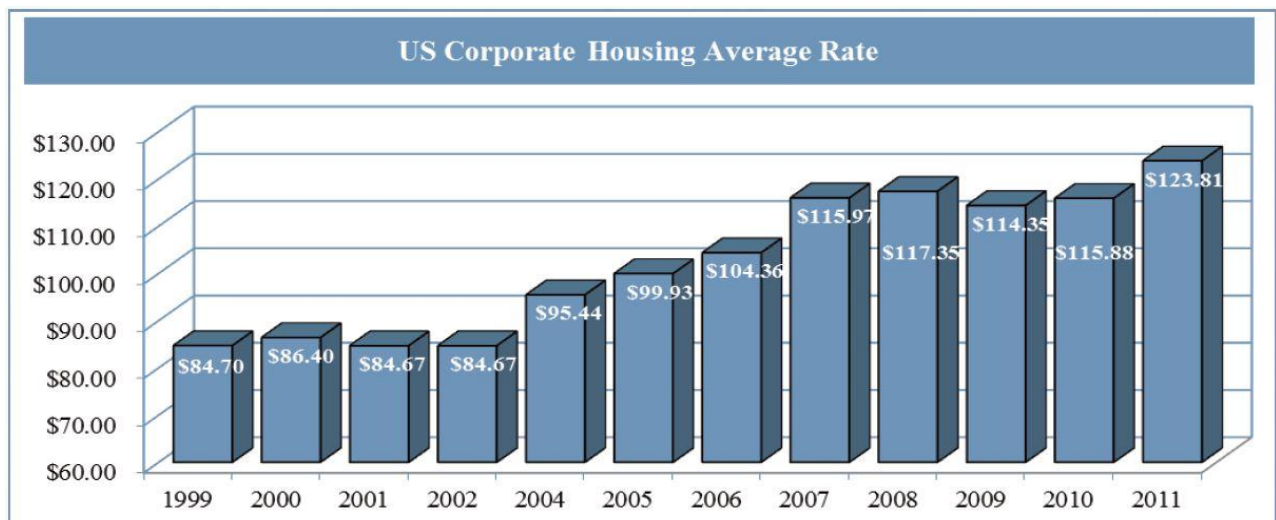
The quality of the product available, at reputable companies, in New York City rivals the quality of the product available at some high end hotels. There is a minimum required stay of thirty consecutive nights for those that would like to lease a furnished apartment. In other parts of the world, corporate housing has also experienced a rapid expansion.

The Corporate Housing Providers Association has created the first industry accreditation for the corporate housing industry. It establishes clear, objective standards for measuring an employee's knowledge of the corporate housing profession. The designation reflects a professional's dedication to the highest standards in the corporate housing industry and gives clients the assurance they will receive professional and courteous service from trained, highly knowledgeable and skilled professionals.

**Exercise 1. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 2. Add some information & make up a small report and give a talk in class.**

**Exercise 3. Read the information & pick up the essential details in the form of quick notes.**





## MOTELS

A motor hotel, or motel for short (motor inn, motor court, motor lodge, tourist lodge, cottage court, auto camps, tourist home, tourist cabins, auto cabins, cabin camps, cabin court, or auto court), is a hotel designed for motorists, usually has a parking area for motor vehicles. Entering dictionaries after World War II, the word motel, coined in 1925 as a portmanteau of *motor* and *hotel* or *motorists' hotel*, referred initially to a type of hotel consisting of a single building of connected rooms whose doors faced a parking lot and, in some circumstances, a common area; or a series of small cabins with common parking.

Motels are often privately owned, though motel chains do exist.

As the USA highway system began to develop in the 1920s, long distance road journeys became more common & the need for inexpensive, easily accessible overnight accommodation sited close to the main routes, led to the growth of the motel concept. Motor Courts were typically one story, while motels are considered to be two story. Hotels consist of three stories or more. Motels peaked in popularity in the 1960s with rising car travel, only to decline in response to competition from the newer chain hotels which became commonplace at highway interchanges as traffic was bypassed onto newly constructed freeways.

Auto camps predated motels by a few years. Unlike motels, auto camps and tourist courts typically provided bed and breakfast or hotel style service, usually with stand-alone cabins. After the invention of the motel, auto camps continued in popularity through the Depression years and after World War II, their popularity finally starting to diminish with the construction of freeways and changes in consumer demands.

Examples include the Rising Sun Auto Camp in Glacier National Park and Blue Bonnet Court in Texas. Such facilities were *mom-and-pop* facilities on the outskirts of a town that were as quirky as their owners. They attracted the first *road warriors* as they crossed North America in their new automobiles. In contrast, though they remained *Mom & Pop* operations, motels quickly adopted a homogenized appearance and were designed from the start to cater purely for motorists. The motel concept originated with the Motel Inn of San Luis Obispo, constructed in 1925 by Arthur Heineman. In conceiving of a name for his hotel Heineman abbreviated *motor hotel* to *motel*. Because of their low-rise construction, the number of rooms which would fit on any given amount of land was low compared to the high-rise urban hotels which had grown around railway stations.

This was not an issue in an era where the major highways became Main Street in every town along the way and inexpensive land at the edge of town could be developed with motels, car lots, filling stations, lumber yards, amusement parks, roadside diners, drive-in restaurants and theatres and countless other small roadside businesses.

The automobile brought mobility, and the motel could appear anywhere on the vast network of two-lane highways. Motels are typically constructed in an I-, L-, or U-shaped layout that includes guest rooms; an attached manager's office; a small reception; in most motels, a swimming pool; and in some cases, a small diner. A motel was typically single-story with rooms opening directly onto a parking lot, making it easy to unload suitcases from a vehicle.

A second story would face onto a balcony served by multiple stairwells.

The post-war motels, especially in the early 1950s to late 1960s, sought more visual distinction, often featuring eye-catching colourful neon signs.

They employed themes from popular culture, ranging from Western imagery of cowboys & Indians to contemporary images of spaceships & atomic era iconography.

Motels differ from hotels in their common location along highways, as opposed to the urban cores favored by hotels, and their orientation to the outside. Motels almost by definition include a parking lot, while older hotels were not usually built with automobile parking in mind. Eventually, the emergence of the interstate highway system, along with other factors, led to a blurring of the motel and the hotel, though family-owned motels with as few as five rooms may still be found along older highways.

There is no hard and fast rule differentiating motels from other hotels, although the word *motel* suggests that it is aimed at motorists. This may simply mean that it is a hotel with good access to the road network (on a motorway or ring road) so that a long car journey need not be interrupted for long by town-center traffic.

In other cases, the designation is simply an attempt to make the most of a poor location inconvenient for town-center services and attractions.

Classically, though, a motel is a hotel which is made convenient for people who, for whatever personal reason, wish to be able to have quick access from the outside world to the hotel room – without passing the scrutiny of a receptionist or fellow guests. This is usually arranged by having arranged around the car park with room doors opening directly to the outside rather than to an internal corridor.

Motels / hotels with low rates sometimes serve as housing for people who are not able to afford an apartment or have recently lost their home and need somewhere to stay until further arrangements are made. Motels catering to long-term stays often have kitchenettes.

In most countries of Latin America and some countries of East Asia, motels are also known as short-time hotels, offering a short-time or "transit" stay with hourly rates, primarily intended for people having sexual liaisons and not requiring a full night's accommodation. In Mexico, love hotel equivalents are known as *Motel de paso* (Passing Motel), even if they are actually meant mostly for pedestrian access.

In Colombia, Venezuela and Brazil, motels are used by people for sexual intercourse only. In Argentina, these establishments are called *albergue transitorio* (*temporary lodging*), though known as *telo* in vesre-slang. In Panama, love hotels with individual garages are known as Push Buttons (referring to the button that you push to close the garage door and the other button that grants access to the room).

In Paraguay, similarly to Brazil and Colombia, motels may charge only by the hour and are also popularly known as *reservados*. In Singapore, cheap hotels often offer a slightly more euphemistic "transit" stay for short-time visitors. In Manila, a campaign against the hotels, believed by religious conservatives to contribute to social decay in the predominantly Roman Catholic country, ended with the city banning hotels from offering stays of very short duration. As of December 2006, there are still many short time hotels in operation. In Belgium and France, these establishments are known as *hotels de passe*.

In Chile, they are known as coupling motels, and many of them offer hourly rates. In the United States and Canada, some ordinary motels in low income areas – often called *no-tell motels* or *hot sheet motels* – play a similar role to love hotels. Motels have served as a haven for fugitives of the law. In the past, the anonymity and the ability to move around easily between motels in different regions by dropping in and checking out with a simple registration process allowed fugitives to remain ahead of the law.



### Room types

In some motels, a handful of rooms would be larger and contain kitchenettes or apartment-like amenities; these rooms were marketed at a higher price as *efficiencies* as their occupants could prepare food themselves instead of incurring the cost of eating all meals in restaurants. Rooms with connecting doors (two standard rooms could be combined into one larger room) also commonly appeared in both hotels and motels.

A few motels have long been marketed to newlyweds and offer *honeymoon suites* with extra amenities such as whirlpool baths.

The first campgrounds for automobile tourists were constructed in the late 1910s.

Before that, tourists who couldn't afford to stay in a hotel either slept in their cars or pitched their tents in fields alongside the road. These were called auto camps.

The modern campgrounds of the 1920s and 1930s provided running water, picnic grounds and restroom facilities. They also kept those pesky *tin can tourists* out of the farmer's fields. Auto camps predated motels by a few years, established in the 1920s as primitive municipal camp sites where travellers pitched their own tents. As demand increased, for-profit commercial camps gradually displaced public camp grounds.

Until the first travel trailers became available in the 1930s, auto tourists adapted their cars by adding beds, makeshift kitchens and roof decks. The next step up from the travel trailer was the cabin camp, a primitive but permanent group of structures.

During the Great Depression, landholders facing onto roads in U.S. highway or provincial highway systems built cabins to convert unprofitable land to income; some opened tourist homes. The (usually single-story) buildings for a roadside motel or cabin court were quick and simple to construct, with plans and instructions readily available in how-to and builder's magazines. Expansion of highway networks would continue unabated through the depression as governments attempted to create employment but the roadside cabin camps were primitive, basically just auto camps with small cabins instead of tents.

The 1935 City Directory for San Diego, California, lists *motel-type* accommodations under Tourist Camps. One initially could stay in the Depression-era cabin camps for less than a dollar per night but small comforts were few & far between.

Travelers in search of modern amenities soon would find them at cottage courts and tourist courts. The price was higher but the cabins had electricity, indoor bathrooms and occasionally a private garage or carport. They were arranged in attractive clusters or a U-shape.

Often, these camps were part of a larger complex containing a filling station, a cafe and sometimes a corner store. Facilities like the Rising Sun Auto Camp in Glacier National Park and Blue Bonnet Court in Texas were *Mum-and-Pop* facilities on the outskirts of towns that were as quirky as their owners. Auto camps continued in popularity through the Depression years and after World War II, their popularity finally starting to diminish with increasing land costs and changes in consumer demands. In contrast, though they remained small independent operations, motels quickly adopted a more homogenized appearance and were designed from the start to cater purely to motorists.

### **Tourist homes**

In town, tourist homes were private residences advertising rooms for auto travellers. Unlike boarding houses, guests at tourist homes were usually just passing through.

In the south-western United States, a handful of tourist homes were opened by African-Americans as early as the Great Depression due to the lack of food or lodging for travellers of colour in the Jim Crow conditions of the era.

There were things money couldn't buy on Route 66. Between Chicago and Los Angeles you couldn't rent a room if you were tired after a long drive. You couldn't sit down in a restaurant or diner or buy a meal no matter how much money you had. You couldn't find a place to answer the call of nature even with a pocketful of money.

### **Early motels**



Arthur Heineman's Motel Inn of San Luis Obispo An abandoned motel

The motel concept originated with the Motel Inn of San Luis Obispo, originally called the Milestone Mo-Tel, which was constructed in 1925 by Arthur Heineman.

In conceiving of a name for his hotel, Heineman abbreviated *motor hotel* to *motel* after he could not fit the words *Milestone Motor Hotel* on his rooftop.

Many other businesses followed in its footsteps and started building their own auto camps. Combining the individual cabins of the tourist court under a single roof yielded the motor court or motor hotel. A handful of motor courts were beginning to call themselves motels, a term coined in 1926. Many of these early motels are still popular and are in operation, as in the case of the 3V Tourist Court in St. Francisville, Louisiana, built in 1938.

During the Great Depression, those still traveling (including business travellers and traveling salespeople) were under pressure to manage travel costs by driving (instead of taking trains) and staying in the new roadside motels and courts.

They did it instead of staying in more costly established downtown hotels where bell captains, porters and other personnel would all expect a tip for service.

In the 1940s, most construction ground to a near-halt as workers, fuel, rubber and transport were pulled away from civilian use for the war effort. What little construction did take place was typically near military bases where every habitable cabin was pressed into service to house soldiers and their families. The post-war 1950s would usher in a building boom on a massive scale. By 1947, there would be approximately 22,000 motor courts in operation in the US alone; a typical 50-room motel in that era cost \$3000 per room in initial construction costs, compared to \$12,000 per room for metropolitan city hotel construction.

By 1950, there would be 50,000 motels serving half of the 22 million US vacationers; by 1951 motels would surpass hotels in consumer demand. Many motels began advertising on colourful neon signs that they had air cooling (a early term for *air conditioning*) during the hot summers or were *heated by steam* during the cold winters. A handful used novelty architecture such as wigwams or teepees or used decommissioned rail cars to create a Red Caboose Motel in which each *Caboose Motel* or *Caboose Inn* cabin is an individual rail car.

The 1950s and 1960s was the pinnacle of the motel industry in the United States and Canada. As older mom-and-pop motor hotels began adding newer amenities such as swimming pools or colour TV (a luxury in the 1960s), motels were built in wild & impressive designs. In-room gimmicks such as the coin-operated Magic Fingers vibrating bed were briefly popular; introduced 1958, these were largely removed in the 1970s due to vandalism of the coin boxes. The American Hotel Association (which had briefly offered a Universal Credit Card in 1953 as forerunner to the modern American Express card) became the American Hotel & Motel Association in 1963. As many motels vied for their place on busy highways, the beachfront motel instantly became a success. In major beachfront cities such as Miami, Florida, rows of colourful motels such as the Castaways, in all shapes and sizes, became commonplace.



The original motels were small, locally owned businesses, which grew around two-lane highways, which were Main Street in every town along the way. As independents, the quality of accommodation varied widely from one lodge to another; while a minority of these properties were inspected or rated by automobile associations, no consistent standard stood behind the *sanitized for your protection* banner. There was no real access to national advertising for local motels & no nationwide network to facilitate reservation of a room in a distant city. The main roads into major towns therefore became a sea of orange or red neon proclaiming VACANCY as competing operators vied for precious visibility on crowded highways. Other venues for advertising were local tourist bureaux and the picture postcards provided for free use by clients.



## **Referral chains**

Often, motel owners would organize *referral chains* in which each member lodge would voluntarily meet a set of standards and each property would promote the others.

Each property would proudly display the group's name alongside its own.

United Motor Courts, founded 1933 by a group of motel owners in the southwestern US, published a guidebook until the early 1950s. Those who met its standards advertised its name on their signs and motel postcards.

By 1987, franchise chains controlled 64 % of the market and independent referral chains were being converted to franchises or simply disappearing. The one notable survivor of the referral chains, Best Western, offers the centralized purchasing and reservation systems of a franchise system but nominally remains member-owned.

## **Ownership chains**

The earliest motel chains, proprietary brands for multiple properties built with common architecture, were born in the 1930s. The first of these were ownership chains, in which a small group of people owned and operated all of the motels under one common brand. Alamo Plaza Hotel Courts, founded 1929 in East Waco, Texas, was the first such chain with seven motor courts by 1936 and more than twenty by 1955.

With Simmons furniture, Beautyrest mattresses on every bed & telephones in every room, the Alamo Plaza rooms were marketed as *tourist apartments* under a slogan of *Catering to those who care*.

In 1935, building contractor Scott King opened King's Motor Court in San Diego, renaming the original property Travelodge in 1939 after having built two dozen more simple motel-style properties in five years on behalf of various investors. He incorporated and expanded the entire chain under the Travelodge banner after 1946. In 1937, Harlan Sanders opened a motel and restaurant as Sanders Court and Cafe alongside a fuel station in Corbin, Kentucky; a second location was opened in Asheville, North Carolina, but expansion as a motel chain was not pursued further and only the restaurant portion of the original site still stands, restored as a museum in the late 1980s.

## **Franchise chains**

In 1951, residential developer Kemmons Wilson returned to Memphis disillusioned by motels encountered on a family road trip to Washington, D.C.

In each city, rooms varied from well kept to filthy, few had a swimming pool, no on-site restaurant meant a few miles driving to buy dinner. He would build his own motel on the main highway from Memphis to Nashville, adopting a name from a 1942 musical film *Holiday Inn* about a fictional lodge only open on public holidays.

Every new Holiday Inn would have TV, air conditioning, a restaurant and a pool; all would meet a long list of standards. Originally a motel chain, Holiday Inn was first to deploy an IBM-designed national room reservations system in 1965 and opened its 1000th location by 1968. In 1954 a 60-room motor hotel in Flagstaff, Arizona, opened as the first Ramada (Spanish for "a shaded resting place"). The Twin Bridges Motor Hotel, established 1957 near Washington as a member of Quality Courts, became the first Marriott in 1959, expanding from motel to hotel in 1962. For individual motel owners, a franchise chain provided an automated central reservation system & a nationally recognized brand.

It assured consumers that rooms and amenities met a consistent minimum standard.

For the chain, the franchise model allowed a higher level of product standardization and quality control than was possible as a referral chain model while allowing expansion beyond the maximum practical size of a tightly held ownership chain.

### **Motorway era**

With the introduction of chains, independent motels started to decline.

The emergence of freeways bypassing existing highways caused older motels further away from the new roads to become abandoned as they lost clientele to motel chains built along the new road's off-ramps.

In many once-prime locations, independent motels which thrived in the 1950s & 1960s were being squeezed out by the 1980s as they were forced to compete with growing chains with a much larger number of rooms at each property.

Many were left stranded on former two-lane main highways, which had been bypassed by motorways or declined as original owners retired and subsequent proprietors neglected maintenance of buildings and rooms. As these were low-end properties even in their heyday, most are now showing their age. By 1976 the term *cockroach motel* was well-established; a slogan for Black Flag's trademark *Roach Motel* bug traps would be paraphrased as *they check in, but they don't check out* to refer to these declining properties.

In the year 2000, the American Hotel-Motel Association removed *motel* from its name after considerable market research, and is now the American Hotel and Lodging Association.

The association felt that the term *lodging* more accurately reflects the large variety of different style hotels, including luxury and boutique hotels, suites, inns, budget, extended stay hotels.

### **Modernization**

In the late 20th century, a majority of motels in the United States came under the ownership of people of Indian descent, particularly Gujaratis as the original *mum and pop* owners retired from the motel industry and sold their properties.

However, some families still kept their motels, and to this day, one can find a motel that is owned by the same family who built and ran it originally with a subsequent generation continuing the family business.

Amenities offered have changed, with motels that once touted colour television as a luxury now emphasizing wireless internet, flat screen television, pay-per-view or in-room movies, microwave ovens & minibar fridges in rooms which may be reserved online using credit cards and secured against intruders with key cards which expire as soon as a client checks out. In many cases, independent motels have needed to add amenities simply to remain competitive with franchise chains, which are taking an increasing market share. Some long-time independent motels have had to join existing low-end chains to remain viable; these properties are known as *conversions* and do not use the standardized architecture, which once defined many franchise brands. However, even though most of these establishments that were previously called motels may still look like motels, most are now called hotels, inns or lodges.

### **Revitalization & preservation**

Much original 1950s roadside infrastructure on now-bypassed US Highways had fallen into decline or was being razed for development.

Preservationists have sought to list endangered properties on various federal or state historic registries, although in many cases a historic listing gives a building little or no protection from alteration or demolition. The plight of U.S. Route 66, whose disappearance from the map in 1985 turned places like Glenrio, Texas and Amboy, California into overnight ghost towns, has captured public attention. Route 66 associations established for all eight US states on 66 advocate preservation and restoration of motels, businesses and roadside infrastructure of the neon era. In 1999, the National Route 66 Preservation Bill allocated \$10 mln in matching fund grants to individuals, corporations and communities preserving or restoring historic properties along the route.



Wigwam Motel, a unique motel on historic Route 66 in Holbrook, Arizona

To many small towns bypassed by Interstate highways, embracing 1950s nostalgia and historic restoration brings in badly needed tourism dollars to restore sagging local economies.

Many vintage motels, some dating to the cabin court era of the 1930s, have been renovated, restored. While a handful were repurposed as either low-income housing, boutique hotels, apartments or commercial/office space, many were simply restored as motels. While some modern amenities such as wi-fi Internet and flat screen television may appear in the newly restored rooms, the exterior architecture and neon highway signage would be meticulously restored to original designs. Motels gained international popularity in countries such as Thailand, Germany, and Japan but in some countries the term *motel* now connotes either a low-end hotel or a no-tell motel.

### **Canada**

As in the US, the initial 1930s roadside accommodations were primitive tourist camps, with over a hundred campgrounds listed in Ontario alone on one 1930 provincial road map. While most of these provided access to the most basic of amenities (like picnic tables, playgrounds, toilet facilities and supplies), fewer than a quarter offered cottages in the pre-Depression era, and the vast majority required travellers bring their own tents.

In Canada's climate, these sites were effectively unusable outside the high season. Because cabins and camps were ill suited to a Canadian winter, the number and variety of motels grew dramatically after World War II.

Due to Canada's climate and short tourist season (begins at Victoria Day continuing to Labour Day or Thanksgiving) any outdoor swimming pool would be usable for little more than two months of the year and independent motels would operate at a loss or close during the off-season.

## Europe

The original concept of a motel as a motorist's hotel, which grew up around the highways of the 1920s is of American origin. The term appears to have initially had the same meaning in other countries, but has since been used in many places to refer either to a budget-priced hotel with limited amenities or a love hotel, depending on the country and language. The division between motel and hotel, like elsewhere, has been blurred, so many of these are low-end hotels. In France, motel-style chain accommodations of up to three stories (with exterior hallways and stairwells) are marketed as "*one-star hotels*".

The Louvre Hotels chain operates *Premiere Classe* (1 star) as a market segmentation brand in this range, using other *marques* for higher or mid-range hotels. The use of *motel* to identify any budget-priced roadhouse hotel also exists in the German language; some French chains operating in Germany offer automated registration and small, Spartan rooms at reduced cost.

In Portuguese, *motel* commonly refers not to the original drive-up accommodation house for motorists but to an *adult motel* or love hotel with amenities such as jacuzzi baths, in-room pornography, candles and oversize or non-standard-shaped beds in various honeymoon-suite styles. These rooms are available for as little as four hours, and minors are excluded from these establishments.

The Portuguese-language term *rotel* had brief usage in 1970s Rio de Janeiro, Brazil for a similar concept, *ro* for rooms through which clients rotate in a matter of hours instead of overnight. A similar association of *motel* to short-stay hotels with reserved parking and luxury rooms, which can be rented by couples for a few hours has begun to appear in Italy, where the market segment has shown significant growth since the 1990s and become highly competitive.

## South America

In Central and South America, a *motel* is an establishment often associated with extramarital encounters and rented typically for a few hours (15 minutes to 12 hours).

In Ecuador, any establishment with the title *Motel* is related to extramarital encounters; in Argentina and Peru these hotels for couples are called *temporary shelter* and offered for anything from a few hours to overnight, with decor based on amenities such as dim lights, a Jacuzzi and a king-size bed. In other Spanish-speaking countries these establishments have other slang names like *mueble*, *furniture*, *furnished rental* or *telo*.

In the Dominican Republic, *cabins* have all these amenities but generally do not have windows, and have private parking for each room individually. Registration is handled not in a conventional manner but upon entering the room, by delivering a bill with the registration through a small window that does not allow eye contact to ensure greater discretion.

The connotations of *motel* as adult motel or love hotel in both the Spanish & Portuguese languages can be awkward for US-based chains accustomed to using the term in its original meaning, although this issue is diminishing as chains increasingly drop the word *motel* from their corporate identities at home.

## Crime & illicit activity

Many auto camps were used as havens & hide-outs for criminals of the 1920s; Bonnie and Clyde had a shootout in the infamous Red Crown Tourist Court near Kansas City on July 20, 1933.

A 1940 *American Magazine* article attributed to J. Edgar Hoover denounced the tourist courts as bases of operation for gangs of desperadoes, claiming that "a large number of roadside cottage groups appear to be not tourist camps but assignation camps" and alleging that "marijuana sellers have been found around such places".

There is today a new home of crime in America, a new home of disease, bribery, corruption, crookedness, rape, white slavery, thievery and murder. There are few major cases in the FBI involving an extended pursuit in which the roadside crime-nest is not responsible for some form of easy lawlessness, for providing convenient hide-outs, for concealing criminals through loose registration regulations... a majority of the 35,000 tourist camps in the U.S. threaten the peace and welfare of the communities upon which these camps have fastened themselves and all of us who form the motoring public.

Many of them are not only hide-outs & upon the surrounding territory...

The files of the FBI are loaded with instances of gangsters who have hidden out in unregulated tourist camps, while officers combed the country for them.

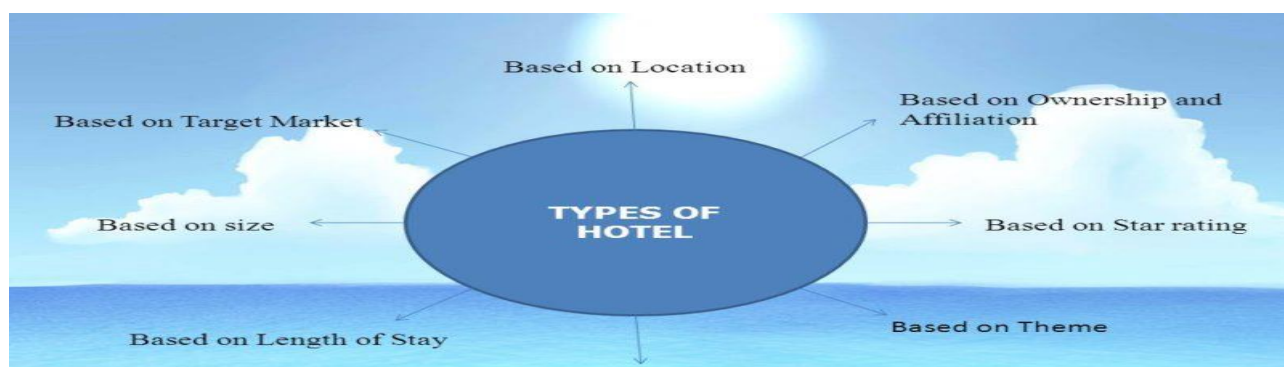
There is no regular checking of the registers by detectives – often there are no registers at all, or merely ledgers filled with indiscriminate scrawls and an endless repetition of "John Smith and wife". Hence the terse order that goes out daily to law-enforcement agencies when criminals are on the loose: "KEEP CLOSE WATCH ON TOURIST CAMPS!"



**Exercise 1. Give the list of sky events and provide their short description in the form of notes.**

**Exercise 2. Discuss the topics.**

1. The structure of hospitality industry. 2. The types of lodging. 3. Types of homestays. 4. Pros and cons of vacation rentals. 5. Types of cottages in various countries. 6. Types of hotels. 7. Kinds of hotel classification. 8. The advantages of B&B hotels. 9. The disadvantages of B&B hotels. 10. Staying in exotic hotels. 11. The famous B&B hotels in the world. 12. The tallest hotels in the world. 13. The oldest hotels in the world. 14. Well-known motels in the world. 15. The oldest Inns in Great Britain.







## UNIT II. ENTERTAINMENT HOTELS

### LOVE HOTELS



Love hotel in Tokyo, designed to look like a European castle.

A love hotel is a type of short-stay hotel found in Japan operated primarily for the purpose of allowing couples privacy to have sexual intercourse.

Similar establishments also exist in other East Asian countries and regions such as South Korea, Taiwan and Hong Kong. The same concept also exists in Central and South America, particularly in Guatemala, Chile and even the USA and Mexico where they are called *autohotels*, Brazil, where they are called *Motel* in Argentina, often called *albergues transitorios* but also referred to as *telos*. Alternative names include *romance hotel*, *fashion hotel*, *leisure hotel*, *amusement hotel*, *couples hotel*, and *boutique hotel*.

Love hotels can usually be identified using symbols such as hearts and the offer of a room rate for a *rest* as well as for an overnight stay. The period of a *rest* varies, typically ranging from one to three hours. Cheaper daytime off-peak rates are common.

In general, reservations are not possible, leaving the hotel will forfeit access to the room, and overnight stay rates only become available after 10 p. m. These hotels may be used for prostitution or by budget-travellers sharing accommodation.

Entrances are discreet & interaction with staff is minimized, with rooms often selected from a panel of buttons and the bill settled by pneumatic tube, automatic cash machines, or a pair of hands behind a pane of frosted glass. Although cheaper hotels are often quite utilitarian, higher-end hotels may feature fanciful rooms decorated with anime characters, equipped with rotating beds, ceiling mirrors, or karaoke machines, strange lighting or styled similarly to dungeons, sometimes including S&M gear.

These hotels are typically either concentrated in city districts close to stations, near highways on the city outskirts, or in industrial districts. Love hotel architecture is sometimes garish, with buildings shaped like castles, boats or UFOs and lit with neon lighting

However, some more recent love hotels are very ordinary looking buildings, distinguished mainly by having small, covered, or even no windows. Love hotels developed from tea rooms mostly used by prostitutes and their clients, but also by lovers.

After World War II, the name *tsurekomi yado*, literally *bring-along inn* was adopted, originally for simple lodgings run by families with a few rooms to spare.

These establishments appeared first around Ueno, Tokyo in part due to demand from Occupation forces, and boomed after 1958 when legal prostitution was abolished and the trade moved underground. The introduction of the automobile in the 1960s brought with it the *motel* and further spread the concept. Some love hotels have no windows. Some love hotels have multiple complex entrances designed for the discretion of customers.

The original term has since fallen into disuse within the industry itself thanks to the euphemism treadmill, and an ever-changing palette of terms is used by hotel operators keen on representing themselves as more fashionable than the competition.

The words *love* and *hotel* combined in the English language conjure up romantic images of energetic weekends away, breakfast in bed, walks in the woods, dinner by candlelight with champagne – and whatever else springs to mind – by an open fire.

In Japan, however, the resultant image of the same combination of words is somewhat different. 🚫🚫🚫 The services offered by a *love-hotel* result from necessity. With a population of around twice that of the UK in a similar land-size, 85% of which is mountainous, space is at a premium. Until recently, most people lived with their families until marriage, often with three generations under one roof, separated by only paper screens.

Without a private space for the most private of acts, the streets wouldn't be a decent place to walk. The Japanese are nothing if not a practical people, and in a country where sex is accepted without much of the guilt associated with it in the West, to compete with the highly priced traditional inn, or *ryokan*, love-hotels began springing up in the 1950s offering an affordable love-nest for rent by the hour.

Originally, aping the *ryokan* they aimed to replace, from the 1960s on love hotels appeared, catering – at least superficially – to modern, Western ideas of love and romance.

Many took an individual theme, whether a European-style hotel bedroom, a pleasure den with a rotating bed and ceiling mirror, or a movie such as the eternally popular *Roman Holiday* or *Gone With the Wind*, complete with duplicate bed and curtains.

As women gradually came to have more social & financial influence, hotels remodelled themselves away from typically male themes such as outer space and cars.

Porno channels on the TV were out & a *come early, stay late* policy was in, complete with karaoke machines, jacuzzis and even swimming pools. Some love-hotels boast sun-beds for those who like to top up their tan on the job, or adjoining *swapping rooms* for those who prefer to bed hop. Some have CCTV feeds from all the rooms, offering a unique in-house video channel where you can watch others watching you doing what you're watching them do. A number of hotels provide *party rooms* for groups and even S&M facilities for aficionados. 🚫🚫🚫 At others, the fare is altogether more *wholesome*. One hotel famously offered a free trip to Tokyo Disneyland to any couple who stayed in all of their 24 rooms within a 6-month period, and a free trip to Hong Kong if they did it twice.

To ensure their clients can fully relax, love-hotels are models of discretion. Customers never see the staff and anonymity is assured. Drivers enter underground car parks hidden from view and staff cover their number plates to foil any prying eyes. An empty reception greets customers and a back-lit panel displays photographs of the available rooms. Pressing a button selects the chosen room, the light behind it goes out and lights on the floor act as a guide to the room. The open door closes behind you as you enter. Inside, the room is fully automated. The TV, radio and lights can be controlled from the headboard of the bed and drinks, snacks & sex-toys can be ordered from room service, all of which can be paid for by credit card via an in-room cash machine.

Dotted along highways and huddled around nightspots, with neon signs flashing names love-hotels are easily to spot and accessible to young couples with or without transport.

A married couple wishing to add some spice to their love life, stumbling out of a bar with his favourite *office-lady* (female office worker) after a night's team-building karaoke & drinking, have the perfect location for a furtive clinch. Such is the abundance of love-hotels that there is never the need for a *Back to mine for a coffee, pet*, invite as, at the right moment, a love-hotel will come into view. Patronage is by no means the exclusive domain of the young, married or inebriate, many customers bring their own entertainment. Yuki Nishikawa worked in a love hotel in Osaka for over a year and saw many a coming and going.

"People of all ages come. I once found a bag full of sex aids in reception, so I phoned up to the couple that had just checked in. I left the bag where it was and strained over the top of the dividing screen to see who would collect it. I couldn't believe my eyes when I saw a man in his eighties bounding eagerly out of the elevator".

While most customers could be described as *normal*, in a love-hotel the sleazier side of life is never far away. A few well-publicized murders have taken place in love-hotels, they're frequently used as locations for porno film shoots, pay off locations for gangsters (the yakuza), and they play host to the ubiquitous sex industry.

The manager of Yuki's hotel paid 200,000 yen (c.\$ 1,800) a month to the local yakuza and every bedroom in the hotel had a flyer advertising *chiropractic* services.

Most afternoons, single men would take a room and several minutes later, a woman in her forties, wearing doctor's whites, thick make-up, high heels and fish-net stockings would arrive, announcing she had a patient in the recently solo-occupied room. She would leave an hour later with her coat over her arm, her make-up smudged and her hair slightly ruffled, paying the hotel a cut of the bone re-positioning fee. Whatever activity you have planned, the amount you'll pay varies. Naturally, the more you pay the more you get, from the number of condoms beside the bed, to the quality of the shag on the floor.

Though often cheaper than all but the cheapest business hotel, love-hotels do not operate as normal hotels, and once you have left, you have to pay again to get back in. It is highly unlikely that groups of men wearing football shirts would find themselves let in, though at the end of a particularly dazzling, jinky solo-run, a love-hotel is the perfect place for your favourite celebration after you've scored. Love hotels are a potential source of cheap accommodation during your stay in Japan. Most establishments will accept single guests of either sex though many draw the line at same sex couples.

**Exercise 1. Summarise the whole information and write a small essay on the topic.**

**Exercise 2. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 3. Add some information & make up a small report and give a talk in class.**

**Exercise 4. Read the information & pick up the essential details in the form of quick notes.**

**Exercise 5. Transfer the given information from the passages onto a table.**

№	Activity			
	Hotel	Where	When	Score
1.				




## FANTASY LOVE HOTELS

For decades, Japan's love hotels have provided a place for couples to enjoy anonymous, uninterrupted sex. Politician and secretary, teacher and student, husband and hooker – all are welcome, as long as they pay in cash and leave when the time limit is up.

However, 2006 spawned a new type of love hotel. Decorated with theme park interiors & equipped with game consoles, karaoke boxes & sex machines – these establishments provide kinky fun for all types, from fetishists and sadomasochists to the ordinary couple seeking sexual adventure. In her new book, *Love Hotels*, American photographer Misty Keasler portrays some of the newest, most creative love hotels in Japan.

Here's a sneak peek. This room is a dream come true for sex machine enthusiasts. It features several contraptions to copulate on, including the new automated love chair from Korea, and it looks like one of those high-end sex toy stores in *Second Life*. Unfortunately, the machines don't come with instructions, so you have to know what you're doing.

This is the part two of Love Hotel in Japan series, displaying the best, weirdest, and more interesting love hotels in Japan. Part one was the introduction to the series, from today onwards, we will be introducing a different love hotel, and delving deep inside with our cameras and camcorders to show you the darker underbelly of Japanese culture.

First up, is the famous Casa Di Due in Shibuya, Tokyo. The love hotel is an icon of Japanese culture, the thought of which warms the hearts (loins), of both Japanese and foreigners alike. The Casa Di Due is without a doubt one of the most colourful love hotels in Shibuya's Dogenzaka area. For those in the know, Dogenzaka is the road that curves up the hill from Shibuya's Hachiko meeting area. The streets get seedier and darker with every block walked, and right up the top, where you think the shops are just ending opens a whole new world – the Shibuya Love Hotel Town.  Unlike many other establishments, the Casa Di Due front is bright and inviting, with large menus and price boards out on the road. It definitely stands out from the pack.

As we were to find out, it had an amazing range of things to do, even if the rooms were small, the building much less stable that it looked! Upon entering the building, there is a large, pink waiting lounge, with a number of mannequins wearing various costumes.

It was a Saturday night, and to stay for the night, you have to check in from either 10 p.m. or 12 a.m. The Casa is one of the few that let you in from 10 p.m. Most hotels in Shibuya were surprisingly full at this time, but perhaps due to its slightly obscure location off the main drag, there were a couple of rooms open. The decor of the entrance, the signs suggesting free costume rental, free PlayStation 3 rental (wow!), and a full room service-type menu were very intriguing! After about 5 seconds of deliberation, we pressed the button on the lit up selection board of rooms, reserving the one that was to become our love pad for the night, paid cash at the waist-high window, received a key, and headed upstairs (carefully avoiding eye-contact with other couples who were on their way out, after enjoying their *rest* together during the day). The elevator had flashy lights, was covered in posters explaining the benefits of becoming a member of the Casa.

Arriving at the 3rd floor, the hallway was very trippy – pitch black except for vertical lines of small bright lights (shown in the video clip below). This place was becoming an experience already! The room itself was much smaller than it looked on the front board.



The most striking feature was the massive plasma TV! At at least 42 inches, two of them probably wouldn't have fit sideways in the room.

The room itself was very clean and tidy, although like all Japanese hotels (and many companies), the air conditioner was on winter settings so it was about 28 degrees and stinking hot! As a hot-blooded gaijin, the first thing I had to do was turn that right down!

This hotel obviously prides itself on its service, fun things to do, and variety. Having a plasma TV half the size of the room, and a free PlayStation 3 rental service, I was straight on the phone to the front desk. I dialed 9, the receptionist picked up (from inside her waist high window), and put me through to the rental service. I asked for a PlayStation, and she said *which number?*. Such a wide selection of things to do!

So I excitedly rang back to get a PlayStation, recalling that I had gawked longly at one at the Bic Camera at the bottom of Dogenzaka on the way up, but was shocked and dismayed to hear that all the PlayStations had been rented!

There wouldn't be any back until the morning. I was definitely not impressed, and felt ripped off as that was one of the major attractions. I began to wonder if maybe they only had one, and used that to lure people in, with first in at 10.01 p.m., first served.

At about that time, the building started to creak and shake from above, and I surmised that the couple directly above were not the ones with the PlayStation.

The building itself was surprisingly NOT sound proof, and NOT so stable.

The beds were also quite old, very creaky, and not entirely comfortable.

*The Cosplayer*: Each uniform has a numbers attached to them. A quick call to the front desk, and they will deliver your attire of choice to your door.

Another issue was room service delivery. Every time you order anything, say hypothetically a high-school girl uniform, and someone delivers it to your room, opening the door and facing that person definitely takes away any anonymity you may have had. (Although reception has a number of security cameras, so there is really none from the beginning.) However, not entirely ideal for easily embarrassed people.

The Casa Di Due really outdid themselves on the food selection! This above picture is only one page of about 10. Food ranged from Japanese to Western, as well as Chinese and South East Asian dishes. It also included a full range of drinks, with pints of beer reasonable priced at 530 yen. I assume that the microwave on the bedside table was for reheating some of this food?! Next to the bed, and below the TV was both a fridge with a mini-bar, a vending machine selling various adult toys.

This was annoying as it emitted a dodgy pink glow, which didn't turn off all night.

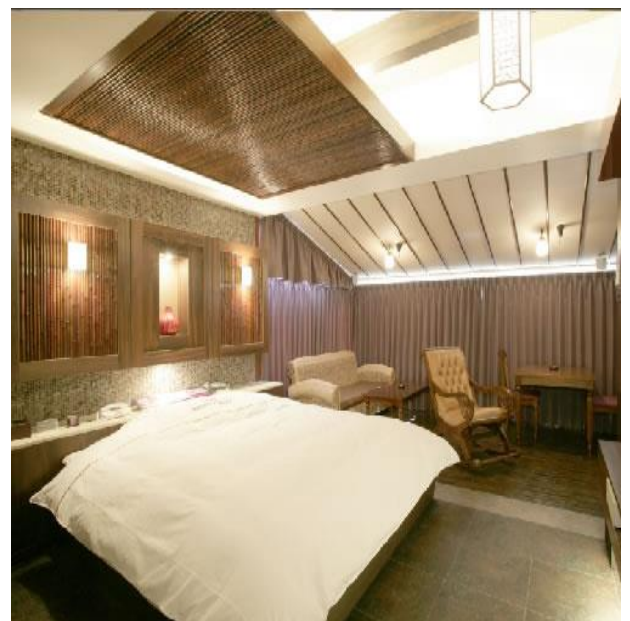
Anyway, its time for the video, this is just slapped together quickly while we were in the hotel but, this should give a good picture of what the inside of the *Casa* was like.

Overall, it was a fun experience, and there was lots to do, although the PlayStation incident was somewhat grating. The cost was around 14,000 yen, which is not bad for a Saturday night, right in the middle of Shibuya. They lost points on size, the actual building itself, and the bed. However, they gained points from pure effort in trying to make the place interesting and fun, and for the wide variety of toys and food.

***Exercise 1. Analyze the information, which is in the highlight, and use it in practice.***

***Exercise 2. Add some information & make up a small report and give a talk in class.***

***Exercise 3. Read the information & pick up the essential details in the form of quick notes.***



## LOVE HOTELS ALL OVER JAPAN

You'll find *Love Hotels* all over Japan, places designed for folks to shack up and get it on. The rooms offer a fantasy of luxury and escape from crowded tiny apartments where families or neighbours might spy on licit or illicit physical pleasures.

You can tell the love hotels by their bright-lit neon signs with funny names, often English inflected: Hotel Elmer, Hotel Carrot, Hotel Charm, Hotel Princess, Hotel Chrystal.

The signs out front will list two or three prices: short stays, long stays, overnight stays. In the lobby, you won't see any people.

Only a large room menu on the wall. If a photo of a room is lit up, the room is available. You like that room, press a button next to the photo. A faceless person behind dark glass hands you a key after you hand them your cash. While they might seem to be somewhat sordid for a foreign visitor, in Japan they are only somewhat perverted; mostly *futsuu* – normal, a fact of life for high school students on up to older middle aged folks, all wanting some privacy in a country with tiny dwellings and still some rice-paper walls. The bulk of Love Hotel rooms are simply *nice*; the accentuative touches include bevelled edges, many mirrors, large TVs with Karaoke, big bathtubs, the Golf channel.

However, occasionally you'll find a hotel with a roman temple build around the bed.

Or a bath and shower designed to resemble a mountain stream. Perhaps a circular bed under a functioning carousel. Fun lodgings! Adding kitch fantasy to utility pleasure quarters. After a few nights in expensive tiny business hotel rooms, staying overnight in a Love Hotel made financial and experiential sense. I had lived in a neighborhood dense with Love Hotels, Uguisudani in Tokyo, but I always had a Mansion to call home. So in February 2002 when I needed some cheap short term lodging I went looking in my old hood.

### HOW TO STAY AT A LOVE HOTEL IN JAPAN

#### Situations

It's midnight in Osaka, Japan, and you've just left a karaoke box where a few diehards are still raging against the machine. Not you. You've found that special someone who actually responded to your brilliant version of Take On Me. However, before you head off into the neon sun strip, you'll have to know how to stay at a Japanese love hotel.

#### Backstories

In a country famous for schoolgirl-inspired porn and *chikan* subway gropers, the existence of love hotels might seem as natural as prayers to the local shrine.

The Japanese, however, defy expectations and are the least sexually active people in the world, according to a 2005 survey by Durex condoms.

University of Chicago researchers also found that only a quarter of Japanese described themselves as "sexually satisfied" – placing them dead last in a global survey. But despite being an undersexed nation, there's a good reason for the rise of love hotels.

Japan's 127 mln residents are all crammed into an island the size of California, and Japanese apartments tend to have thin walls, so it's not unusual to hear a few *bumps* in the night from neighbours. Add to this a preference for living with the folks instead of paying outrageously high rents for a cold box with a toilet, you've got the conditions for a love hotel culture. Japan's got a theme to fulfill your erotic dreams – others that are the stuff of nightmares.

While many love hotels retain a faux-European romanticism that was big in the '80s, the zany creativity of others is enough to put Motel 6 and Super 8 to shame.

If recycled *Sense & Sensibility* props aren't your thing, pop down to Osaka's Hotel Loire – a doctor's office, a subway car for would be gropers and a black-lit underwater aquarium are all here. If that room is taken, you can always console yourself in the alien abduction room. For some holiday warmth, check in at Namba's Hotel Chapel Christmas where bad boys and girls get off being naughty in front of Santa. For true kinks, there is Kamen Kanibaru (Masked Carnival).

Love hotels are not shy about their trade, with fleets of large billboards screaming out names like *Happy Mickey Cookie*, they are easy to spot. These hotels are found in every Japanese city, but brash, gaudy Osaka is the undisputed king of love hotels.

The best districts in Osaka are Namba (not so coincidentally a famous pick-up place) and Ikuteramachi. Tokyo's love hotels are more sedate, but a good collection is found on the aptly named *Love Hotel Hill* in Shibuya. For non-Japanese speakers, the lack of a front desk makes love hotels an easy check-in. The system works like – what else? – a vending machine. Open rooms are ordered from a screen in the lobby; simply press the button on the screen of the room that appeals to you most.

There are two prices, one for *rest* that usually charges by the hour and another for *stay*. You pay using the change machine in your room; press to see the damage to your wallet. Some older love hotels retain anonymous staff up front – in this case, just fork over the amount of cash listed on the screen before heading to your room. While technically love hotels are reserved for couples, a non-existent front desk makes this rule difficult to police. Whether traveling solo, with a partner or in a group, you should be able to get a room. Word of mouth spreads quickly about some of these hot spots, so you may have to wait for that outrageous theme room you've been dying to try. Love hotels are designed to minimize contact with the staff – in deference to the adulterous motives of some clients.

Most of the time you won't see anyone else in the building. That said, you can always call the front desk with any problems and pray that an English speaker answers.

Japan is still a relatively closed society, so be aware that some love hotels refuse to take foreign visitors. Others will insist that you speak Japanese. This seems more of a problem in Tokyo than anywhere else, however. Love hotels make their money from hourly visitors, so they won't give you the option to stay overnight until at least 9 p.m.

### **Economic aspects**

The annual turnover of the love hotel industry is more than 14 trillion, a figure double that of Japan's anime market. It is estimated that more than 500 million visits to love hotels take place each year, which means around 1.4 million couples, or 2 percent of Japan's population, visit a love hotel each day. In recent years, the love hotel business has drawn the interest of the structured finance industry. Several transactions have been completed where the cash flows from a number of hotels have been securitized and sold to international investors and buy-out funds.

***Exercise 1. Analyze the information, which is in the highlight, and use it in practice.***

***Exercise 2. Add some information & make up a small report and give a talk in class.***

***Exercise 3. Read the information & pick up the essential details in the form of quick notes.***



## JAPAN AMUSING LOVE HOTELS

Given that approximately 40,000 of them exist throughout the country, the chances of you coming across a Love Hotel are high should you ever visit Japan on your travels.

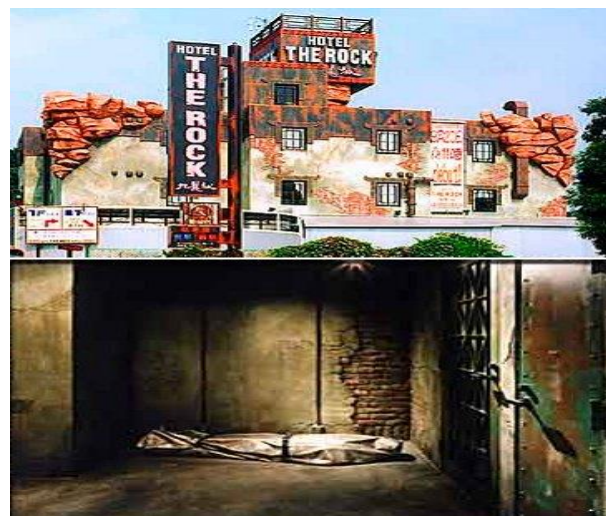
Their reason for being is simple: Love Hotels offer Japanese couples, particularly those who live at home with family and therefore lack privacy, a discreet place to stay when feeling amorous; be it for an hour or a night. Booking a stay almost-anonymously is possible due to a lack of public-facing staff; all bookings being made by way of automated reception desks. Of course, many of these hotels, in an effort to both stand out from the crowd and cater for those couples with a particular kink, are themed. Here are some of the most intriguing.



The Queen Elizabeth Love Hotel in Kanagawa, a very famous love hotel in Japan that is complete with a boat-shaped exterior, roof-bound models of Titanic's main characters, and nautically themed rooms for lovers. It's always home time in this room, decked out to resemble a school's classroom, complete with desks, lockers, chalkboards and a cane.

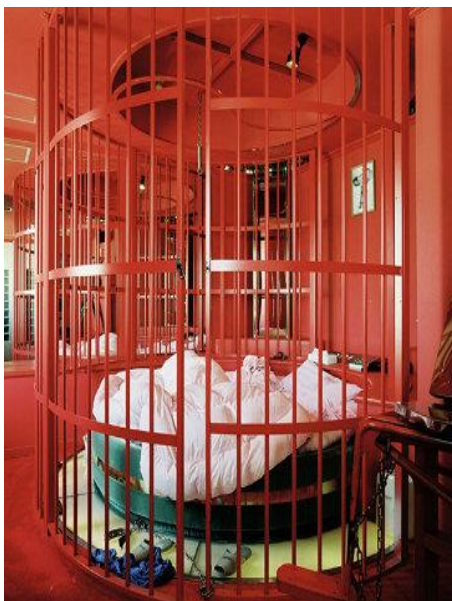
A schoolgirl's uniform stands waiting for those looking to dress for the occasion.

Possibly the most unromantic, unsexy Love Hotel room on earth. The storage cupboard. People actually pay money to spend time in here, presumably eager to roll around lovingly on a mattress that seems to barely fit in the room.



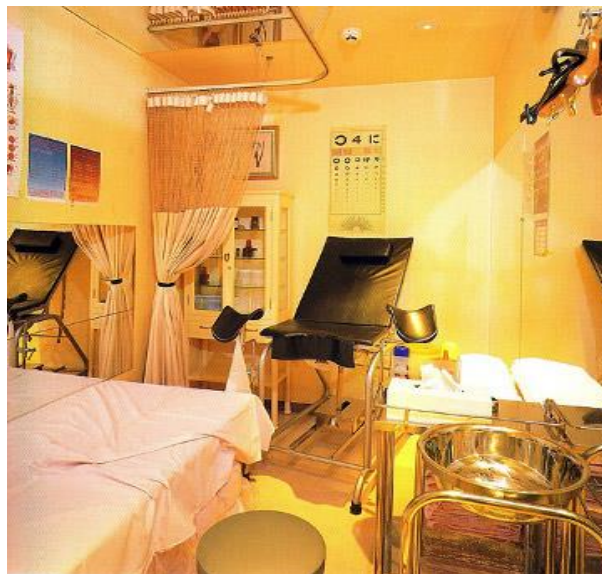


An overnight stay is probably inadvisable. If, like many others, you've fantasised about having a heated clinch in Alcatraz – or any other prison for that matter – *Hotel The Rock* could be just the Love Hotel for you. It's very simple: the entire building resembles, quite accurately, a prison. You pay to stay in a cell.

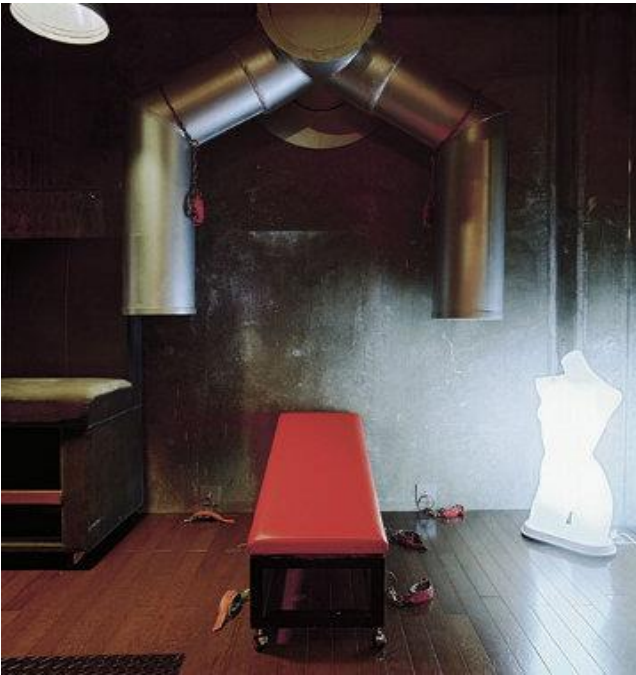


A room at Hotel Pamplona in Osaka features this circular, caged bed.

The Pirate Room at Hotel Loire, an enormous building that houses many differently themed rooms. No doubt this particular one has been increasingly popular over the last few years thanks to a certain Captain Sparrow.



For those with a thing for aliens, Hotel Loire's Alien Abduction Play Area will surely prove irresistible. As sci-fi movies play on the small screen in what looks to be an extremely uncomfortable room, couples can perform experiments and pretend to be excitable abductees. A fantastically creepy room in a Japanese Love Hotel, the name and location of which I'm unable to pin down. It's probably for the best though, as to visit such a *surgery* would surely be traumatic. To reiterate: this is a hotel room. The thinking process behind the design of such a room will forever be a mystery, to me at least, for that I'm extremely glad. Very strange indeed.



Hotel Pamplona's *Basement Room* offers no comforts, apart from a padded bench seen in the photo. The Hello Kitty S&M Room at Hotel Adonis in Osaka.

Love hotels in Japan are, as the name implies, hotels intended to be used for the purpose of making love (copulating, having sex, or whatever term you choose to call the act.) They were meant to alleviate the lack-of-privacy problem that many Japanese couples – married or otherwise – face in Japan. Love hotels in Japan are quiet cheap when you consider that the rooms are usually much bigger than a normal hotel room, often have large-screen TVs that can also be used for karaoke or video game units such as Play Station or Nintendo, have larger baths and showers, and – of course – have larger beds.

The outside of most love hotels are brightly coloured with neon lights and may even have a theme attached to it. A love hotel with a Christmas, Cinderella, or even an outer space theme. (This seems quite odd considering that people who go there prefer to draw as little attention to themselves as possible.) In many cases, the windows will either have the shutters permanently closed or the building may have no windows at all to allow for complete privacy. In addition, the parking lots will be located either inside the building or outside with at least a tent-like covering to prevent outsiders from seeing patrons going from their cars to the entrance.

### **Active vocabulary**

Hotels, married couples, to locate, coloured with neon lights, to alleviate the lack-of-privacy problem, exist throughout the country, chances, rooms, beds, large-screen TVs, various themes, to consider, a mystery, to imply, to intend.

**Exercise 1. Describe the pictures of love hotels.**

**Exercise 2. Transfer the given information from the passages onto a table.**

№	Activity			
	Event	Where	When	Score
1.				

## DIALOGUE

### John & Peter

- Hello, Peter!
- John! How nice to see you! *I haven't seen you for ages!*
- No, not since I left the Palace. It must be four years. You're not still there, are you?
- I'm the General Manager, actually.
- Well, well! Congratulations!
- Thank you. What are you doing here?
- Oh, I'm still *involved with hotels*, sort of. I'm a partner in a company that builds *leisure facilities* – swimming-pools, saunas, and tennis courts, that sort of thing. I can't interest you in a pool, can I?
- I'm afraid you're too late. We've already got one. Yes, we've made quite a few changes since you were there. We built a large extension a couple of years ago with a pool, fitness centre, solarium, and sauna. We've even opened a couple of *tennis courts*. It's a pity we didn't know about you. We might have been able to give you some *business*.
- Well, I've only been there for a little over a year. But tell me, you must be doing pretty well, then?
- Yes, things are a lot better than they were four years ago, that's for sure. You know there was a *take-over* about a year after you left?
- Yes, I heard.
- Well, they've put a lot of money into the hotel, and it really looks great now. Our rooms are far more *comfortable* and we offer *the best facilities* in the area. So of course we can charge higher prices. It's certainly *paying off-occupancy rates* are right up!
- Well, it was about time. What about those old family rooms in the annexe?
- Last year, we converted them into business apartments and a business centre.
- Really? Good idea. A lot of hotels are going that way.
- We're hoping to open a suite of conference rooms in the next year or two.
- Well, the old Palace certainly sounds a different place!
- Yes. We've expanded the restaurants, too.
- Who's the chef? It's not still Carlos, surely?
- Heavens, no! He's gone back to Spain. No, *in the end* we hired a top French chef Marcel Fauzer. Have you heard of him? He's been with us for more than three years now, and he's certainly *made a difference*. You must come and *have a meal* with us some time.
- Yes, I must. It's just a pity I can't sell you *a swimming pool!*

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

**Exercise 2. Render the contents of the dialogue in Indirect Speech in English.**

**Exercise 3. Transfer the given information from the passages onto a table.**

№	Activity			
	Hotel	Where	When	Score
1.				

## DIALOGUE «HOTEL ADVERTISEMENT»

- 2983456. Charles Farmer speaking.
- Hello, Charles, it's John – John Cook.
- Hello, John, how are you?
- I'm very well, thanks. How are you?
- Oh, not so bad, you know.
- Good. I rang to ask if you know anything about hostels in Brighton.
- No, I'm afraid I can't be very much help to you there.
- Well, it's just that we've been thinking of *taking the family to the south this summer* and at this rather late stage we're trying *to organize ourselves a suitable hotel*. But I thought that you'd been to Brighton.
- I have. Several times. But I've always *taken a tent* and done it the hard way.
- Oh, I see. I didn't realize that.
- Yes. Great one for the open air, you know.
- Oh, it must be nice, but we could never contemplate it with our lot. We've terribly *disorganized as a family*, you know, and *we'd be in chaos in no time*. And in any case the car isn't big enough to get all of us in and *camping equipment* as well, so we simply must find ourselves a nice hotel where they'll put up with noisy kids.
- Mm. You have got a problem. And it's certainly a bit late. But there are masses of *adverts*. Have you looked at those?
- Well, yes. As a matter of fact I was reading one advert only this morning in the Sunday paper, which *sounded marvelous*.
- For a hotel?
- Yes. Just outside Brighton. And I thought to myself "I'll give Charles a ring. He may know it"
- Oh, dear, I am a dead loss, aren't I? But tell me about the advert.
- It said that this hotel was right on the beach, and that's essential as far as we're concerned, because the kids are really only interested in scrabbling in the sand and popping into the sea every five minutes, so we must be close to it – the closer the better.
- I know just how it is.
- All the rooms have balconies facing the sea and overlooking the beach so it should be possible for mum and dad to keep half an eye on the kids while they're playing and manage a quiet snooze at the same time *occasionally*.
- Sounds too good to be true. Expensive?
- Rather. But still the prices were a bit lower than in any of the other adverts I've seen, and yet the facilities were as good or even better. You know, even allowing for a bit of exaggeration in the advert it seemed to have a lot to offer.
- Had it?
- Oh, yes. And the food is good – according to the advert – but they're bound to say that.
- Of course. The only way to find out for certain is to go and try it. And that's taking rather a risk. I tell you what, though. It's just occurred to me – Mr. and Mrs. Croft from over the road have been to that part of England several times, and I seem to remember them saying they always use the same hotel.
- Do they?



- Yes. At least I think that's what they said. I'll *pop around* later this evening, and if they do know anything that might be of use to you I'll get one or the other of them to give you a ring.
- Would you? That's very kind of you. They won't mind will they?
- No, of course not. I'm sure they'll be pleased to help.
- Well, that's marvelous.
- Did you say something about taking the car?
- Yes. It takes a little longer. But there is no need to rush, because Doug's got an extra week's holiday this year.
- Lucky Doug. But isn't it rather a long drive from Edinburgh – what with the children and the holiday traffic?
- Well, strange as it may seem, the kids are very good in the car. And if you go by train or air you don't see much on the way, you're sort of insulated from all the lovely places you're passing.
- Yes, I agree with you.
- But I'm sure you must have better things to do than listen to me rattling on.
- Oh, that's all right. It's nice to hear from you. But I will drop in on the Crofts and ask them to phone you. Don't expect to hear anything until after nine, though, because they're usually out on Sunday until some time in the evening.
- Well, I shall be around whatever time they ring. Busy getting things ready for school tomorrow. And thanks again, Charles. It really is very kind of you to go to all this trouble.
- No trouble at all. Only too glad to help if I can.
- Well, thanks anyway. Bye-bye, Charles.
- Bye for now, Joan.

### Notes

*To do something the hard way* – to have difficulties to overcome. *Our lot* – our family. *A dead loss* – someone or something completely useless. *Keep half an eye on* – pay some attention to.

- ✓ Hôtels Particuliers
- ✓ Hôtels/Palaces
- ✓ Lieux d'exception
- ✓ Lieux Atypiques
- ✓ Appartements
- ✓ Lounges/Salons
- ✓ Bars/Clubs
- ✓ Restaurants
- ✓ Terrasses
- ✓ Galeries
- ✓ Musées
- ✓ Lofts



**Exercise 1.** Learn the dialogue by heart and carry it on with your classmate in class.



**Exercise 2. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.**

**Exercise 3. Remember the topical vocabulary.**

Golf – гольф; to play golf – грати в гольф; a round of golf – партія гольфу; golf ball – м'ячик для гольфу; to drive a golf – вести м'ячик; to putt a golf – загнати м'ячик в лунку; billiards – більярд; billiard-table – більярдний стіл; cueist – гравець на більярді; to play billiards – грати в більярд; game of billiard – партія в більярд.

**Exercise 4. Transfer the given information from the passages onto a table.**

№	Activity			
	Event	Where	When	Score
1.				



**Exercise 5. Translate the text into English and remember these facts.**

#### **Загальні правила користування готельними номерами**

У номері зазвичай на столі лежить листок з прейскурантом додаткових послуг (ціни на напої в мінібарі, прання та ін.) Чим вище категорія готелю, тим дорожче додаткові послуги.

Щоб здати білизну в прання, треба на спеціальному бланку відзначити, які операції з білизною будуть оплачені клієнтом, взяти в шафі спеціальний пакет (якщо є), покласти в нього білизну і заповнений бланк. Термінове прання збільшує тариф в півтора рази. Їжу і напої можна замовити в номер. Ці замовлення виконує служба *room – service*.

У класних готелях вона виконує замовлення цілодобово. За користування телевізором в номері додаткова плата не вноситься. Зазвичай частина програм підключена до кабельних каналів. На такому каналі трансляція протягом декількох хвилин ведеться безкоштовно.

Потім трансляція відключається. На екрані з'являється номер, який необхідно набрати для продовження трансляції. Подальший перегляд програми платний. Ці витрати будуть додані до рахунку за номер. Іноді пауза між безкоштовної і платної трансляцією не робиться. Час перегляду всієї програми автоматично включається в рахунок. У номері готелю іноді варто сейф. Перш ніж ним скористатися, необхідно у черговій дізнатися умови використання сейфа. Номер готелю відкривається ключем або за допомогою коду. Якщо вони втрачені, треба негайно поставити до відома адміністрацію готелю.

**Exercise 6. Make up the dialogue from the text «The Hotel» below and play it out in class.**

My car reaches the hotel where I want to put up. I get out and go to the hotel office. Here I ask if they can give me any accommodation. *Certainly*, answers the clerk, *we have got several rooms free. Would you like a suite or a single room?* he continues. I say I should like a bedroom with a bathroom attached. The clerk says he can give me such a room on the third floor. I ask about the price of the room. He informs me of it and soon everything is settled. I hand in my passport, fill in an arrival form and get the key of my room. Next I ask the hotel porter to carry my luggage to the room. He does as requested.

I look at my room. I like it very much. It is very comfortable. I can have a fine rest here. I ring for the chambermaid and inquire about the meals at the hotel restaurant.

Next I obtain information about the hairdresser, about where I can have my boots cleaned, etc. She answers all my questions. There is a lot of time before dinner and so I settle down quietly to rest.

**Exercise 7. Describe the pictures of the hotel interior.**

**Exercise 8. Retell about your own stay in any hotel and write a small essay.**





Other examples include the Emirates Palace in Abu Dhabi and the Al Husn Hotel at Shangri-la's Shangri-La Barr Al Jissah Resort and Spa Hotel in Oman. The Palazzo Versace on the Gold Coast in Australia is described by Australian Traveller magazine as meriting *six star* rating though level of rating is not used in Australia. The under development hotel Mansions of the World in Puerto Madero, Buenos Aires has also been announced as a six star hotel project. Seoul Park Hyatt in South Korea is also a six star hotel.

### **Seven star hotels**

There are only three hotels in the world that currently claim to hold a "seven star" ranking; the Burj Al Arab in Dubai, United Arab Emirates was the first, followed by the Grace International, in Bangkok, Thailand and Town House Galleria in Milan, Italy.

There are a few other seven star hotels currently under construction, however.

These include the Laucala Island in Fiji, Morgan Plaza to be finished in Beijing, China, the Flower of the East under construction in Kish, Iran, The Centaurus Complex under construction in Islamabad, Pakistan and the Pentominium, the Grand Chola in Chennai (India), a complex planned for Metro Manila & The Royalties Castle for Davao City in the Philippines.

### **Controversy**

The expansion beyond the traditional *five star* rating has led to commentators questioning if it is simply more puffery or sales hype.

The UK's Culture minister Kim Howells said that he was considering establishing a Government-endorsed standard to replace the many rating systems, which he said were *shambolic* & confused the consumer.

Hamish Arthur of the Australian Hoteliers Association (AHA) said the current system was confusing for many consumers; hotels were now reluctant to pay for an independent assessment when they could post equivalent self-ratings on accommodation websites.

Mr. Arthur said, consumers became confused when they saw two very different facilities rated the same – a serviced apartment and a hotel – and he thought some overseas visitors mistakenly booked 5-star facilities that didn't meet their expectations on arrival.

***Exercise 1. Make up the dialogue from the information given above and carry it on in class with your classmate.***

***Exercise 2. Translate the information.***

Готелі розрізняються по розташуванню щодо моря: Перший берегова лінія – це готелі, розташовані безпосередньо на березі моря. 2-а берегова лінія – це готелі, між територією і пляжем яких знаходиться дорога або променад.

***Exercise 3. Write a small essay on the topic with the help of add information from other sources.***

Since 2004, HOTREC and its associations have been working on bringing the hotel classification systems in the various European countries closer to one another. In 2009, 7 countries committed to apply almost identical criteria for their hotel classification and created the Hotelstars Union under the patronage of HOTREC. In 2011, the three Baltic countries and Luxembourg joined the Hotelstars Union, while in 2012 Malta was joining the system as the first Mediterranean country. In 2013 Belgium, Denmark and Greece were following to enter the Hotelstars Union.

***Exercise 4. Analyze the information, which is in the highlight, and use it in practice.***

***Exercise 5. Add some information & make up a small report and give a talk in class.***



## HOTEL RATINGS IN EUROPE

While an unexpected upgrade is welcome, it's rarely fun to be surprised by what's behind your hotel-room door. Enter hotel ratings, which attempt to assess hotels based on a predetermined set of objective criteria. The result: the awarding of stars and scores by myriad government, tourism, and independent authorities. If you've ever picked a French, Italian, or Spanish property for the number of stars it's received, you may know that European classifications are based on the existence (lack) of certain facilities & amenities such as elevators, bathtubs, and armchairs.

Unlike the subjective evaluations by guidebooks (think *charming & lovely*), European hotel ratings are designed to be objective and quantifiable – based on the number of languages the staff speaks, room size, and ventilation.

This sometimes leads to surprising results. The Parador de Granada, with its historic allure and stunning location in the Alhambra Gardens, is regularly ranked as one of the best hotels in Spain by T+L readers, but it receives only four stars, not five, under Spain's rating system, because it lacks conveniences such as an elevator and a swimming pool. Stars in Europe denote minimum standards for facilities and services provided; more stars = more amenities. Each country uses its own criteria. Consequently, three stars in England is not quite the same as three stars in Spain. Worse: three stars in Barcelona is not the same as three stars in Madrid or in Seville (each region of Spain adopts its own standards).

That's not likely to change. International standardization, often considered by government tourism departments, hoteliers, and independent organizations, will not occur until someone can account for differences in culture and geography – not everyone agrees on what makes a good bed, or whether bathrooms should have bidets. However, it's not just Europe. The United States doesn't have a unified system either.

In fact, the only national ratings are compiled by private companies. Mobil and AAA use hundreds of criteria – from carpet design to landscaping – to provide hotel ratings in North America (on scales of 1 to 5). And both send inspectors annually to confirm that properties – some 9,000 are reviewed by Mobil; 60,000 by AAA – maintain their standards.

However, even though the criteria are similar, the resulting ratings aren't always the same. Mobil gives Wynn Las Vegas four stars, while AAA gives it five diamonds. Does all this mean that hotel ratings are worthless?

The short answer is no. If you consider the limitations of the systems, you can often find a gem or a bargain. In some countries, there are tax incentives for taking a lower star rating, so a three-star hotel may actually be a four-star property in disguise.

In France, a hotel with fewer than seven rooms will never have a star – not even if it's bejeweled. Hegia, a 1746 stone farmhouse in the foothills of the Pyrenees, is a luxe rustic retreat; with only five guest rooms, though, it will always be *sans Etoile*.

There is no unified definition of a three-star hotel across Europe. Another thing: most of the ratings are provided by the government, and will be a quantitative measure used to determine the price range (the tax obligation) of a hotel. The ranges will overlap, so don't even look for that much consistency in price; a three star hotel may be more expensive than a four star, even in the same city. It depends. Just remember – the ratings on the outside of the building are based on an objective *facilities and services provided* assessment and are not in any way related to ambiance, charm or other subjective criteria.

## DIALOGUE

Mr. Jones goes up to the P.R. desk. Miss Burton, the P.R. director, looks up at him & smiles.

Good afternoon. Miss Burton. I'm Roy Jones. Here's my card. I was sent by *Traveller's Magazine* to write a story about hotels in this chain.

How do you do, Mr. Jones? Of course we always like favourable publicity. Why did you choose our hotels?

Your chain has a very good reputation, you know.

That's true. What ideas do you have in mind?

I want to tell things as they are and show why your hotel attracts more tourists. Is it because of your hospitality, service, comforts, entertainment, cuisine – or what? Will you take me around?

With pleasure.

I'm so glad that you speak English. You speak it very well.

Thank you. English lessons are given to all our employees, that is, if they want to learn the language.

What a good idea. I'll include that in my story. Americans and English people will feel comfortable here. Are you going to be busy later this afternoon?

Look at my schedule. In 15 min I have to listen to a new group of entertainers from England. They are called the *Chimpanzees*. They perform in our supper club, the Pink Cat. Haven't you heard them?

No, I haven't heard them myself, but I have read that they are very good.

Then at 2:30 there is a luncheon for advertising executives. Pictures must be taken. After that at 4:00 there is a tea and fashion show given for charity. I must arrange photographs of the society ladies and of the models.

Couldn't I help you on that exciting assignment?

I'd certainly like some help. I'll be here until nine o'clock. We have a lot of conventions, conferences, banquets, and meetings here.

That's what brings in the profits. When can we meet tomorrow?

How about 9.30? I have less work in the morning.

Fine. What about having a cocktail this evening when you have finished? We could begin our work in the bar. You can tell me what the ladies said.

Thank you, but my fiancé is calling for me at 9.15.

### Narration

Some hotels have public relations (P. R.) directors, who have various duties. They inform the public about the services & conveniences of the hotel & the important events that take place there. In some hotels, the manager or his assistants supervise publicity.

Presenting the proper *image* of the hotel to people is very important. Some hotels want the public to know that they are large, luxurious & have all modern conveniences. Other hotels want the public to think about them as being small, comfortable, less expensive, and typical of the country.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.**

## DIALOGUE

Mr. Jones arrives early to meet the P.R. director, Miss Burton.

- Hi! You're looking lovely this morning. How's everything?
- Fine, thanks. You Americans arrive on time, don't you? It's only a quarter past nine. When did you get up?
- I'll tell you when I got up, but don't ask me when I went to bed. This is a lively town at night, isn't, it?
- People say it is. How long are you staying here?
- Unfortunately I can stay only for a few days. I arrived the day before yesterday, February 12th, and I'll leave February 16th. I've been travelling for three months.
- That's a long time. Come. We have work to do. How about beginning at the bottom of the hotel and going to the top? Would you like to see the laundry with its modern equipment? The kitchen, with its new stoves and refrigerators, may interest some people. It's nice and clean there. You can take a photograph of the French chef with his tall white cap, working among his pots and pans. Perhaps he will bake one of his famous souffles for you.
- I could eat one now, because I haven't had breakfast yet. I think this side entrance with its pretty shops – the dress shops, the flower shop, jewellery shops – would make an attractive picture. The travel bureau, car rental agency, bookstores should interest clients too.
- And also the art gallery here, near the corridor. First look at the pictures in my files. You may like some of them.
- Oh, these pictures of the bars, with the barmaids and bartenders and entertainers, are great. They'll bring in the customers.
- O.K. Do you like these of the restaurants with the waiters and waitresses?
- Yes, their costumes are attractive. Can you lend me a few of these photographs? Some of these colour pictures of the garden, the terrace and the swimming pool are very pretty.
- Here's one of Ann Borden, the movie actress, near the pool. Here's one of the president of your country, giving a speech.
- Fine. Pictures must be taken of the manager, his staff, and one of the P. R. director.

### Narration

Some P. R. directors publish interesting bulletins about the events that occur in the hotel. Often these magazines have pictures of new and old employees and of those who have won awards for good service. Many hotels give a prize to the "employee of the month". P. R. director's work closely with the advertising agency of the hotel. One hotel advertised "Why come south for warmth if you get a cold shoulder at the reception desk?"

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

**Exercise 2. Answer the questions.**

1. Do you think a bulletin about activities of a hotel is a good idea? 2. What events happen in your hotel that you would write about? 3. How, or on what qualifications, is an *employee of the month* chosen? 4. Have you known anyone who has had his picture in the hotel magazine? 5. What does a *cold shoulder* mean? 6. In what newspapers and magazines is your hotel advertised? 7. What *image* does your hotel try to present to the public? 8. Are pictures of your hotel and people who stay there often in the newspapers? 9. Do you read advertisements in newspapers? 10. Do you think advertisement about the *cold shoulder* is a good one?

## HOTELS IN ENGLAND & IN THE USA

The hotels in England may be conditionally divided into several ranks. The most expensive ones are of Luxe rank and available only to Arabian shahs or millionaires.

The next rank includes the hotels of Charming Town House category, which combine good service and relatively low prices in comparison with the first category.

The next category includes relatively inexpensive hotels, which in London are situated mainly near big railway stations. The fourth category includes Boarding Houses, Bed and Breakfast (usually under the board B and B) and also small rural hotels – inns.

The cheapest way of residence – Youth Hostels, Youth Holiday Centres, Country Guest Houses. Value Added Tax, which equals 17.5% is added to the payment for residence. The cost of breakfast is often included in the payment for residence in England. There are two kinds of breakfast – modest continental breakfast (tea or coffee and a little bun with butter or jam) and solid English breakfast (starter is flakes with milk, juice and so on plus main course – fried eggs with lard and ham, tomatoes, white bread and so on).

In the USA and Canada prices for residence are a little bit higher than in England. Big hotels as a rule are situated in city centre. Except local hotels there are a number of companies with national network of hotels and restaurants (Hilton, Sheraton and so on). In big cities like New York, Chicago payment for residence is higher.

Many hotels give discount to businessmen (business-tariff). If you have a car it is cheaper to stay at motels. In hotels and motels restaurants not very often cost of breakfast is not usually included in cost of residence. In England tips as a rule are included in account in hotels and a number of restaurants (column Service Charge). In North America tips are not usually included in accounts. If tips are not included in America and England you should tip around 10-15% from an account. In pubs tips are not welcomed.

### ***Active vocabulary***

Ranks, to divide, to include, continental breakfast, prices for residence, equal, category, cost, to be available, situated, to add, local hotels, payment, to combine.

***Exercise 1. Read the text and pick up the essential details in the form of quick notes.***

***Exercise 2. Make the sentences below as true (T) if they give the message of the text, and false (F) if they change the message.***

1. The hotels in England may be conditionally divided into five ranks. 2. The most expensive ones are of Luxe rank. 3. They are not available to Arabian shahs or millionaires. 4. The next rank includes the hotels of Charming Town House category. 5. They combine good service and relatively high prices in comparison with the first category. 6. The next category includes relatively inexpensive hotels, which in London are situated mainly near big railway stations. 7. The fourth category includes Boarding Houses, Bed and Breakfast and also small rural hotels – inns. 8. The cheapest way of residence – Youth Hostels, Youth Holiday Centres, Country Guest Houses. 9. Value Added Tax, which equals 55% is added to the payment for residence. 10. The cost of breakfast is not included in the payment for residence in England. There are three kinds of breakfast. 11. In big cities payment for residence is lower. 12. Few hotels give discount to businessmen. 13. If you have a car it is cheaper to stay at motels. 14. In hotels and motels restaurants cost of breakfast is included in cost of residence. 15. In England tips are not included in account in hotels and restaurants.



East Lodge Country House Hotel

East Lodge Country House Hotel has a warm, friendly and welcoming atmosphere coupled with outstanding hospitality, making it a haven of peace and tranquillity.

With 12 recently refurbished executive and superior bedrooms, a two AA Rosette restaurant and convivial Garden Room bar, this luxurious award-winning hotel is the ideal place to escape from the hustle and bustle. The comfortable ambience of East Lodge is the perfect contrast to the more cosmopolitan feel of the large hotel bar and lounge.

Such is the unobtrusiveness of the surroundings and the friendly, relaxed, gentle care of the staff that you could be forgiven for spending lazy days here with the famous East Lodge Champagne afternoon tea and a good book.



Pen-y-Dyffryn Country Hotel

Pen-Y-Dyffryn Country Hotel specialise in relaxing short breaks, set in 5 acres of beautiful grounds a perfect retreat from the madding crowds. All bedrooms are individually furnished, several with Jacuzzi baths and private patios and the majority have spectacular south facing views over the gardens and surrounding hills. The established 2 AA Rosette restaurant offers a varied menu using locally sourced produce where possible, complimented by an extensive wine list concentrating on organic & New World wines. Golfing enthusiasts are entitled to 2-for-1 green fees at Oswestry (Mile End) golf course.





Blythwood Square hotel

Blythwood Square – Luxury Edinburgh hoteliers, The Town House Collection, have purchased one of Glasgow’s most famous historical buildings, the former Royal Scottish Automobile Club in Blythwood Square. The deal includes plans to sensitively convert the landmark property – built in 1823 – into a luxury 100 bedroom hotel, renovating the building to its former glory with conference facilities, restaurants, a bar and first class leisure club and spa. The hotel is due to open its doors in Summer 2009. All pre-opening enquiries should be directed to The Town House Collection head office.



Brandshatch Place Hotel & Spa

A sophisticated Georgian mansion built in 1806, Brandshatch Place stands proudly in 12.5 acres of lush countryside in the Garden of England. One of the finest country house hotels in Kent, its imposing architecture holds many pleasures in store. The thirty eight individually and beautifully furnished bedrooms offer all the latest modern features. To stimulate your appetite, try the stunning Restaurant, where a range of original English dishes enhanced with imaginative and delicate sauces, are served. The facilities at the Health and Leisure Club at Brandshatch include tennis, a gym, a swimming pool and a squash court or you can indulge yourself in the beauty salon and spa.

### Luxury Hotels Overview

Britain’s Finest Hotels features over 250 luxury hotels each sharing very high standards of food, service, accommodation and ambience. These 4 star and 5 star hotels, which have all been inspected, include boutique hotels, country house hotels, country hotels, castle hotels, golf hotels and spa hotels. There is good geographical coverage across the UK, so whether you are searching for Bristol hotels, Edinburgh Hotels, hotels in Cornwall or hotels in Scotland, you will find the right place to stay.

**Exercise 1. Analyze the Luxury Hotels Overview and render its contents in English.**

**Exercise 2. Add some information & make up a small report and give a talk in class.**



The Crown

Located on the Essex Suffolk Border, immortalised by John Constable the 18th Century English landscape artist, The Crown Stoke by Nayland has a reputation for making everyone feel welcome and has a simple passion for good service, comfort, food and wine all done in a relaxed unpretentious manner.

The boutique Hotel, quietly located to the rear of the property overlooking open countryside, has eleven luxury en-suite bedrooms individually designed and furnished, with handcrafted beds and Henderson Russell Furniture. Some are contemporary in design others in a country home style with Enchanted House iron bedsteads.

All have king size or super king size beds. Additionally some have French windows opening on to their own terrace. All have luxurious bathrooms either walk-in Matki showers, or baths with a power-shower or both! The choice of dining areas promises varying degrees of cosiness and privacy. The Kitchen sources, wherever possible, local produce for a regularly evolving menu and fishboard. A brigade of eleven chefs ensure the attention to detail found in the Hotel is maintained which has earned it 2 Rosettes.

Encompassing this and the remarkable collection of wine has made the Crown very popular locally, which is advisable to bear in mind when reserving a room.



Temple Sowerby House Hotel

Temple Sowerby House hotel is situated in the Eden Valley, an area of outstanding natural beauty between the English Lake District and the Pennines – a truly splendid spot to make your home for a few relaxing days. With just twelve individually styled bedrooms, this hotel is large enough to be professionally run, yet small enough to offer a friendly personal welcome. It's a charming house with no two rooms the same. Each bedroom has its own appeal and features, from cosy beamed rooms to high Georgian ceilings. The rooms are various in size, but all offer the same comforts. Temple Sowerby House is one of the few hotels and restaurants in Cumbria to have been awarded Two AA Rosettes for the quality, imagination and consistency of the food – so expect it to be good.



## BRITAIN'S FINEST HOTELS

They feature over 250 hotels each sharing very high standards of food, service, accommodation and ambience. These 4 star, 5 star and luxury hotels, which have all been inspected, include boutique hotels, country house hotels, country hotels, castle hotels, golf hotels & spa hotels. There is good geographical coverage across the UK, so whether you are searching for London, Bath or Devon hotels, you will find the right place to stay.

### Britain's Finest Small Hotels, Inns & Restaurants

They feature over 300 good & charming small hotels, inns and restaurants with rooms, which offer reasonable prices. This array of quality hotels has been specially selected by our team of travel experts & includes boutique hotels, country house hotels & coastal hotels. There is excellent geographical coverage across the Britain, so whether you are searching for small hotels in Wiltshire, Essex inns, or small hotels in Cumbria, you will find the right place to stay.

### Britain's Finest Bed & Breakfast

They feature over 600 luxury UK B&B, which are subject to strict assessment.

### Britain's Finest Museums & Art Galleries

They feature over 300 leading museums & art galleries ranging from science to natural history museums & from renaissance to modern art galleries; located across the UK.

### Britain's Finest Historic Houses

They feature over 250 outstanding historic houses, castles, stately homes & palaces ranging from National Trust, Scottish National Trust & English Heritage properties to houses that have been occupied by the same family for hundreds of years, many of whom are members of the Historic Houses Association. These historic houses possess wonderful & diverse architecture & often have excellent art collections on public display.

### Britain's Finest Gardens

They feature over 300 special gardens to visit throughout Britain, carefully selected by the gardener. Included are botanic to flower gardens, from topiary to rock gardens, from arboretums to woodland gardens, from sculpture to modern gardens & from walled to landscape gardens with restaurants & plant stores.

### Britain's Finest Spas

They feature over 250 of the best luxury spas in the UK. This collection of top spas & health spas has been specially selected & offer a wide range of treatments including massages, facials, body scrubs & water, cosmetic & wellness treatments. There is excellent geographical coverage across the Britain, so you will find the right spa treatment.



### **Britain's Finest Attractions**

They feature over 200 attractions. Take the children for a day of fun at Aquariums & Sea Life Centres, Sporting Museums, Steam Railways, Theme Parks & Adventure Parks, Wildlife Parks & Zoos. Enjoy the displays at Aviation Centres, Car & Transport Museums, Ships, Boats & Dockyards.

### **Britain's Finest Restaurants**

Britain's Finest restaurants, compiled by Andy Lynes who has written extensively about the British restaurant scene for publications in the UK & America, serve the best ingredients, freshly prepared by some of the country's most skilled and imaginative chefs.

The surroundings are often luxurious but always comfortable. Service is of the highest order; in larger establishments that could well mean an army of waiters presenting your food with a flourish, but equally it could be the wife of the chef providing professional, knowledgeable and friendly advice in a small family run quality restaurant.

### **Britain's Finest Golf Courses**

They include over 250 of the best UK golf courses.

This collection of golf courses has been selected by the golf expert Peter Godsiff & includes a range of top links, heathland & parkland courses. There is excellent geographical coverage across the Britain, so whether you are searching for a golf course in Scotland, Hampshire or Lancashire, you will find the right place to play.

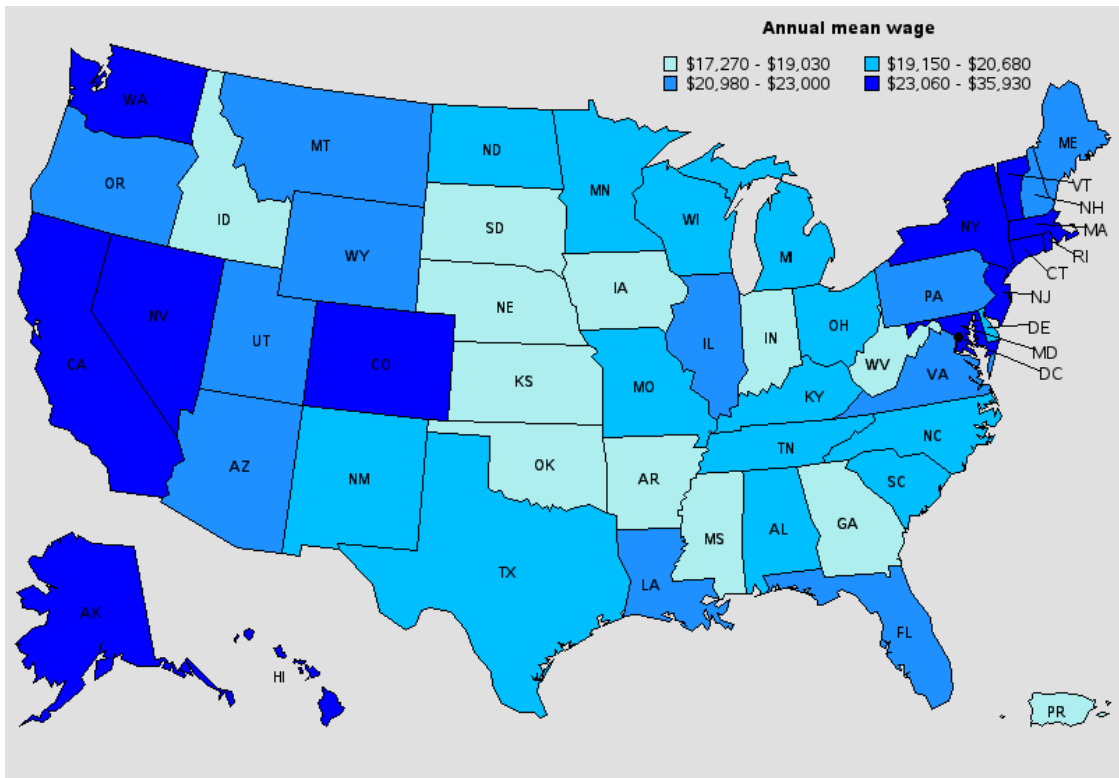
***Exercise 1. Analyze the information on Britain hotels and make up the report on the topic.***

***Exercise 2. Render the contents of Small Hotels / Inns Overview.***

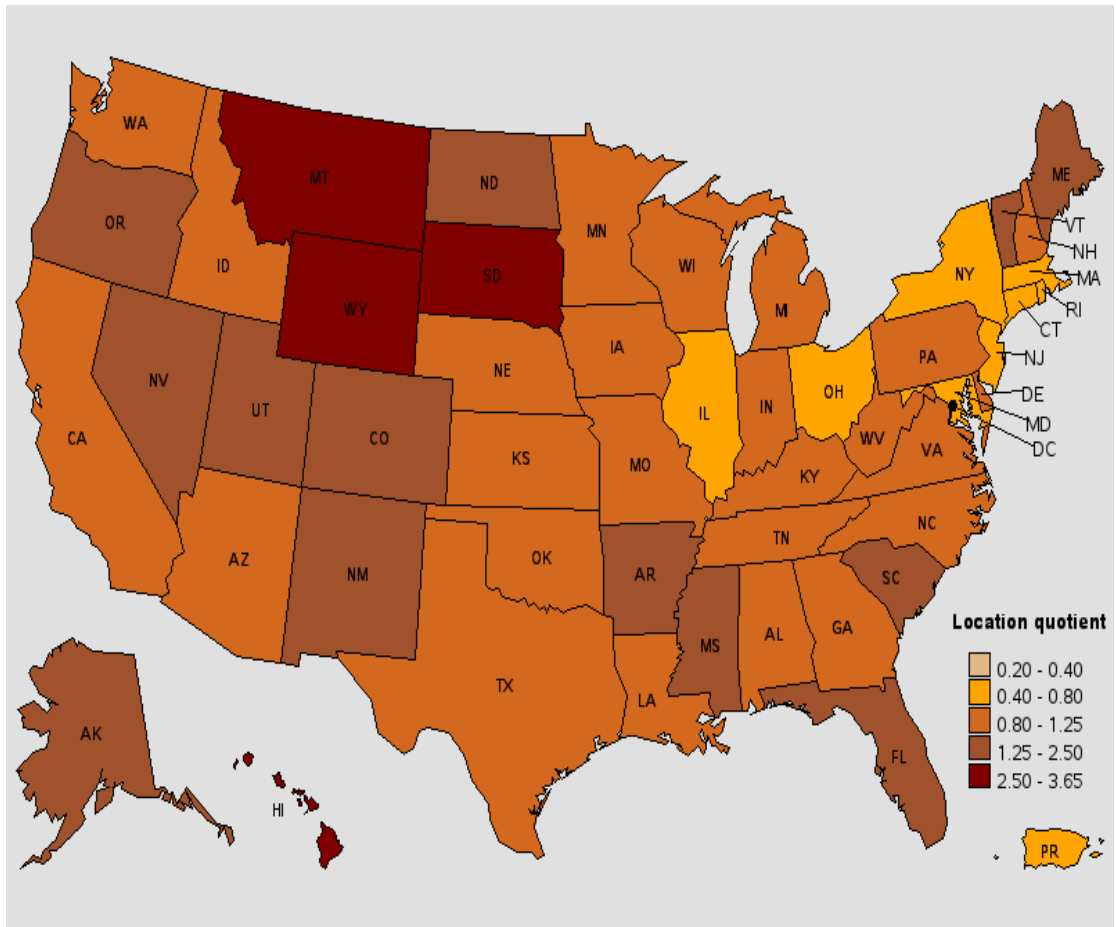
Britain's Finest Small Hotels & Inns features over 300 charming and good small hotels, inns and restaurants with rooms all of which which share reasonable prices and comfortable accommodation. This array of quality small hotels and inns has been specially selected by our team of travel experts and includes boutique hotels, small country house hotels and coastal small hotels. There is strong geographical coverage across the United Kingdom, so whether you are searching for small hotels in Surrey, Lancashire inns, or small hotels in Wales, you will find the right place to stay.

***Exercise 3. Add some information from various sources and write a small essay on the topic.***





Annual mean wage of hotel, motel, resort desk clerks, by state, May 2012 (blank areas indicate data non available)



Location quotient of hotel, motel, resort desk clerks (blank areas indicate data non available)



## HOTEL CLASSIFICATION SYSTEMS

The grouping together of hotels providing a given range of services and facilities is an inexact science. The distinction between availability and quality is often blurred.

Early hotels and inns were little more than an available bed and something barely palatable to eat. The emergence of tourism in the latter half of the 19th century brought with it an improvement of the standards of the early inns. Some pressure was placed on these facilities to offer some minimum standards where the consumer was able to identify a property with specific amenities.

The rating system emerged out of efforts by the Automobile and cycling clubs in Europe, who in their tour books displayed hotels, which they recommended to their membership, based on the guaranteed facilities, which these hotels/inns offered. This led to the establishment of rating systems such as the Automobile Association (AA) & its American counterpart the (AAA) & the Michellin tyre company's – Michellin Red Guide & other mobile guides.

After World War II National Tourist Boards began to consider some form of hotel registration / classification system. There was some difficulty in doing so.

By 1970 only five European countries had national classification systems, by 1980 this number increased to 22 European countries and 60 countries worldwide. The criteria applied by the classification systems were, and still are not uniformed. There were various meanings attached to registration, classification and grading.

**Registration:** Form of licensing which, may or may not demand a minimum standard. Signifies some conformation with health fire safety legislation. Implies minimum criteria.

**Classification:** separation of different types and ranges of accommodation into several categories based on a range of criteria. Hotel accommodations can allow for 5-7 categories to be applied. – Other forms of accommodation: motels, guest-houses & self catering apartments seldom justify more than two or three classes.

**Grading:** Often combine with classification, this is a quality assessment awarding a symbol to denote an above average service to an accommodation facility. Green globe classification systems for environment.

### Popular Classification Systems

Travel Industry classification system ratings are deemed as being comparable around the world, making it easier for professionals in the travel trade. Ten Quality levels, which can be divided as follows:

#### **Deluxe**

Super Deluxe, Deluxe, Moderate Deluxe.

#### **First Class**

Superior First Class, First Class, Limited Service First Class, Moderate First class.

#### **Tourist**

Superior tourist class, tourist class, moderate tourist class.

### These rating combine two elements

- Quality of quest accommodations: room size, quality of furnishings.
- Extent of hotel facilities: number and size of public rooms and meeting facilities.

**Exercise 1. Choose the keywords and phrases that best convey the gist of the information.**

**Exercise 2. Translate the text on the hotel classification into English and remember these facts.**

У готелях допускають досить вільне трактування необхідного відповідно до категорії *зірковості* набору послуг. Класифікація виключно в якості орієнтира.

**Готелі категорії 1 \***

Стандартний двомісний номер має бути приблизно 8-10 кв.м. У номері шафа або вішалка, стільці, умивальник, дзеркало, по два рушники на кожного постояльця. Щоденне прибирання, зміна білизни повинна відбуватися кожні 7-8 днів, рушників – кожні 3-4 дні. Не менше двох ванних на поверх і один туалет не більше ніж на п'ять кімнат.

**Готелі категорії 2 \***

Все те ж саме, що в готелях 1\*, тільки зміна білизни проводиться кожні 6 днів. Туалет і ванна кімната зазвичай знаходяться в номері. У готелі також повинні знаходитися ресторан або кафе, а також пропонуватися варіанти харчування .

**Готелі категорії 3 \***

Починаючи з категорії 3\* і вище в кожному номері обов'язково повинні бути присутніми туалет і ванна кімната, туалетний столик, підставка для багажу, радіо і т.д.

Номери більшої частини тризіркових готелів, за винятком найдешевших, мають телевизор, кондиціонер. Підлоги в них, як правило викладені плиткою. Зміна постільної білизни відбувається 2 рази на тиждень. Рушники міняють щодня. З парфумерних приладдів Вам запропонують тільки мило. У деяких готелях можна взяти напрокат праску. На території готелю може розташовуватися: автостоянка, басейн (в курортних готелях) ресторан, перукарня, бізнес-центр, обмін валют. Персонал готелю одягнений у формений одяг, що має поділ по службах. Кімнати від 10-12 кв.м.

**Готелі категорії 4 \***

Все, що в готелях 3\*, плюс: як правило, міні-бар, індивідуальний кондиціонер, телефон, сейф, фен, шампунь, гель для ванної в кожному номері (видаються зазвичай в день заїзду). Щоденна зміна постільної білизни та рушників. Надаються такі послуги як прання, прасування, і чищення одягу (при цьому мінімальний час замовлення – доба). Прайс лист можна дізнатися на reception. У номер подається меню сніданку. На території готелю знаходяться: салон краси, спортивно-оздоровчий центр, оренда автомобілів, ТВ – салон, музичний салон, ігровий і конференц-зали, ресторан, сауна, плавальний басейн, і т.п. Площа кімнат, як правило, не менше 13 кв.м.

**Готелі категорії 5 \***

Те ж , що і в готелях 4 \*, але на більш якісному рівні. А також іноді другий санвузол в номері і телефонний апарат у ванній кімнаті. Номери не менше 16 кв.м. У готелях 4\*-5\* передбачається наявність сьютів (апартаментів), декількох ліфтів, всіляких додаткових послуг типу пральні, хімчистки, подачі сніданку і пізньої вечері в номер, обміну валюти, виклику таксі, продажу газет, сувенірів і так далі. У ряді країн існує альтернативна класифікація готелів. У Туреччині існує система клубних готелів (Holliday Village), які діляться на:

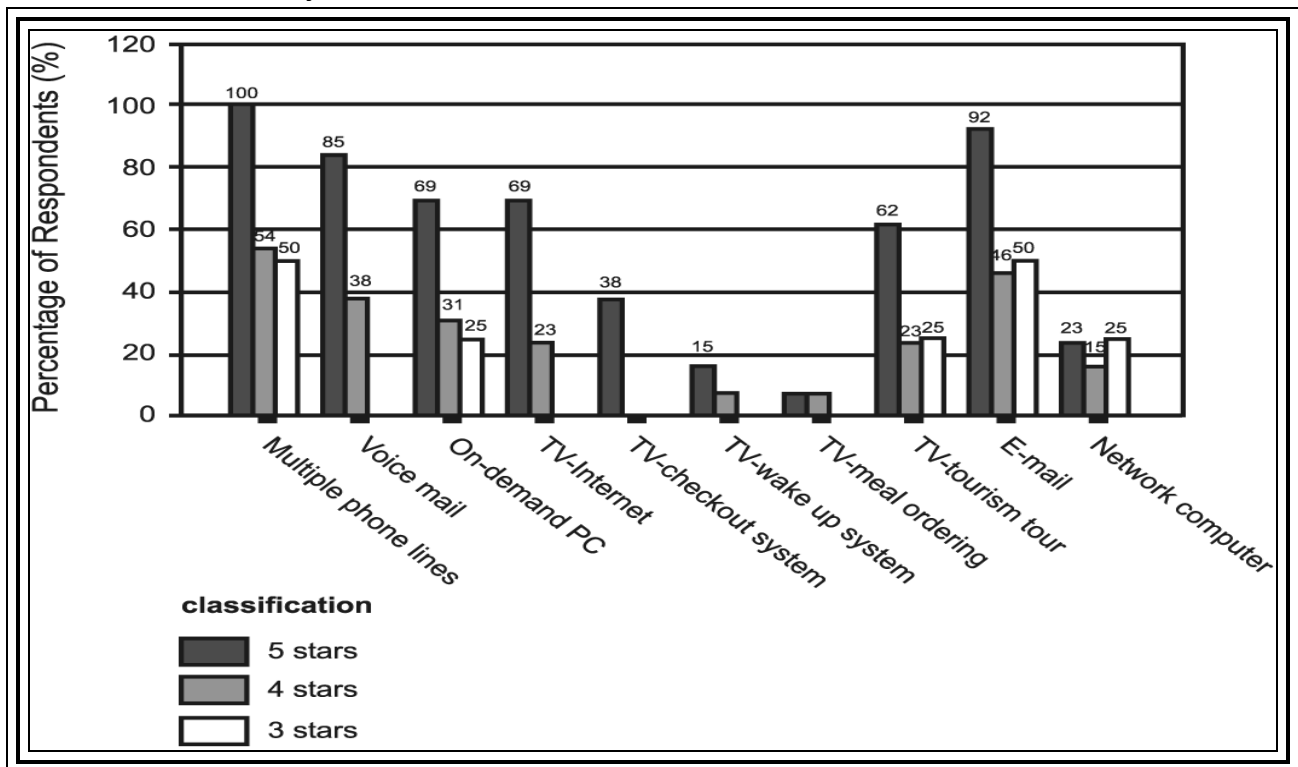
**HV1** – Готель клубної системи першої категорії з розміщенням в котеджах. Приблизно відповідає 3-4 -х зіркових. Відрізняються гарною анімацією, великою озелененою територією, але номери невеликі.

**HV2** – Клубний готель нижчою 2-ої категорії.

**Exercise 3. Characterize each category of hotels briefly in English. Give the main features of popular classification systems.**

Hotel Complete Hotel Classes	
1	B&B
2	Roadside Motel (<20 Rooms)
3	Value/Moderate – Low
4	Extended Stay – Low
5	Value/Moderate/Extended Stay – Mid
6	Value/Moderate /Extended Stay – High
7	Limited Service – Low
8	Limited Service – Mid
9	Full Service – Low
10	Limited Service – High
11	Full Service – Mid
12	Boutique/Resort
13	Full Service – High
14	Luxury Resort
15	Luxury
16	Classic Luxury

**Exercise 4. Analyze the table above and below.**



## CLASSIFICATION OF HOTELS

In the year 2000 the hotel classification system was established in Iceland, giving all lodging facilities in Iceland the opportunity to be classified. The star rating system has, without a doubt, been an important factor in building up quality tourism in Iceland – not only in reference to hotels and guesthouses, but the domestic travel industry as a whole. The classification is voluntary and is in the charge of The Icelandic Tourist Board.

The classification in Iceland is based on the Danish system from HORESTA that was established in 1997. The Danish system is also the blueprint for similar systems in Greenland, The Faroe Island, Sweden, Estonia, Latvia & Lithuania. The countries involved have formed cooperation under the name Nordic-Baltic Classification.

The criteria is divided into five categories, i.e. 1, 2, 3, 4 or 5 stars. It is by no means an all-embracing assessment of the quality of the accommodation in question, the classification is solely based on factors, which can be objectively measured, regarding offered service, public areas and the interior of the rooms. The grading consists of more than a 120 different items which are verified at least once every year to ensure that the hotels consistently meet the requirements of their current classification.

The criteria is subject to annual review to that it reflects the market's development and customers' requirements **for star rating:**

### **One star**

All rooms are equipped with a washbasin and there is at least one bathroom for every 10 rooms. There is access to a public telephone, breakfast is available and guests can come and go any time of the day or night.

### **Two stars**

In addition to the one-star facilities, there is a telephone booth or a public telephone where the guests can speak in privacy. There is a bar or service counter where it is possible to buy light refreshments, as well as a dining room where breakfast is served, and other meals depending on circumstances. The rooms may be equipped with a private bathroom, but this is not obligatory.

### **Three stars**

In addition to the class above, all rooms are equipped with private bathroom, telephone, television, radio, and desk. There is a service counter open during the day and it is possible to buy small items, reading material etc. Goods and services can be paid for by credit card. There is a lift in the building, if guest rooms are on three or more levels above the reception.

### **Four stars**

In addition, there are easy chairs in all rooms, TV with remote control, satellite channels and a movie or video channel. There is room service day and night, or a minibar, and *a la carte* restaurant, and breakfast can be ordered in guest's rooms. There is a laundry service. There is a lift in the building, if the guest rooms are two or more levels above the reception.

***Exercise 1. Give the list of sky events & provide their short description in the form of notes.***

***Exercise 2. Analyze the information, which is in the highlight, and use it in practice.***

***Exercise 3. Add some information & make up a small report and give a talk in class.***



### **Five stars**

In addition, the interior decor is luxurious. There are safe compartments in the rooms. There is a lift, if the building has more than one floor. Meals can be ordered in rooms until 23:00. Secretarial services can be provided. There is an indoor swimming pool or an exercise facility with professional staff. There is a shop on location where gifts and souvenirs may be purchased and guests' luggage can be taken to their rooms.

The classification is based on factors, which can objectively be measured.

Nevertheless there are other important factors to be valued when marketing lodging facilities, and which the criteria doesn't involve, such as:

- View and/or surroundings.
- Friendly atmosphere.
- Special architecture.
- Walking paths in the neighbourhood.
- Service in the vicinity.
- Location.
- Access for travelers with disabilities.
- Playground for children.

### **AA rating system (British System)**

This system focuses on a consumer's perspective on accommodation properties.

The objective was to introduce a classification system easily understood by the consumer. This system is part of the description of properties seen in travel books. The American version is the AAA system. Minimum Requirements for AA Recognition

#### **One Star Hotels**

Hotels in this classification are likely to be small & independently owned, with a family atmosphere. Services may be provided by the owner & family on an informal basis.

There may be a limited range of facilities and meals may be fairly simple. Lunch, for example, may not be served. Some bedrooms may not have en suite bath/shower rooms.

Maintenance, cleanliness & comfort should be of an acceptable standard.

#### **Two Star Hotels**

In this classification hotels will typically be small to medium sized and offer more extensive facilities than at the one star level. Some business hotels come into the two star classification & guests can expect comfortable, well equipped, overnight accommodation, usually with an en-suite bath/shower room. Reception and other staff will aim for a more professional presentation than at the one star level; offer a wider range of straightforward services, including food and drink.

#### **Three Star Hotels**

At this level, hotels are usually of a size to support higher staffing levels, a significantly greater quality and range of facilities than at the lower star classifications.

Reception and the other public rooms will be more spacious and the restaurant will normally also cater for non-residents. All bedrooms will have fully en suite bath & shower rooms and offer a good standard of comfort and equipment, such as a hair dryer, direct dial telephone, toiletries in the bathroom. Some room service can be expected, and some provision for business travelers.

### **Four Star Hotels**

Expectations at this level include a degree of luxury as well as quality in the furnishings, decor and equipment, in every area of the hotel. Bedrooms will also usually offer more space than at the lower star levels, and well designed, coordinated furnishings and decor. The en-suite bathrooms will have both bath and fixed shower.

There will be a high enough ratio of staff to guests to provide services like portering, 24-hour room service, laundry and dry-cleaning. The restaurant will demonstrate a serious approach to its cuisine.

### **Five Star Hotels**

Here you should find spacious and luxurious accommodation throughout the hotel, matching the best international standards. Interior design should impress with its quality and attention to detail, comfort and elegance. Furnishings should be immaculate. Services should be formal, well supervised and flawless in attention to guests' needs, without being intrusive. The restaurant will demonstrate a high level of technical skill, producing dishes to the highest international standards. Staff will be knowledgeable, helpful, well versed in all aspects of customer care, combining efficiency with courtesy.

### **Red Star Awards**

AA star classifications are usually depicted in black on signs & in the AA's guides and electronic products. However, at each of the five classification levels, the AA recognizes exceptional quality of accommodation & hospitality by awarding Red Stars for excellence.

A hotel with Red Stars, therefore, has been judged to be the best in its star classification & recognizes that the hotel offers outstanding levels of comfort, hospitality & customer care.

### **Country House Hotels**

Country House Hotels offer a relaxed, informal atmosphere, with an emphasis on personal welcome. They are usually, but not always, in a secluded or rural setting should offer peace and quiet regardless of location.

### **Town House Accommodation**

This classification denotes small, personally run hotels, which afford a high degree of privacy, concentrate on luxuriously furnished bedrooms and suites, with high-quality room service rather than the public rooms or formal dining rooms associated with hotels, but they are in areas well served by restaurants. All fall within the 4 or 5 Star classification.

### **Travel Accommodation (Lodges)**

This classification denotes budget accommodation, suitable for an overnight stay usually in purpose-built units close to main roads and motorways, often forming part of motorway service areas. They provide consistent levels of accommodation and service, matching today's expectations.

### **Guesthouse / Private Hotels**

The term guest-house can lead to some confusion, particularly when many include the word hotel in their name. For AA purposes, small and private hotels are included in this category when they cannot offer all the services required for the AA hotel star rating system. The term does not imply that guest-houses are inferior to hotels, just that they are different. Many, indeed, offer a very high standard of accommodation.

Some guesthouses offer B&B only, so guests must go out for the evening meal. These facilities should state clearly if there are any restrictions to access to the house, whether they offer any meals. This should be communicated to the customer when booking.

### **Farmhouse**

Farmhouse accommodation is particularly noted for being relatively inexpensive and cosy, with good home cooking where appropriate. Some are working farms. Guest are at times allowed to participate or view farm activities, there are cases where guest accommodation is run as a separate concern from the farm; visitors are discouraged from venturing on to the working land. Standards will vary considerably, some of farmhouses are grand ex-manor houses furnished with antiques & offering a stylish way of life, whereas others offer more simply furnished accommodation; in others guests may have to share the family bathroom & sitting/dining room.

### **Pubs & Inns**

We all know what we can expect to find in a traditional inn a cosy bar, a convivial atmosphere, decent beer and pub food. Nevertheless, there are a few extra criteria, which must be met for the AA classification: breakfast is a must, in a suitable breakfast room, the inn should serve at least light meals during licensing hours. A number of small, fully licensed hotels are classified as inns; the character of the properties will vary according to whether they are traditional country inns or larger establishments in towns.

### **AA Rosette Awards**

The AA makes annual rosette awards on a rising scale of one to five for the quality of food served in restaurants & hotel restaurants. Only those offering the highest international standards of cuisine & service will merit the AA's top awards of 4 or 5 rosettes.

### **Outstanding Quality (5 & 4 Rosettes)**

Five rosettes is the supreme accolade, made to chefs at the very top of their profession. This award recognizes superlative standards of cuisine at an international level, evident at every visit in every element of the meal. Creativity, skill and attention to detail will produce dishes cooked to perfection, with intense, exciting flavours in harmonious combinations and faultless presentation. Menus may be innovative or classical, and may use luxury ingredients like lobster, truffles, foie gras, etc. often in unexpected combinations and with secret ingredients that add an extra dimension of taste and interest.

At this level, cuisine should be innovative, daring, highly accomplished and achieve a noteworthy standard of consistency, accuracy and flair throughout all the elements of the meal.

Excitement, vibrancy and superb technical skill will be the keynotes.

### **High Quality**

Only cooking of the highest national standard receives three or more rosettes. Menus will be imaginative; dishes should be accurately cooked, demonstrate well-developed technical skills and a high degree of flair in their composition. Ingredients will be first-class, usually from a range of specialist suppliers, including local produce only if its quality is excellent. Most items – breads, pastries, pasta, petits fours – will be made in the kitchens, but if any are bought in, breads, the quality will be excellent.

### **Good Quality (2 & 1 Rosettes)**

Two rosettes denote cooking that displays a high degree of competence on the part of the chef. The menus should include some imaginative dishes; making use of very good raw ingredients, as well as some tried & tested favourites. Flavours should be well balanced & complement or contrast with one another, not over-dominate. One rosette denotes simple, carefully prepared food, based on good quality, fresh ingredients, cooked in such a way as to emphasize honest flavours. Sauces and desserts will be homemade and the cooking will equate to first-class home cooking.

### **Restricted Service**

Some hotels operate a restricted service during less busy months. This may be a reduction of the restaurant service, or some leisure facilities may be unavailable.

### **No Dogs**

No dogs allowed in bedrooms. Guide dogs for the blind may be accepted as an **exception to this rule. However, even where hotels allow dogs, they may exclude some** breeds, may exclude dogs from certain areas of the hotel, especially the dining room. It is essential to check the conditions before booking.

### **Night Porter**

At some hotels, the night porter may be there only between certain hours or on certain nights. However, four and five star hotels must have a night porter always on duty.

### **Entertainment**

Indicates that entertainment should be available at least once a week throughout the year. However, some hotels may provide entertainment in the summer season or at other specified times, so even if the entry indicates nothing, it is worth checking when you book.

### **No children**

This indicates that children cannot be accommodated. A minimum age may be specified (No children 4yrs – no children under four years old). If this does not appear in the entry, it means that the hotel will accommodate children, but may have no special facilities for them (no cots or high chairs). It is essential to check when booking.

### **Special Facilities for Children**

Indicates establishments with special facilities for children, which will include baby intercom or possibly baby-sitting, playroom or playground, laundry facilities, drying & ironing facilities, cots, high chairs & special meals.

### **Conference Facilities**

Denotes that conference facilities are available with maximum numbers that can be accommodated theatre, classroom, boardroom style and the minimum overnight delegate rate.

### **Facilities for Travellers with Disabilities**

Intending guests with any form of disability should notify proprietors in advance so that arrangements can be made to minimize difficulties in the event of an emergency.

### **Meals**

Details of the style of food, last dinner orders, and likely price range are given. V meals indicates that a choice of vegetarian dishes is normally available.

In some parts of Britain, particularly in Scotland, high tea (a savoury dish, followed by bread and butter, scones, cake, etc.), is served in the early evening instead of dinner. However, the alternative of dinner may be available on request. The last time at which high tea or dinner may be ordered is shown, but there may be some variation at weekends. On Sunday, some hotels serve the main meal at lunchtime, and only a cold supper in the evening.

### **Morning Coffee / Afternoon Tea**

Indicates that morning coffee and/or afternoon tea are served to chance callers. All four and five star hotels serve morning coffee, normally, afternoon tea to resident guests.

### **Credit & Charge Cards**

The payment policies of hotels should be made clear to patrons on the point of booking. Not all hotels will accept travellers' cheques, even those from leading banks and agencies. If a hotel accepts credit or charge cards, the information is shown in its entry. It is advisable to publish and notify customer the policy regarding the use of credit cards.

### **Booking & cancellation procedures**

These should be noted to all customers, inclusive of confirmation numbers.

The cancellation policy of the facility also have to be clearly stated.

### **Complaints**

Crisis management procedures is a must especially in the case of guest complaints. Fire and bad weather.

### **Smoking Regulations**

Hotel should state clearly its policy on smoking. Ensure that where smoking is allowed there are designated areas for non-smokers inclusive of rooms away from smokers.

### **Licence to Serve Alcohol**

Most Hotels and other accommodations with bars are licensed to serve alcohol. On many properties this permission is clearly stated on entry to the bar area. Where there are exclusions for minors under 18 or 21 this should be pointed out to the relevant patrons.

The **AAA system** has some variation in the classification system from the **English system**. There are some notable conditions for the rating system of the AAA. Only establishment, which are non-residential (transient) operations qualify for AAA approval.

Other specifications are as follows:

- A responsible person must always be readily available. While a management representative is not required to be in office around the clock there should be a notice where someone can be reached.
- If the office is closed at night a night bell or similar device is required outside the office door. The exception is in a B and B or a country inn.
- In-coming telephone calls should receive and deliver messages immediately to guest 24 hours a day.
- If an answering machine is used after hours, an alternative number must be available so that emergency messages can be immediately relayed to guest.
- B&B home stay properties that are exclusively time share operations would not be listed.



## **Caribbean National / Regional Classification Systems**

The advantage of adopting international classification system is that the travel trade and international consumers can easily recognize the codes and or ranking systems developed.

Consumers expect certain accommodation standards regardless of the locations of the property. Another arguments point to the difficulty of regional properties to receive top international rankings because of the geographical/climatic location of their properties.

Beachfront properties may find it more durable and rational to have tiled floors rather than plush carpets. For those destinations, challenging themselves to adopt a national classification system the following guidelines can prove useful.

Classification systems developed by governments are usually designed to set:

- minimum operational standards;
- counteract generalizations in international standards, which ignore difference in climate, geography, variance in hotel legislation;
- offset the cost of training and maintaining inspectors who qualify to international standards and ensure standardization in inspection.

### **National Systems are designed to be**

Simple. Assist government planning by supplying statistics on occupancy of varying classes of accommodation and identifies the need to develop more of a particular category of establishment. Aid in the marketing strategy as it provide a profile of the tourist who stay are particular establishment (small hotels vs resorts):

- a. assist hotels to target their promotions to selected group;
- b. encourage hoteliers to improve standards & range of facilities by pinpointing weaknesses in their operating systems & services;
- c. eliminates bad properties which impacts negatively on the reputation of the destination and of the better hotels

### **The effectiveness of national systems**

- The systems should be designed in close collaboration with government agencies, National Tourism Organizations and Hotel Associations.
- The requirements of the system should be clear and periodically reviewed.
- Provisions should be made for special types of accommodations e.g (Paradores, guesthouses, and villas, camps and apartments.
- The establishment of penalties for non-compliance.
- The independence of the classification systems from the system of hotel taxation (best that taxation systems are based on performance rather than categories).
- Establishment of methods inspection and classification.
- A separate assessment for the standard of cuisine.

***Exercise 1. Analyze various classification systems, compare them & explain the score of the effectiveness of national systems.***

***Exercise 2. Read the passage & answer the question: What are National Systems designed to be?***

***Exercise 3. Add some information & make up a small report and give a talk in class.***

***Exercise 4. Read the information & pick up the essential details in the form of quick notes.***

★	<b>Acceptable</b> Meets customers' minimum requirements.	★★★★★	<b>Exceptional</b> Among the best available in New Zealand.
★★	<b>Good</b> Exceeds the minimum quality requirements.	★	<b>Half Star</b> Star rating can also be awarded in half-ratings.
★★★	<b>Very good</b> Good to very good quality facilities and services.	Exclusive	<b>Outstanding</b> The very best available in New Zealand.
★★★★	<b>Excellent</b> Consistently achieves high quality levels.	Endorsed	<b>Endorsed</b> Meets or exceeds tourism quality standards. Applies to Activity, Services and Transport businesses.

Quality Assured Rating System

0-9 POINT	10 - 19 POINTS	20 - 29 POINTS	30 - 44 POINTS	45 - 59 POINTS	60 - 74 POINTS	75+ POINTS
↓	↓	↓	↓	↓	↓	↓
0	1	2	3	4	5	6
Star	Star	Star	Star	Star	Star	Star
Assessed	Minimum Practice	Average Practice	Good Practice	Best Practice	New Zealand Excellence	World Leadership

New Zealand Green Building council



7 star hotels

## HOTEL CLASSIFICATION IN DENMARK

Denmark has an official star-classification of the approx. 500 hotels that are members of the Danish Hotel Industry's Central Organisation of Hotels, Horesta, and the same star principle applies to holiday centres. The classifications are based on objective criteria.

An optional classification of conference facilities at hotels and holiday centres is available. The official classification of hotels is being used only for the approx. 500 hotels that are members of the Danish hotel industry's central organisation of Hotels, HORESTA and that have more than 40 rooms.

The hotels are classified with 1,2,3,4 or 5 stars on the basis of objective criteria, the most important of which are listed below. The blue-red sign on the front of the hotel show the present number of stars awarded (in yellow). Satisfactory cleaning and maintenance are basic requirements for all fice categories. A hotel without a restaurant that is classified 1-3 stars is referred to as a "Hotel Garni". All rooms have a hand-basin with hot and cold running water, with heating. There is at least one bathroom and toilet per 10 rooms for communal use, as well as a telephone. Breakfast is available. Guests are able to enter and leave the hotel around the clock.

\*\*

In addition to the above, the hotel offers the following: Telephone box, or suitable sound-proofing for a communal telephone. Bar, or other amenity for the purchase of refreshments as well as separate room for serving breakfast — and possibly other meals. At least 30% of the rooms have private bath/toilet.

\*\*\*

In addition to the above, the hotel offers the following: All rooms have their own bath and toilet, as well as telephone, TV, radio and writing desk. Reception is staffed during day hours and it is possible to purchase tobacco, toilet articles, etc. Credit cards are accepted. Lift if the hotel has more than two floors. A PC with access to the net is available to the guests. Hotels of some size offer no-smoking rooms.

\*\*\*\*

In addition to the above, the hotel offers the following: at least one comfortable chair per bed. TV with remote control, international channels and film or video service. At least 25% of the rooms have access to the INTERNET. Round-the-clock reception, a la carte restaurant, bar and room-service breakfast. Mini-bar in all rooms, or round-the-clock room service with refreshments.

Laundry and dry cleaning facilities.

\*\*\*\*\*

In addition to the above, the hotel offers the following: Luxuriously appointed.

Rooms with safe-box & air-conditioning, with suites available. All rooms have access to the Internet. Bedcover removal in the evening. Round-the-clock room service with refreshments, with meals being served until 11 p.m. Secretarial services. Lift if there is more than one floor; indoor swimming pool, or professionally staffed fitness centre. Porter service & sale of gifts. Hotels with a classification of at least three stars can choose to have their conference facilities graded on the basis of a special set of criteria. Many hotels have meeting rooms available. However, the classification criteria for conference and facilities are very comprehensive and consequently the classification has only three categories: 3, 4 or 5 stars. Hotels may offer business facilities suitable for ordinary meetings even if their conference facilities have not been classified.

## CLASSIFICATION OF HOTELS IN INDIA



Classification is based on many criteria and classifying hotels into different types is not an easy task. The hotel industry is so vast that many hotels do not fit into single well-defined category. Industry can be classified in various ways, based on location, size of property etc. The main hotel chains of India are: The Taj Group of Hotels, the Oberoi Group and ITC Welcome group. Some of the international chains are Hyatt, Marriott, and Le Meridien etc. these properties have come up in India now.

### **Based on location**

**City center:** Generally located in the heart of city within a short distance from business center, shopping arcade. Rates are normally high due to their location advantages. They have high traffic on weekdays and the occupancy is generally high.

Example: Taj Mahal, Mumbai

**Motels:** They are located primarily on highways, they provide lodging to highway travelers and also provide ample parking space. The length of stay is usually overnight.

**Suburban hotels:** They are located in suburban areas, it generally have high traffic on weekend. It is ideal for budget travelers. In this type of hotel rates are moderately low.

**Airport hotels:** These hotels are set up near by the airport. They have transit guest who stay over between flights.

**Resort hotels:** They are also termed as health resort or beach hill resort and so depending on their position and location. They cater a person who wants to relax, enjoy themselves at hill station. Most resort work to full capacity during peak season. Sales and revenue fluctuate from season to season.

**Floating hotels:** As name implies these hotels are established on luxury liners or ship. It is located on river, sea or big lakes. In cruise ships, rooms are generally small and all furniture is fixed down. It has long stay guest.

**Boatels:** The shikaras of Kashmir and Kettuvallam of Kerala are houseboats in India, which offers luxurious accommodation to travelers.

**Rotels:** These novel variants are hotel on wheel. Our very own *palace on wheels* and *Deccan Odessey* are trains providing a luxurious hotel atmosphere. Their interior is done like hotel room. They are normally used by small group of travelers. If you've never tried Rotel dip before, then you're missing out. Then again, perhaps you've tried Rotel dip and just didn't know the secret ingredient.

### **Based on Size of Property**

The main yardstick for the categorization of hotel is by size the number of rooms available in the hotel.

- **Small hotel:** hotel with 100 rooms and less may be termed as small hotels.
- **Medium sized hotel:** hotel which has 100-300 rooms is known as medium sized hotel.
- **Large hotels:** hotel which have more than 300 rooms are termed as large hotels.
- **Mega hotels:** are those hotels with more than 1000 rooms.
- **Chain hotels:** these are the group that have hotels in many number of location in India and international venues.

### **Based on the Level of Service**

Hotels may be classified into economy, luxury hotels on the basis of the level of service they offer.

- **Economy/ Budget hotels:** These hotels meet the basic need of the guest by providing comfortable and clean room for a comfortable stay.
- **Mid market hotels:** It is suite hotel that offers small living room with appropriate furniture and small bed room with king sized bed.
- **Luxury hotels:** These offer world class service providing restaurant and lounges, concierge service, meeting rooms, dining facilities. Bath linen is provided to the guest and is replaced accordingly. These guest rooms contains furnishing, artwork etc. prime market for these hotels are celebrities, business executives and high ranking political figures. Example: Hyatt Regency, New Delhi

### **Based on the Length of Stay**

Hotel can be classified into transient, residential & semi residential hotels depending on the stay of a guest.

- **Transient Hotel:** These are the hotel where guest stays for a day or even less, they are usually five star hotels. The occupancy rate is usually very high. These hotels are situated near airport.
- **Semi residential hotels:** These hotels incorporate features of both transient and residential hotel.
- **Residential hotels:** These are the hotel where guest can stay for a minimum period of one month and up to a year. The rent can be paid on monthly or quarterly basis. They provide sitting room, bed room and kitchenette.

### **Based on Theme**

Depending on theme hotel may be classified into Heritage hotels, Ecotels, Boutique hotels & Spas.

- **Heritage hotel:** A guest is graciously welcomed, offered room that have their own history, serve traditional cuisine and are entertained by folk artist. These hotels put their best efforts to give the glimpse of their region. Example: Jai Mahal palace in Jaipur.
- **Ecotels:** these are environment friendly hotels these hotel use eco friendly items in the room. Example: Orchid Mumbai is Asia first and most popular five star ecotel.



- **Boutique hotels:** This hotel provides exceptional accommodation, furniture in a themed and stylish manner and caters to corporate travelers. Example: In India the park Bangalore is a boutique hotel.
- **Spas:** is a resort which provide therapeutic bath and massage along with other features of luxury hotels in India Ananda spa in Himalaya are the most popular Spa.

### Based on Target Market

- **Commercial hotel:** They are situated in the heart of the city in busy commercial areas so as to get good and high business. They cater mostly businessmen.
- **Convention hotels:** These hotels have large convention complex and cater to people attending a convention, conference

Example: Le meridien, Cochin, is a hotel with largest convention center in south India.

- **Resort hotels:** These leisure hotels are mainly for vacationers who want to relax and enjoy with their family. The occupancy varies as per season. The atmosphere is more relaxed. These are spread out in vast areas so many resorts have solar powered carts for the transport of guest.
- **Suite hotels:** These hotel offer rooms that may include compact kitchenette. They cater to people who are relocating act as like lawyers, executives who are away from home for a long business stay.
- **Casino hotels:** Hotel with predominantly gambling facilities comes under this category, they have guest room and food and operation too. These hotels tend to cater leisure and vacation travelers. Gambling activities at some casino hotels operate 24 hours a day and 365 days a year.

**Exercise 1. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 2. Add some information & make up a small report and give a talk in class.**

**Exercise 3. Read the information & pick up the essential details in the form of quick notes.**

**Exercise 4. Analyze the information on classification of hotels in India and render the contents briefly in English.**

Quality assured grading system		
<p>★ <b>Acceptable</b> Meets customers' minimum requirements.</p>	<p>★★ <b>Good</b> Exceeds the minimum quality requirements.</p>	<p>★★★ <b>Very good</b> Good to very good quality facilities and services.</p>
<p>★★★★ <b>Excellent</b> Consistently achieves high quality levels.</p>	<p>★★★★★ <b>Exceptional</b> Among the best available in New Zealand.</p>	<p><b>Plus</b> Star grading can also be awarded in half-grades.</p>
<p><b>Endorsed</b> Meets or exceeds tourism quality standards. Applies to Activity, Transport and Service businesses.</p>	<p><b>Exclusive</b> The very best available in New Zealand.</p>	<p><b>Applied for</b> The property is undergoing assessment.</p>
Enviro assured grading system		
<p><b>Enviro-Bronze</b> Meets good levels of environmental and social responsibility.</p>	<p><b>Enviro-Silver</b> Meets high levels of environmental and social responsibility.</p>	<p><b>Enviro-Gold</b> Exceeds the highest levels of environmental and social responsibility.</p>

## CLASSIFICATION OF HOTELS IN BRITISH COLUMBIA (CANADA)

**Bed & Breakfast** (Сон і сніданок ) – це приватні будиночки (5 або більше кімнат) і будиночки індивідуальної забудови, які пропонують кімнати.

**Bed & Breakfast home** – окремий приватний будиночок з ліцензією муніципалітету.

**Cabin** – будинок з однією або двома спальнями, вітальнею і кухнею. Кількість меблів доведено до мінімуму. Є місце для стоянки автомобілів. Як правило, ці будівлі розташовані в недоторканною місцевості, але можуть знаходитися і в курортній зоні.

**Campground / RV Park** (місце для самодіяльного туризму). Розбивається на деяку кількість стоянок, кожна з яких має свій порядковий номер. Мінімум 10 стоянок повинні бути надані для туристів.

**Condominium** – це, як правило, багатокімнатні апартаменти з кухнею, яка оснащена плитою, холодильником і мікрохвильовою піччю. У більшості випадків до послуг пропонується користування басейном, сауною і т.д, що сприяє більш повному відпочинку. Як правило, є підземний гараж.

**Cottage** (котедж) – будиночок з одного або більше спальнями і всім необхідним обладнанням на кухні. Вони можуть знаходитися як в недоторканною місцевості, так і в курортній зоні.

**Guest ranch** (ранчо для гостей). Цей вид приміщень може включати в себе Lodge, cottage або cabin. Пропонується катання на конях, також різні послуги. Є також місце для стоянки автомобіля.

**Hostel** (турбаза). Передбачається користування кухнею і гаражем. На території є місце для громадського відпочинку (кінотеатр, бібліотека). Найчастіше знаходяться в курортних зонах.

**Hotel** (готель) – вид приміщень, яке включає в оплату повне прожиток, користування басейном, сауною, спортивним клубом і т.д. Дається місце для стоянки автомобіля.

**Houseboat** (будиночок на воді) – судно з кількома окремими кімнатами, спальнею та кухнею.

**Lodge** – це будиночок, в оплату якого входить сніданок, використання повністю оснащеної кухнею і автостоянкою. Будиночок може розташовуватися в курортній зоні.

**Motel** (мотель). Має окремі номери, за бажанням клієнта вони можуть бути з кухнію або їжа замовляється в номер. Є місце для стоянки автомобіля.

**Resort** (курорт ). Вражає різноманітність вибору їжі та напоїв, а різноманітність курортів (більше 30) збігається лише в одному: чим довше тут турист – тим краще до нього ставляться.

**Exercise 1. Translate the information into English and make up the report in English. Analyze the classification of hotels in British Columbia. Name some hotels in Ukraine according to this classification.**



## HOTEL CLASSIFICATION IN TANZANIA

In yesterday's edition, we carried a report saying the government has finally embarked on a pilot project – the first of its kind in the local tourism industry – to classify all tourist hotels. This is encouraging news, considering how the earlier attempt was kept on the drawing board for years.

The project was scheduled to start with 63 Arusha Region tourist hotels out of 97 as informed by a recent inventory. They find the move to be in the right direction as far as promotion of the travel industry is concerned for a number of reasons.

One is that, according to Kasunga, the exercise is in line with the joint East African Community Memorandum of Understanding on adapting standard criteria for the classification of hotels, restaurants and other tourist facilities in the region that was signed in 2005. There was disagreement over adopting common criteria for classifying the institutions, one of the very factors that have delayed the exercise.

Second, it is gratifying to learn that this time the actual exercise is to be carried out by three hotel classification experts from Kenya, Uganda & Tanzania, beginning next Monday in Tanzania's nine regions. We hope that once the classification is complete, the local hospitality industry, which has been in a shambles, will be much more improved and pave the way for more tourists to flock in. Third, statistics show that Tanzania receives over 800,000 tourists a year.

The figure is smaller compared to Kenya's, whose growth last year made it the continent's leader, eclipsing South Africa. The policy emphasis on quality tourism apart, there is reason for Tanzania to lag behind and it is that tourists have always complained that the industry is uncompetitive because hotel rates, airport charges & accommodation tariffs are higher than apply elsewhere. Yet some say they do not get value for their money because they are accommodated in hotels with poor services and are they unhappy with high charges at national parks. If we want to remain a quality tourism destination, we must offer quality hospitality industry services.

Now that classification is eventually to be carried out, the message will have reached where it is supposed to go. Our tourism growth is 10 % and directly accounts for 17 % of the country's GDP and about 25 % of total export earnings.

Globally, tourism is the only sector that grew at 4 % for the past 20 years and is expected to maintain the same rate for the coming 20 years. With all these mouth-watering figures, there is no reason not to proceed with the classification exercise. Tanzania would be happy hosting over 1 mln tourists a year by 2014. Classification of hotels is one of the measures set to ensure that the goal is attained.

Hotel Class	Category	Level
<ul style="list-style-type: none"> <li>• Full Service</li> <li>• Limited Service</li> <li>• Motel</li> <li>• Bed &amp; Breakfast</li> <li>• Residential</li> <li>• Casino</li> <li>• Convention Center</li> </ul>	<ul style="list-style-type: none"> <li>• Luxury</li> <li>• Boutique Lifestyle</li> <li>• Boutique</li> <li>• Very Large</li> <li>• Large</li> <li>• Medium</li> <li>• Small</li> <li>• Specialty (eg Casino)</li> </ul>	<ul style="list-style-type: none"> <li>• Extreme</li> <li>• Classic</li> <li>• High</li> <li>• Medium</li> <li>• Low</li> </ul>

## THE NEDERLANDSE HOTEL CLASSIFICATIE

The Nederlandse Hotel Classificatie (NHC) is a Dutch hotel classification system that was introduced in 2004. There are five categories (1, 2, 3, 4, 5) that are expressed in stars.

The criteria for awarding stars are divided over mandatory standards and voluntary standards. The voluntary standards are valued by points.

The first star is the basis. Every additional star means that a hotel offers more facilities and services. These extra facilities and services differ per hotel & depend on the type of hotel: a business or family hotel. A business that does not meet the criteria of a 1-star hotel may not carry the name hotel. After its application a hotel is temporarily classified. Once it is definitely classified the hotel receives a dark red shield with the number of stars.

This shield will be clearly visible next to the hotel's front entrance. To safeguard the quality of a hotel, the hotels are periodically tested.

An accommodation with 0 stars is not officially qualified as a hotel.

A 1-star hotel is a good, simple hotel with a standard interior/design. You may expect a hospitable service and clean surroundings and breakfast will be available. All rooms will have a bed with matching bedding, a table with chairs, a cupboard, heating, and a sink with hot and cold running water and soap. It is possible to lock the room and there is a window and a bedside lamp. There is at least one common bathroom per every ten rooms.

A 2-star hotel is a functionally decorated simple to middle class hotel. Drinks are available and there is a fax machine which guests may use. Guests have sufficient privacy when checking in or out. In addition to the facilities of a 1-star room at least half of the 2-star rooms have a private shower and toilet and a colour television.

Additional services in a 2-star hotel may include a telephone with direct line, a guest safe, breakfast in the room, good parking facilities or shoe polish facility.

A 3-star hotel is a comfortably decorated middle class hotel with a separate reception area. Information about the hotel services can be found in the room. On request your luggage will be brought to your room. You need not walk up more than two floors to reach your room. You can settle your bill in cash or by using a banc card.

In addition to the facilities of a 2-star room the 3-star rooms have a private shower and toilet, a desk with a chair, a telephone with direct line, a colour television and radio stations. A babybed can be put in the room on request. Non-smoking rooms are available. Most rooms are at least 17 square metres. Additional services or facilities you may find in a 3-star hotel are curtains that block out daylight, an internet connection, beauty products, valet parking, a second receptionist, room service, babysitting, relaxation facilities.

A 4-star hotel is a very comfortably decorated first class hotel. You can have a drink brought to you in the bar or lounge and you can order room service during the day.

There is a laundry service available, and a pc with internet connection is available on request. You do not need to walk up more than one floor to reach your room.

In addition to the facilities of a 3-star room, the 4-star rooms have a bathroom with private shower and toilet and a hair drier, writing paper and pens, a few armchairs, an extra socket for your pc or laptop, and an internet connection.

The curtains block out daylight and your valuables can be put away in a safe in the room or elsewhere in the building. The room also have a luggage storage space and a minibar (or room service for drinks until 11 p.m.).

Most rooms are at least 22 m<sup>2</sup>. Extra services or facilities in a 4-star hotel may include air conditioning that can be individually adjusted, beds longer than two metres, broadband internet connection, an extensive assortment of beauty products, 24-hour reception, facilities for lunch or dinner, conference rooms, a pool, fitness or sauna. A 5-stars hotel is a luxurious hotel of high level design. The reception and janitor are available 24 hours and there is 24-hours room service for drinks. There will be permanent assistance for arranging your transport, valet parking & bellboys will carry your luggage.

The bar will have an international assortment of drinks and there will be a restaurant for lunch and dinner. The hotel will have at least two comfortable suites of minimal 50 m<sup>2</sup>.

The hotel will accept at least two types of credit cards.

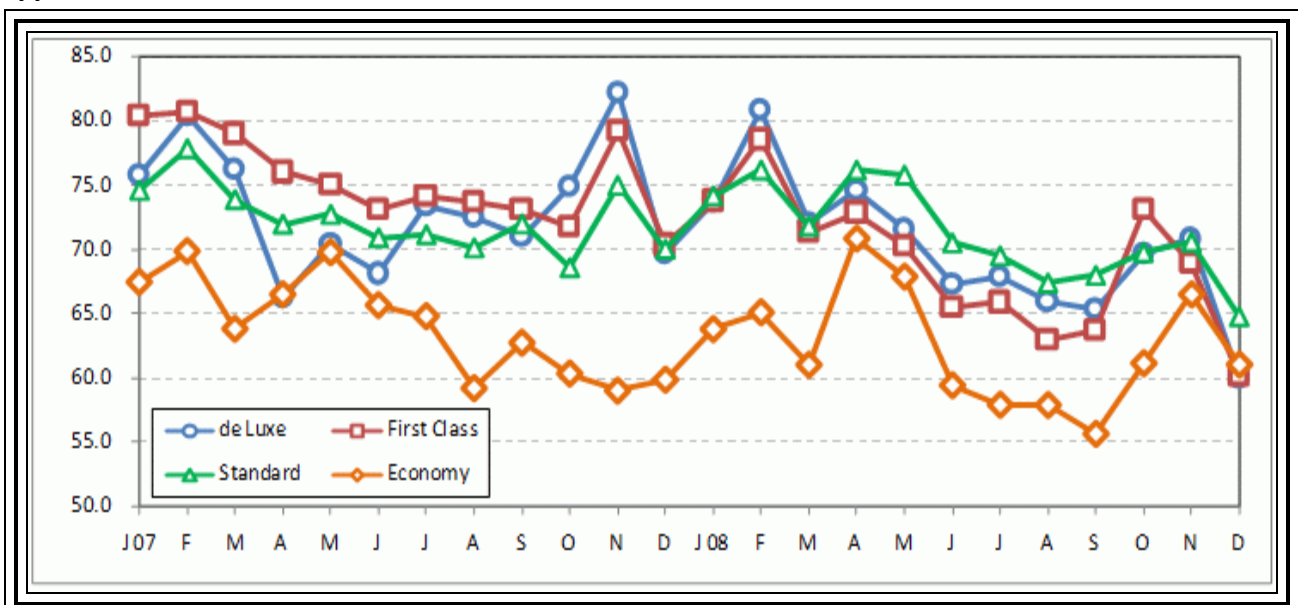
In addition to the facilities of a 4-star room, the 5-star rooms have air conditioning that can be regulated individually. The bathroom has an extensive assortment of guests articles, such as bodylotion, and luxury soaps and slippers and a bathrobe for each guest. Most rooms will be at least 26 square metres. Extra services or facilities in a 5-star hotel may include private parking space, a shuttle service, magazines & papers, a hairdresser, whirlpool or beauty salon.

**Exercise 1. Choose the keywords and phrases that best convey the gist of the passage.**

**Exercise 2. Complete the sentences with the facts from the text.**

1. All rooms will have \_\_\_\_\_. 2. There is at least one common bathroom per every \_\_\_\_\_. 3. A 2-star hotel is a functionally decorated simple to \_\_\_\_\_. 4. Guests have sufficient privacy when checking \_\_\_\_\_. 5. Additional services in a 2-star hotel may include \_\_\_\_\_. 6. A 3-star hotel is a comfortably decorated middle class hotel with \_\_\_\_\_. 7. In addition to the facilities of a 2-star room the 3-star rooms have \_\_\_\_\_. 8. In addition to the facilities of a 3-star room the 4-star rooms have \_\_\_\_\_. 9. A 5-stars hotel is a luxurious hotel of \_\_\_\_\_. 10. The hotel will accept at least two types of \_\_\_\_\_. 11. Most rooms will be at least \_\_\_\_\_. 11. The hotel will have at least two comfortable suites of minimal \_\_\_\_\_. 12. Extra services or facilities in a 5-star hotel may include \_\_\_\_\_. 13. In addition to the facilities of \_\_\_\_\_, the 5-star rooms have air conditioning that can be regulated individually. 14. The bathroom has an extensive assortment of guests articles, such as \_\_\_\_\_.

**Exercise 3. With the help of the scheme below, answer the question: Where is this classification applied?**





## THE FRENCH CLASSIFICATION SYSTEM

The classification system is based on a 0-4 Luxe stars rating of the hotels. The number of the stars is given on a sign placed on the front on the hotel and is indicated on hotels advertisements (guide, Internet). The French system is voluntary.

The French classification system is based on legal standards and the conformity of an hotel to the stars requirements shall be checked by the administrative authority. Moreover, there are requirements to make easier the entrance in the hotel for disabled person.

New hotels, which have 20 rooms, must have at least one room for disabled person.

The requirements for the various ratings:

**0 \*** – 5 rooms min. – single rooms min. 7 m<sup>2</sup> – double rooms min. 8 m<sup>2</sup> – bathroom can be communal – 1 washbasin per room – breakfast – telephone booth available

**\* star** – 7 rooms min. – single rooms min. 8 m<sup>2</sup> – double rooms min. 9 m<sup>2</sup> – little private bathroom in at least 25 % of the rooms – private bathroom and toilet in at least 20 % of the rooms – breakfast – telephone in rooms or call system

**\*\* stars** – 7 rooms min. – single rooms min. 8 m<sup>2</sup> – double rooms min. 9 m<sup>2</sup> – lift in four (and more) – storeyed buildings – little private bathroom / bathroom (min. 1,75 m<sup>2</sup>) and toilet in at least 40 % of the rooms – telephone in rooms – 1 foreign language spoken by the staff – breakfast

**\*\*\* stars** – 10 rooms min. – single rooms min. 9 m<sup>2</sup> – double rooms min. 10 m<sup>2</sup> – lift in three (and more) – storeyed buildings – little private bathroom in all rooms – private bathroom (min. 2,5 m<sup>2</sup>) and toilet in at least 80 % of the rooms – telephone in rooms – 2 foreign languages (including English) spoken by the staff – breakfast can be served in the rooms

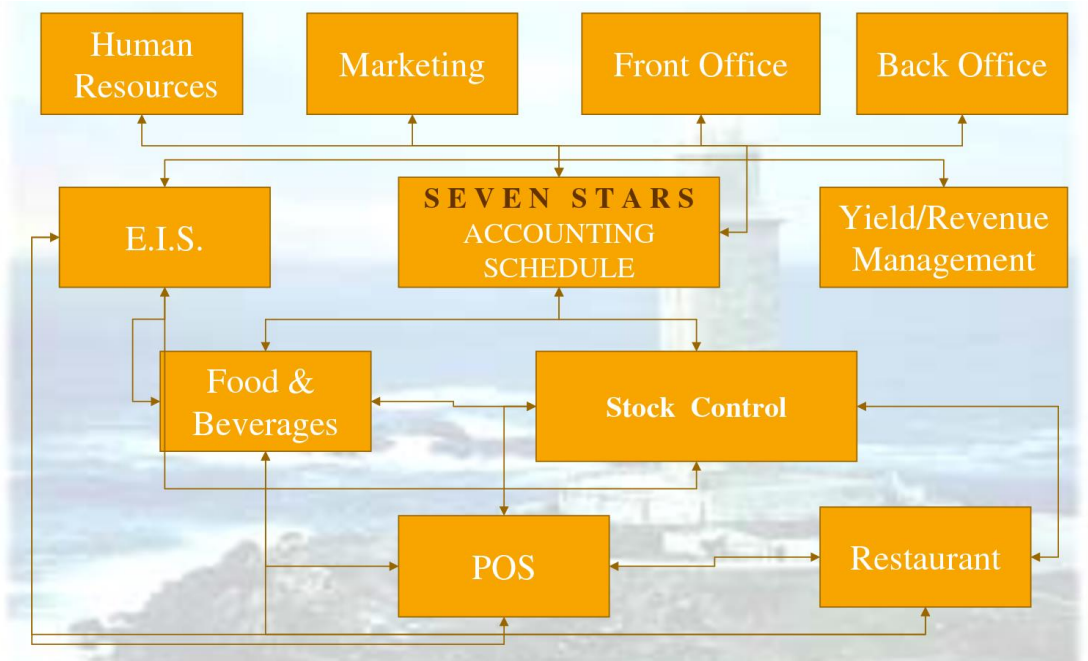
**\*\*\*\* stars** – 10 rooms min. – single rooms min. 10 m<sup>2</sup> – double rooms min. 12 m<sup>2</sup> – lift in the two (and more) – storeyed buildings – second lift or hoist – telephone in rooms – private bathroom (min. 3 m<sup>2</sup>) in all rooms (50 % at least of the rooms must have a bath and a shower) – private toilet in 90 % of the rooms – 2 communal toilets (ladies and gentlemen) and 2 washbasins at the first or second level or in the basement – 2 foreign languages (including English) spoken by the staff – breakfast can be served in the rooms – catering service

**\*\*\*\* Luxe stars** – 10 rooms min. – single rooms min. 10 m<sup>2</sup> – double rooms min. 14 m<sup>2</sup> – lift – second lift or hoist – telephone in rooms – private bathroom (bath and shower) (min. 4 m<sup>2</sup>) and toilet in all rooms – 2 communal toilets (ladies and gentlemen) and 2 washbasins at the first or second level or in the basement – 2 foreign languages (including English) spoken by the staff – breakfast can be served in the rooms – catering service

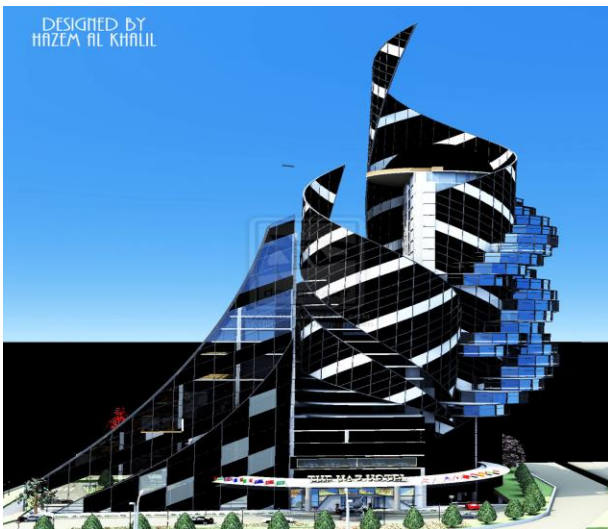
**Exercise 1. Analyze the passage and summarize its contents shortly. Compare the British and French Classification Systems of Hotels.**



**Exercise 2. Analyze the modul structure of seven star hotels and name them.**



Modular Structure



**Exercise 3. Discuss the following statements.**

I. "Will you stop at the Gromovs or at a hotel?" This sort of question is often heard when someone is being seen off. There is an old tradition requiring visitors to stay with their relatives or friends. According to some national customs, especially those in oriental countries, it is actually impossible to do otherwise if you do not want to break the laws of hospitality.

What do you think about this custom? Is it still observed?

Which is better, to put up at a hotel or stay with one's relations?

Does the arrival of a relative hamper the hosts in any way?

II. Inns, the forerunners of modern hotels, appeared many centuries ago. Some of them survived and now they are used mainly as bars, or *pubs* (public houses). Some were preserved as historical places because in old times important personalities used to stay in them. The inn was usually run by its owner himself, the innkeeper.

The facilities and services at those inns were primitive. They were generally limited to beds and board. Nowadays a modern hotel is a factory employing hundreds of workers and producing accommodations and various services. What do you know about the facilities and services available for visitors at a modern hotel?

III. In our country nowadays much attention is being paid to the building of new hotels. With sufficient hotel accommodation in every town, travels and business trips become easier and more comfortable. Travellers and visitors are numerous. It is almost impossible to enumerate all categories of guests.

Can you prove the importance and necessity of their visits?

What do they bring to industry, culture and commerce?



Hotel Classification Systems united in seven European countries







## LUXURY TRAVEL SOUTH AMERICA

***Machu Picchu Sanctuary Lodge, Peru*** – the hotel in Machu Picchu, at 8,200 ft above sea level, is the only hotel located within the very sanctuary of the Machu Picchu Inca citadel. While visiting, one will enjoy unforgettable sunrises, enchanting nights & the history of the ancient culture of this unique place, considered part of Peru's & the world's cultural heritage.

***Miraflores Park Hotel, Lima, Peru*** – Located in an exclusive residential area and enjoying incredible views is the luxurious hotel. Specially conceived for business people the 81 suites are fully carpeted and well distributed, offering the ideal space for work and rest.

***La Cabaña, Buenos Aires, Argentina*** – created to provide the very best of Argentinean hospitality, incorporates the most attentive service and the finest cuisine. The restaurant re-opened on October 16th 2003 to great acclaim.

***Luxury Tours and Travel in Peru*** – Adventure, culture and elegance in our tailor-made itineraries and tours. Everything from a pit-stop tour of the major sites to more leisurely exploration, from the bustling city nightlife to the ancient cultural & religious icons of this fascinating country. All with a good measure of personal attention & pampering.

***Hotel Monasterio, Peru*** – Experience days and nights in the hallowed colonial San Antonio Abad seminary, built more than 300 years ago and which, today, is the Hotel Monasterio. While providing you with the comforts and quality of a modern five-star hotel, it is the only museum hotel where you can experience a unique encounter with Cuzco's Inca and Spanish traditions.

***Las Casitas del Colca Hotel, Peru*** is a luxurious Orient-Express property in the heart of Colca Canyon, Peru one of the deepest canyons in the world. Spend a few days in harmony with nature, the condors, the canyon & its community, complete with the freedom to do as much or as little as you wish.

***Copacabana Palace, Rio de Janeiro, Brazil*** – Old-fashioned glamour blends with modern luxury on the beach front at Copacabana. Opened in 1923, this impressive stucco-finished edifice is Rio's most traditional and luxurious hotel. This landmark was designed by the French architect Joseph Gire who was inspired by two hotels, the Negresco in Nice and the Carlton in Cannes.





## EUROPE HOTELS

**Hotel Caruso, Ravello, Italy** – Ravello is situated on the stunning Sorrento Peninsula and is widely regarded as one of Europe's most beautiful and enchanting coastlines. Picturesque hill-towns cling to the rugged limestone cliffs that plunge dramatically into the crystal waters of the Mediterranean Sea.

**Hotel Splendido & Splendido Mare, Portofino, Italy** – Welcoming the stars to the elegant village of Portofino for over 100 years. Standing amid verdant woodlands overlooking a ravishing seascape, the Hotel Splendido is a unique blend of beauty and comfort.

**Cipriani Hotel, Venice, Italy** – On the tip of the Giudecca Island, an oasis of calm just a short, spectacular boat ride from St Marks Square. The Hotel Cipriani, created to provide the very best of Venetian hospitality, incorporates the most luxurious accommodation, the most attentive service and the finest cuisine in an atmosphere of calm and seclusion.

**Villa San Michele, Florence, Italy** – One of the world's most beautiful and renowned hotels overlooking Florence from the hills of Fiesole. A 15<sup>th</sup> century monastery now transformed into one of Europe's most charming and picturesque hotels. A villa of unsurpassed beauty in an oasis of peace, only a few minutes from the centre of Florence.

**Hotel de la City, Carcassonne, France** – Luxurious rooms and fine cuisine located within the ancient citadella of this magical city. Standing between two historic landmarks, the Roman Château Comtal & the Gothic Basilica of Saint-Nazaire, the Hotel de la City is set in its own glorious gardens.

**Hotel La Residencia, Deià, Mallorca, Spain** – Just a stone's throw from the clear Mediterranean, the village of Deià provides a truly stunning setting for one of the world's most renowned hotels. Two manor houses dating from the 16<sup>th</sup>-17<sup>th</sup> centuries, lovingly restored, maintained; furnished with local antiques & fabrics, provide a house of real style, charm & character.

**Hotel Ritz Madrid, Spain** – One of the original and luxury hotels in Europe offering impeccable service in the heart of Madrid city. Opposite the Prado and the Thyssen Museum, the Hotel Ritz is frequented by the crowned heads of Europe. The standard of its service and unrivalled prestige have earned the Hotel Ritz Madrid a place among the world's ten best hotels.

**Lapa Palace, Lisbon, Portugal** – The very best hotel in Lisbon, an oasis like resort in the middle of this ancient city. Built in 1870 as the private residence of the Count of Valença, the Lapa Palace is right on the city centre, set on a hill overlooking Lisbon's Tagus River, amid tranquil gardens dotted with ornamental fountains and streams.

**Grand Hotel, St. Petersburg** – In 1991, the Grand Hotel Europe reopened as one of the world's great luxury hotels, occupying St. Petersburg's prime location in the heart of the main shopping and business districts. It combines all the charm and elegance of the 19th century with the comfort and convenience of today.

**Reid's Palace, Funchal, Madeira** – A world famous hotel with breathtaking views, wrapped in beautiful gardens, and offering the finest service. Set on the cliff tops overlooking the Bay of Funchal and the Atlantic, Reid's Palace Hotel has, for over 100 years, been a standard-bearer for excellence on Madeira and beyond.

**The Manor House Hotel at Castle Combe, UK.** Boasting spectacular views out over the North Norfolk Coast, set in the peaceful town of Mundesley-on-Sea.

This historic hotel is great for a relaxing or romantic break. Dating back over 100 years, the Manor House Hotel has a fantastic restaurant serving authentic traditional British food. The hotel boasts an outdoor pool and 2 function suites with views of the North Sea.

There are 25 relaxing en suite guest rooms, many with sea views. Every room has a minibar, TV; tea/coffee making facilities. The Manor House Hotel provides is an excellent base for hiking, cycling, walking or simply relaxing. It was built in the 14<sup>th</sup> century. Very friendly staff, management & local characters, made it an exceptional stay, lovely rooms, good food excellent service, no complaints.

**Barbizon Palace in Amsterdam.** Favourably situated across from Amsterdam's Central Station, this luxury hotel combines 5-star comfort with stunning architecture, culinary excellence and a prime location. Uniquely composed 17<sup>th</sup> century houses and a 15<sup>th</sup> century chapel, the hotel inspires admiration, from its impressive high ceilings to the towering marble pillars. The bright & spacious rooms have been tastefully decorated, boasting a modern entourage & all the expected frills. Fine dining can be enjoyed in the elegant restaurant Vermeer, graced with several international awards.

**Grand Hotel in Zurich** is the most fashionable hotel. Accessible by a private funicular. Built in 1899 atop a hill overlooking the city, you will have a great view to the whole city, the lake and the Alps. The hotel has a famous Mediterranean restaurant called *La Rotonde*. Towers, cupolas, spires & turrets sprout from all sides of the elegant building; inside, the high-ceilinged rooms are unsurpassable. Completing the picture are a private nine-hole golf course, a full-size pool with wave machine, one of Switzerland's top haute cuisine restaurants; plenty of walking trails into the parks and forest all around.

**H.Top Calella Palace in Spain** is modern, family-friendly hotel is built around an outdoor swimming pool in the peaceful area of Calella de Mar, 300 metres from the beach. As you relax in the pool or with a drink on a sun lounger, your children can enjoy organised activities such as face painting & pirate games. You can take part in the daytime programme of entertainment and activities. There is a jacuzzi, small indoor pool and a rooftop sun terrace to help you relax. In the evenings, you and your family can come together to dine together in the buffet restaurant before enjoying the live entertainment. You can even head to the group's other local hotels on the free shuttle bus to enjoy a wide range of holiday services.



## SOUTH AFRICA HOTELS

**Cape Town Hotel, South Africa.** Recently voted *Best Hotel in Africa*, this landmark hotel has welcomed guests for over 100 years. Cape Town is acclaimed as one of the world's most attractive cities. The Mount Nelson is the perfect base from which to explore the region's natural & cultural highlights, including Table Mountain, Cape Point & the winelands.

**African Safari Vacations, Botswana.** Orient Express Safaris provides for a unique safari experience in supreme comfort in three very diverse eco-systems. Built to blend into their diverse environments, each camp is strategically situated to ensure guests enjoy the very best game viewing. Each fly-in safari offers luxury tented accommodation with en suite facilities, air conditioning and superb service under the professional eye of Orient Express staff and experienced guides.

**The Westcliff Hotel, Johannesburg, South Africa** – A Mediterranean-style hillside retreat with magnificent views across the city of gold. All of The Westcliff's 115 spacious bedrooms are individually furnished and provided with fully appointed, luxurious en-suite bathrooms. The rooms offer total privacy and most have sunny, private balconies with spectacular views.

**Librisa Spa, Cape Town, South Africa** – Luxury Hotel Spa & Day Spa in the heart of Cape Town at the Mount Nelson Hotel. This brand new Librisa Spa offers a range of beauty and spa treatments including massages, facials, a male treatment range and beauty treatments for young adults and children.

## NORTH AMERICA HOTELS

**La Samanna, St. Martin – French West Indies** – A beach side resort & haven on the tropical island of St. Martin. At La Samanna, luxury, elegance and superb cuisine are the best in the Caribbean. Your every whim will be fulfilled by staff dedicated to making your wedding, retreat or vacation the experience of a lifetime. La Samanna has become the standard by which luxury Caribbean resorts are measured.

**Luxury waterfront inn in Maryland** – The Inn at Perry Cabin, St Michaels is a luxury getaway hotel, resort spa and restaurant on the waterfront of Chesapeake Bay on Maryland's Eastern Shore. A colonial mansion that is perfect for romantic getaways, executive retreats, weddings & corporate meetings. This luxury hotel near Easton, Cambridge & Salisbury in Talbot County boasts The Linden Spa, which offers unique, luxurious, botanical treatments.

Known as the finest hotel on the Eastern Shore, the Inn is elegant, comfortable & convenient, and offers a unique marriage of world-class luxuries with the warm informality of American hospitality at its best.

**Casa de Sierra Nevada – San Miguel de Allende, Mexico Hotel** – San Miguel's 400 year old history, exquisite Spanish Colonial architecture, fountains and hidden courtyards combined with true Mexican traditions make it a rare treasure. Sitting at 6,400 feet above sea level in the Sierra Madre mountains, the town's recognition as a National Monument has ensured that there are no traffic lights, franchise restaurants or billboards, and the colonial architecture is protected and courtyards are left lush with Bougainvillea and Jasmine.

**Exercise 1. Give the list of sky events & provide their short description in the form of notes.**

**Charleston Place, Charleston, SC** – A hotel that combines old-fashioned hospitality with modern comfort in the heart of this historic city. Upon arrival, you are transported to a magical, timeless place, surrounded by narrow cobblestone streets, horse-drawn carriages, charming antique stores, fine restaurants, sophisticated galleries & spectacular antebellum homes.

**Maroma Resort & Spa, Riviera Maya, Mexico** is a luxury resort in the tradition of the Mexican hospitality where personal service, warm hospitality and privacy are unsurpassed. The property benefits from its location in the second largest barrier reef, providing a unique environment for water activities and a crystal clear water.

**Bora Bora Lagoon Resort, French Polynesia** – A luxury hotel on Bora Bora in French Polynesia. – If Mother Nature has amply blessed the Polynesian islands, she has been particularly generous with our private isle, Motu Toopua. It is here, in the middle of Bora Bora's majestic lagoon, that we have created the ultimate Polynesian destination.

**Windsor Court Hotel, New Orleans** – European style graced by warm and friendly Southern hospitality just steps away from the French Quarter. Not only the best in New Orleans, the Windsor Court was voted *Best Hotel in the World* by readers of Conde Nast Traveler in October 1998.

**Keswick Hall, Charlottesville, Virginia** – At the foot of the Blue Ridge Mountains a luxury hotel of grand style in a 600 acre private estate. In addition to the many historical sites in the area, Charlottesville is rich in culture with its galleries, museums, vineyards, shops, parks. This is the spectacular setting for Keswick Hall, an intimate, luxury hotel of grand style.

**St. Regis Hotel & Residences** is located on Paseo de la Reforma in Mexico City. The building will house the luxurious St.Regis Hotel and St. Regis Residences, a world-class spa and fitness center, exclusive boutiques and shops and exquisite culinary restaurants. Designed by architect César Pelli & associates who are renowned for other buildings as the Petronas Twin Towers in Kuala Lumpur and the Canary Wharf Tower in London.

The first 3 floors of the building will house boutiques, restaurants, a ballroom, a business and meeting rooms. The St. Regis Hotel will be located from the 4th to the 14<sup>th</sup> floor and the St. Regis Residences from the 17<sup>th</sup> to the 31<sup>st</sup> floor. The 15th and 16th floors will be used as the spa and fitness center. With a height of 152 m (524 ft) it will be the 8th tallest building in the city when finished in early 2008, and by 2010 it will be the 16th tallest building. Architectural style – postmodern, materials: glass, steel, aluminium.

**Copacabana Palace in Rio de Janeiro, Brazil** located facing the famous Copacabana beach, the Copacabana Palace Hotel is a true landmark, one of the grandest hotels in South America. An imposing Mediterranean-style building, the Hotel has been the meeting place of kings, princes and presidents over years. Style, sumptuous cuisine and impeccable personal service embody the Copa experience.

**Exercise 2. Transfer the given information from the passages onto a table.**

No	Activity			
	Hotel	Where	When	Score
1.				

## AUSTRALIAN HOTELS

***Lilianfels Blue Mountains Hotel – Katoomba*** – Only a 90-minute drive from Sydney, the Country's Gateway, Lilianfels Blue Mountains is regarded as an unforgettable experience and has quickly established a reputation as Australia's finest boutique *getaway*.

***The Observatory Hotel – The Rocks, Sydney, Australia*** – Superbly located near Sydney's historic Rocks and central business district, The Observatory Hotel is the ideal base from which to explore Australia's most vibrant city.

## ASIAN HOTELS

***Napasai Beach Resort – Koh Samui, Thailand*** – is a secluded luxury beach resort on Maenam Beach on the fashionable north coast of Koh Samui. Accommodation comprises a selection of beautiful Thai-style private cottages and bungalows some with private pools, two & three bedroom private pool villas to rent and for sale.

***La Residence Phou Vao Hotel – Luang Prabang, Laos*** – is a luxury spa hotel in Luang Prabang with breathtaking views of the mountains and surrounding World Heritage town of Luang Prabang. Experience the unique and peaceful atmosphere of this luxury resort in Laos, and enjoy a warm welcome from some of the most hospitable people in the world.

***La Residence d'Angkor – Siem Reap, Cambodia*** – is an intimate Khmer-style hotel set within a leafy walled garden. From this hotel in Siem Reap you are ideally placed to explore Siem Reap and to visit the temples of Angkor Wat, one of the man-made wonders of the world.

***Jimbaran Puri Bali Resort Hotel – Bali, Indonesia*** – is a luxury resort hotel in Jimbaran, Bali with a simple, unpretentious and supremely romantic style. Individual luxury cottages and villas with private gardens promise the luxury of seclusion and uninterrupted sea views, beside the soft white sands of Jimbaran Bay.

***The Governor's Residence – Yangon, Myanmar*** – is an imposing teak mansion hotel dating from the 1920s within the elegant Embassy Quarter of Yangon, Myanmar (formerly Rangoon, Burma) close to the spectacular Shwedagon Pagoda.

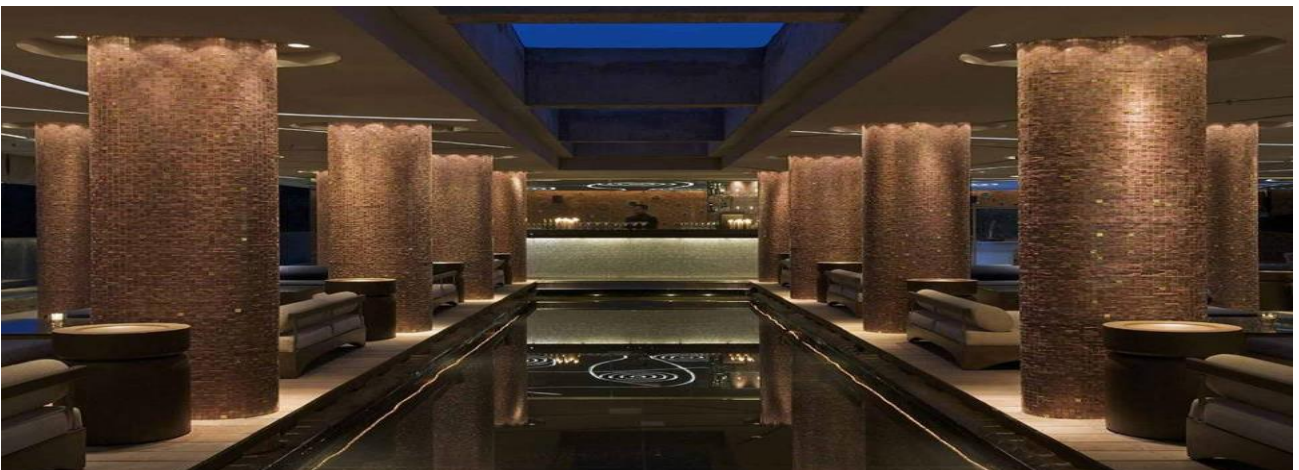
***Ubud Hanging Gardens Resort Hotel – Ubud, Indonesia*** – Ubud Hanging Gardens Hotel & Resort, Ubud, Bali, Indonesia is a haven of peace and tranquillity set in the heart of the tropical paradise of Bali. The resorts has 38 luxury pool villas, each with a heated private infinity plunge pool set high in the rice terraces overlooking the Ayung river.

***Darish Grand Hotel, Kish Island, Iran*** – Medium in size, most of the rooms has a twin size bed and a single bed, all rooms are tastefully decorated with a ceramic floor and bath, nice art work are place on the wall with a fantastic mirror bath door. Some rooms have the view of the sea and others have views of the large garden of the hotel. You will never forget fantastic old decorations all made of marble and statues of lions. The old worriers, a large plateau detailing a war from the Old Persian days, with a large water fountain in the middle from the beginning until the end of the restaurant, the restaurant offers a nice live band for classical and famous western songs. A state of the art and the landmark of Kish and Iran, an amazing hotel with more than 30 pieces of statues spread around the entrance, inside the hotel, a big garden & fountain is surrounding the entrance of the hotel and a fantastic lightening system in the night showing an old mark of the Persian history.



**Changsheng Hotel in Futu, Yangxin County, Hubei, China** Conveniently situated close to the major attractions of this unique port city, the Nanyang King's Gate Hotel, Guangzhou guarantees you an experience truly fit for royalty. This area is not only esteemed for its embroidery, jade, ivory & colorful pottery, offers visitors a rich journey into its prospering & fashionable metropolis. Cantonese cuisine will tempt your taste buds, whilst a night cruise on the spectacular Pearl River will transform any evening into a romantic & memorable one.

**Exercise 1. Choose the keywords and phrases that best convey the gist of the information.**



## THE ADAM'S MARK HOTEL

The Adam's Mark Hotel in downtown Dallas, Texas – is a chain of two upscale hotels in the United States. The company is based in St. Louis, Missouri.

The chain was founded in the early 1970s by Fred Kummer and the chain is currently owned by HBE, Inc., which was also founded by Kummer. While once numbering nearly 30 large hotels, because of financial difficulties and changing corporate strategies, the chain sold off most of its properties. The chain suffered greatly from a racial discrimination suit brought against them by the NAACP in 1999. The NAACP filed the suit on behalf of guests who attended the Black College Reunion in Florida.

It alleged that Adam's Mark required guests to wear identification wristbands and were required to pay in advance. The suit, and subsequent 17-month boycott of the chain called by the NAACP, was settled out of court for \$2 million (US).

The company's relationship with African-American organizations has since improved, and in 2006, Adam's Mark had the top score of any hotel company on the NAACP's annual report card. In 2003, the Memphis Adam's Mark was sold to Dallas-based Crow Holdings, manager of the real estate holdings of the Trammell Crow family.

The hotel has undergone a US \$12 million renovation and has reopened as a Hilton as of 2004. The Adam's Mark in Kansas City, Missouri became a Clarion Hotel in 2004, but was converted to Sheraton in 2007. The hotel is near the Truman Sports Complex, which houses both the Kansas City Chiefs and Royals.

In November 2004, the Philadelphia Adam's Mark (originally opened in 1965 as a Holiday Inn) was sold to the Target Corporation, forcing dozens out of work and closing the 23-story building down for good to make way for a new Target store building. On July 11, 2006, an unexpected collapse on the north side of the main tower trapped a construction worker helping to tear the building down.

The Dallas hotel is home to many conventions such as, Project A-Kon. The Adam's Mark in Charlotte was sold to the Chetrit Group and reopened as the Blake, a boutique hotel. As of March, 2008, the chain has dwindled to just two properties – Indianapolis and Buffalo, NY.

The Denver and Dallas properties were reflagged as Sheraton Hotels, and the St. Louis hotel become a Hyatt Regency hotel. Chartres Lodging group is spending at least \$63m in renovations at the property.

In 2009, the Adam's Mark in Buffalo, N.Y. was sold to Visions Hotels LLC for \$7.5 million. It operates several smaller size hotels in the Upstate New York region. This will be the company's flagship property. The Adam's Mark Buffalo will soon become a Crowne Plaza after a multi-million dollar renovation, and be New York State's Premier Hotel.

***Exercise 1. Read the texts and compare the comfort in the hotels.***





## THE OBEROI UDAIVILAS IN INDIA

Udaipur, in the heart of Rajasthan, is a city of majestic palaces and beautiful lakes.

Here, adorning the banks of Lake Pichola and standing witness to the historic City Palace, The Oberoi Udaivilas captures all the romance and splendour of a royal era.

Conceived as a traditional Indian palace, The Oberoi Udaivilas showcases the rich heritage of the Mewar region of Rajasthan with its rambling courtyards, gentle rippling fountains, reflecting pools and verdant gardens.

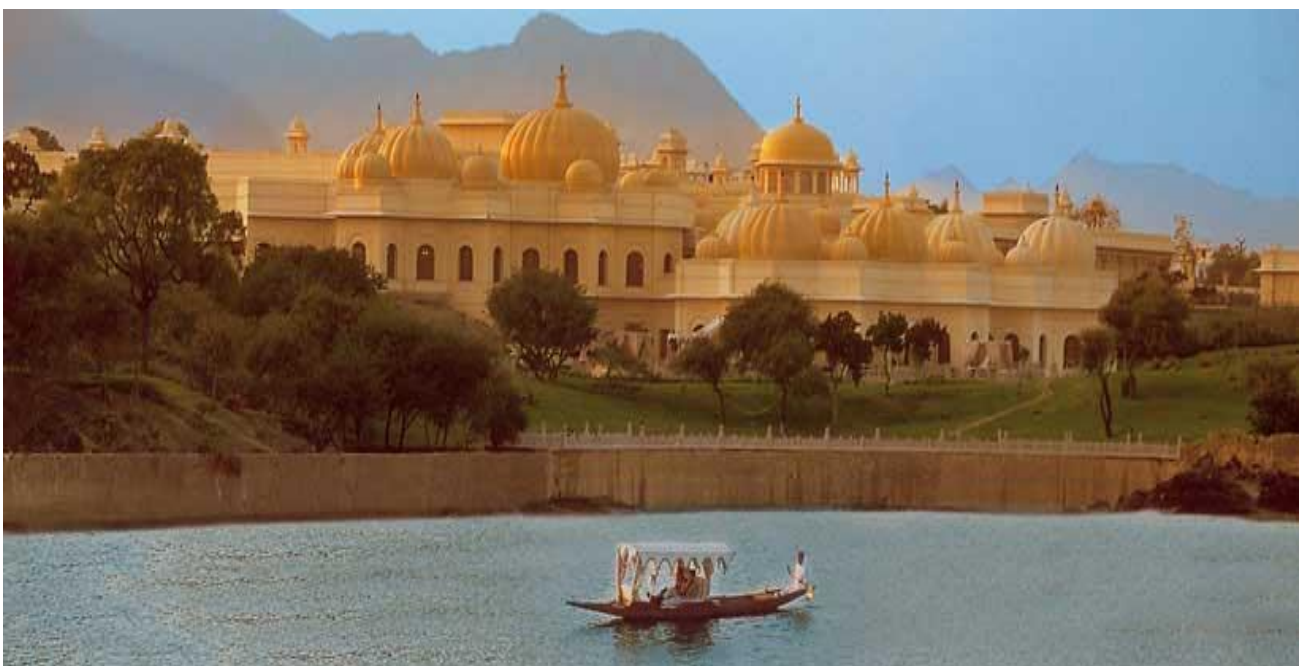
Grand architecture inspired by the palaces of Rajasthan present a picture of majesty resplendent with pavilions and domes that lead you to a journey of discovery. Interiors embellished with decorative domes, hand painted frescoes, intricate mirror work and beautifully crafted artefacts create an ambience of regal splendour.

An enchanting boat ride across Lake Pichola transports you to the ceremonial welcome that awaits you at resort. Rooms with terraces that open on to semi-private swimming pools present exquisite views and are a unique feature of Udaivilas.

Magnificently decorated suites with private swimming pools and outdoor dining pavilions are exclusive retreats. Fine international cuisine, authentic flavours of Rajasthan or a quiet drink are all presented with views of the City Palace and Lake Pichola.

The luxurious spa with its own swimming pool overlooks the lake and is a haven of serenity. Trained therapists pamper body and soul with rejuvenating treatments. The resort also offers the opportunity to undertake private Yoga, meditations and Pranayam sessions with the resident Yoga teacher or explore the city steeped in the romance of the oldest living dynasty in the world. At The Oberoi Udaivilas, the magnificent setting combines with royal service to make your holiday a journey into the romance and grandeur of another century. This resort offers an experience created exclusively for those who know there is nothing like too much luxury.

***Exercise 1. Read the texts and compare the facilities in the hotels.***



## HOTELS IN LONDON

Hotels are an important part of London's tourism industry. Before the 19<sup>th</sup> century there were few if any large hotels in London. British country landowners often lived in London for part of the year, but they usually rented a house if they did not own one, rather than staying in a hotel. The numbers of business visitors and foreign visitors were very small by modern standards. The accommodation available to them included lodging houses and coaching inns. Lodging houses were more like private homes with rooms to let than commercial hotels, and were often run by widows.

Coaching inns served passengers from the stagecoaches, which were the main means of long distance passenger transport before the railway network began to develop in the 1830s. The last surviving galleried coaching inn in London is the George Inn which now belongs to the National Trust. A few hotels on a more modern model existed by the early 19<sup>th</sup> century. Mivart's, the precursor of Claridge's, opened its doors in 1812, but up to the mid 19<sup>th</sup> century London hotels were generally small.

In his travel book *North America* (1862) the novelist Anthony Trollope remarked on how much larger American hotels were than British ones.

But by this time the railways had already begun to bring far more short term visitors to London, and the railway companies themselves took the lead in accommodating them by building a series of *railway hotels* near to their London termini. These buildings were seen as status symbols by the railway companies, which were the largest businesses in the country at the time, and some of them were very grand. They included: In 1863, the Midland railway secured an Act of Parliament in 1863 to build a new terminus, adjacent to the Great Northern Railway's Kings Cross station (1852). The new station was designed by Engineer-in-Chief to the Midland Railway, W.H. Barlow had previously helped Paxton with his design for the famous Great Exhibition building.

Barlow's design was an engineering marvel of the time, with his immense trainshed boasting the world's largest enclosed space. "Its 243-foot span was not an exceptional dimension for bridges, as we know, but for an interior it was extraordinary, especially extended in depth to form the widest and largest undivided space ever enclosed.

The skeletal transparency of the ferro-vitreous vault added a futuristic, magic dimension to the stunning space, especially as the vault was made to spring from the platform level where the passenger stood."

Midland Grand, shortly after opening in May 1865, (while the station was still being constructed), the Midland Railway Company launched a competition for the design of a 150 bed hotel, with eleven architects asked to submit their entries.

One of the architects, Sir George Gilbert Scott (1811-1878), got completely carried away and submitted a grand plan bigger and far more expensive than the original specification. However, his barefaced audacity paid off and he was awarded the contract – although the Directors of the Midland Railway immediately demanded some hefty cost cutting measures which included knocking off two floors of office accommodation and one floor level from the hotel. The Midland Grand soon acquired an excellent reputation as an upmarket, 300-room hotel the luxurious and famed Langham in Portland Place, W1. Inside, the fixtures and fittings throughout the hotel were to a very high standard with Gillow (now Waring and Gillow) being closely involved in providing furniture and furnishings.

The building included many innovative features: hydraulic "ascending chambers", concrete floors, revolving doors and a fireproof floor construction.

The Victorian decor was rich, lavish and expensive, with suites of rooms decorated with gold-leafed walls and a blazing fire in every room. However, the hotel was built before the time of *en suite* bathrooms, requiring an army of servants to scuttle around the 300 rooms, laden with tubs, bowls, spittoons and chamber pots. The hotel managed to prosper until after the First World War, but even the Moroccan coffee house and in-house orchestra couldn't protect the hotel from the country-wide decline in the hotel trade.

The Midland Grand was taken over by the London, Midland and Scottish Railway in 1922, before closing in 1935 - its facilities were outdated and it had become too expensive to run and refurbish. Now renamed St Pancras Chambers, the premises settled down to a somewhat less glamorous existence as railway office.

The building survived the bombing raids of the Second World War but found itself threatened with complete demolition in the 1960s. Thankfully, this incredible building was saved from being swept away, and was awarded Grade 1 listed status in recognition of its importance as an example of high Victorian Gothic architecture. In the 1980s, the building failed its fire certificate and was closed down, remaining empty for many years.

In the mid nineties, the exterior of the building was restored to its original condition and made structurally sound and weatherproof, at a cost of around £10 million (paid for by British Rail and English Heritage). Although the interior of the building had suffered badly at the hands of corporate vandalism, much of the original decoration, including stencilling, mosaics and ornamental ceilings, survived and has since been carefully restored.

### **Renaissance**

After several years of intensive redevelopment & refurbishment work, the station is on course to relive former glories, with the rebranded *St. Pancras International* replacing Waterloo as the terminus for Eurostar services. Expected to handle over 45 mln travellers annually via a new high-speed rail link across southern England, the station is now being rebilled as a *grand retail & hospitality destination* featuring Europe's longest champagne bar.

St. Pancras Chambers have also enjoyed extensive restoration work, with London & Continental Railways working with Manhattan Loft Corporation to turn the once-derelict hotel into a 5 star Renaissance Marriott hotel with 244 bedrooms, 2 restaurants, 2, a health and leisure centre, a ballroom, 20 meeting and function rooms, and 67 private apartments and penthouses.

The Midland Grand Hotel at St. Pancras (closed 1935; due to reopen as a Renaissance hotel in 2009/10).

The Great Western Hotel at Paddington (the first of Britain's railway hotels).

The Great Eastern Hotel at Liverpool Street .

The Charing Cross Hotel at Charing Cross station.

The Great Central Hotel at Marylebone.

The Grosvenor Hotel at Victoria.

Many other large hotels were built in London in the Victorian period. The Langham Hotel was the largest in the city when it opened in 1865.

The Savoy, perhaps London's most famous hotel, opened in 1889, the first London hotel with en-suite bathrooms to every room.



Nine years later Claridge's was rebuilt in its current form. Another famous hotel, the Ritz, based on its even more celebrated namesake in Paris, opened in 1906.

The upper end of the London hotel business continued to flourish between the two World Wars, boosted by the fact that many landowning families could no longer afford to maintain a London house and therefore began to stay at hotels instead, and by an increasing number of foreign visitors.

Famous hotels, which opened their doors in this era, include the Grosvenor House Hotel and the Dorchester. The rate of hotel construction in London was low in the quarter century after World War II and the famous old names retained their dominance of the top end of the market. The most notable hotel of this era was probably The London Hilton on Park Lane, a controversial concrete tower overlooking Hyde Park. Advances in air travel increased the number of overseas visitors to London from 1.6 mln in 1963 to 6 mln in 1974.

In order to provide hotels to meet the extra demand a Hotel Development Incentive Scheme was introduced and a building boom ensued. This led to overcapacity in the London hotel market from the late 1970s to the mid 1980s. Construction then picked up again, but it was soon curtailed by the recession of the early 1990s and the reduction in international travel caused by the 1991 Gulf War.

The 1980s saw London (along with New York) start the trend of smaller boutique style hotels. In the mid 1990s, there was a major acceleration in the number of new hotels being opened, including hotels of many different types from country house style hotels in Victorian houses to ultra trendy minimalist hangouts.

At this time, some of London's grandest early 20th century office buildings were converted into hotels because their layouts, with long corridors and numerous separate offices, were incompatible with the preference for open plan working, but their listed status made it hard to get permission to demolish them.

This period also saw the opening of the first five star hotel in London south of the River Thames, the Marriott County Hall Hotel, and the first two in East London, the Four Seasons Canary Wharf and the Marriott West India Quay, which is also close to the Canary Wharf development. Surprisingly for many years, there were no hotels at all in the City of London even though the financial firms of the City were one of the London hotel sector's most lucrative sources of custom, but in recent years over a thousand hotel rooms have opened in the City, and many more are planned.

### **Hotels in modern London**

Budget hotel chains such as Travel Inn and Travelodge have also been expanding rapidly in London since the mid 1990s. One of the most expensive hotels in London is The Lanesborough, part of an American company, the St Regis Group.

The building of the hotel was first a private address in the early 19<sup>th</sup> century.

The building, which would become the Lanesborough was then turned into St George's Hospital and remained so until the second half of the 20<sup>th</sup> century.

There is no official registry of hotel rooms in London, but the estimated the number of hotel rooms in Greater London in 2000 was put at 101,269. According to figures produced in support of London's 2012 Olympic bid, there were more than 70,000 three to five star hotel rooms within 10 kilometres of Central London in 2003.

Interestingly the main growth was a huge rise in the number of rooms within the City of London, while Kensington and Chelsea actually had a small fall.

This is comparing figures since 1981. The main concentration of luxury hotels is in the West End, especially in Mayfair. London's five star hotels are quite small on average by international standards. The largest has only 459 rooms; 9 of them have 50 or fewer.

The range is very wide, including: traditional purpose-built grand hotels such as the Ritz, the Savoy and the Dorchester.

Recent conversions of grand late 19th and early 20<sup>th</sup> century office buildings into hotels such as One Aldwych and the Renaissance Chancery Court.

Townhouse hotels such as 13 Half Moon Street. Modern purpose-built chain hotels such as the Four Seasons London and the London Hilton on Park Lane. Modern boutique designer hotels such as the St. Martins Lane Hotel.

Currently the most profitable hotels and those with the most consistently high room occupancies are hotels around the 5 major London Airports. Heathrow and Gatwick are performing the best and becoming meeting and conference centers in their own right.

2006 was the year that environmentally friendly hotels started to become a marketing tool. Among the first to achieve certified levels were the Novotel London West and all the Marriott properties in the capital. By the end of 2006 the boom in branded hotels which started around 2002 was well underway, with branded rooms accounting for around 70% of available accommodation at 71,000 rooms.

2007 saw the start of a building boom for purpose built hotels in the lead-up to the 2012 Olympic Games in east London. Hotels were planned throughout London including at the new Wembley Stadium and around Docklands area. Many of these will be in the 4 and 5 star bracket supplementing the 2/3 star boom already ongoing with the likes of Ibis and Premier Travel Inn. There are no official bodies that rate hotels.

Most widely accepted bodies are the AA (in the past the RAC too) & the English Tourist Board. The ETB have recently changed their criteria to match that of the AA to provide consistency. Many hotels remain self-rated.

***Exercise 1. Analyze the information and render the contents briefly in English. Give all «pros» & «cons» for the stay in modern hotels.***

***Exercise 2. Analyze the facts from the hotelary and remember them.***

Hotels below the five star category are found throughout the city, but tend to be slightly further away from the key centres of activity. The largest concentration of mid priced hotels is probably in Bloomsbury on the northern side of the city centre.

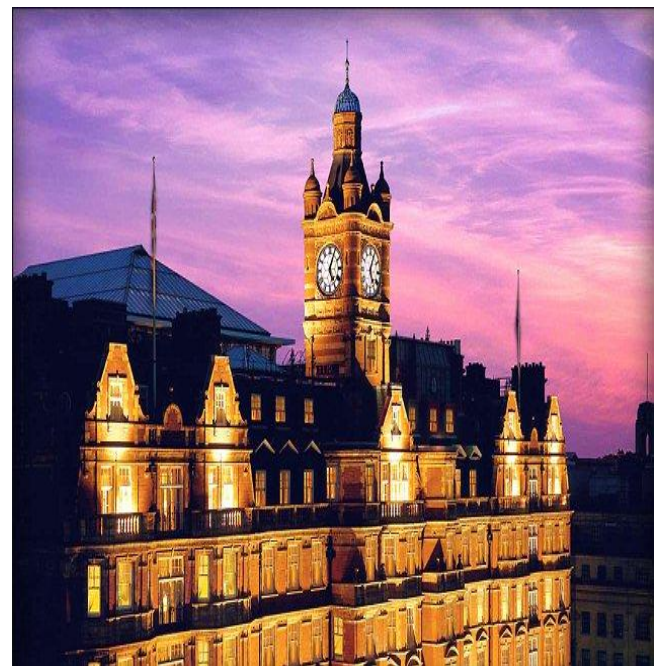
The largest cluster of hotels in the suburbs is around Heathrow Airport, most of which are modern chain hotels. The largest concentration of new hotel building is in East London around London City Airport in places such as Canning Town. The developers of Shard London Bridge, which will be the tallest building in London if it is built plan to let part of it to a hotel operator.

***Exercise 3. Caribben hotels continue to be profitable for owners and operators due to increasing rates of travel to the region spured by a strong US economy.***

***Exercise 4. Find out the hotel classification system in Dubai.***

***Exercise 5. Add some information & make up a small report and give a talk in class.***

***Exercise 6. Read the information & pick up the essential details in the form of quick notes.***





**Exercise 7. Describe other notable hotels.**

One of the more unusual hotels is the Sunborn Yacht, a floating hotel by the Excel centre in East London and constructed for that purpose. The 3 star 1,630 bedroom Royal National Hotel in Bloomsbury is the largest hotel in the UK by number of rooms. The Hilton London Metropole in Paddington is the largest 4-star hotel in London and the UK. It has 1,058 bedrooms and extensive conference facilities. The Russell Hotel in Russell Square, Bloomsbury, which dates from 1898, has one of the grandest exteriors of any London hotel, but it is rated 4-star.

The Guoman Tower Hotel (formerly Thistle) near Tower Bridge is one of the largest hotels in London with over 800 rooms, and is regarded by some as one of the ugliest and most insensitively located brutalist buildings in the city. However others are by St. Katharine Docks and the Tower of London as quite relaxing and scenic.

**Exercise 8. Describe the famous events of the latest time.**

After the 2006 transatlantic aircraft plot London hotels showed a drop in average room rate growth and occupancy growth. However this was not as steep as might have been expected since figures were compared to the previous years figures which were themselves affected by the July 7<sup>th</sup> London bombings of 2005. It is thought without those circumstances the real drop would have been something in the region of 20-30%.

Strangely while figures showed a drop in bookings some major chains such as Intercontinental reported strong demand for hotel rooms in London as passengers became stranded in London unable to get a flight. In November 2006 several hotels were subject to checks for radiation after former Russian spy Alexander Litvinenko was poisoned with Polonium-210. Most seriously affected was the Millennium Mayfair where 7 members of staff were found to be contaminated with low level radiation. November 2006 was the month Dhiren Barot was sentenced by a British court to serve at least 40 years in prison for planning to cause explosions in London Hotels amongst a list of targets which also included the New York Stock Exchange and the World Bank.

January 2007 saw the first use anywhere in the world of Cryonite technology to kill bed bugs (freezes pests using a patented carbon dioxide snow) at a top London Hotel (unnamed). In March 2007 some of Londons' best known hotels were considered a "serious danger to health" by environmental inspectors. The hotels were the Savoy, the Halkin, the Langham and the Dorchester. London named as ninth most expensive city in the world for 2007 in terms of average room rate.

**Exercise 9. Describe Corinthia Grand Hotel Royal, Budapest, Hungary.**

The general hotel ratings tend to be between 4.5 and 4.7 out of 5. Corinthia Grand Hotel Royal is located in the center of Budapest on Erzsebet Boulevard. A hotel is an establishment that provides paid lodging, usually on a short-term basis. There are altogether 414 rooms (inc. 98 suites, accessible rooms for those with limited mobility), two Ambassador suites and a presidential suite – all nicely decorated – French elegance echoing the general impression of the hotel. You can choose from the Executive (decor in red, gold and green) or Superior (decor in a blue, beige and red colour scheme) style guest rooms. Hotel provides a number of additional guest services such as a restaurant, a swimming pool or childcare.

## HOTEL CHAINS

Hotel chains nowadays form the basis of world tourist business. There are currently several hundreds of hotel chains in the world. Among them giant corporations can be distinguished, which hotels can be found almost anywhere in the world.

Their names are well known even to the ordinary tourist: Radisson, Best Western, Hyatt, Marriott, and Hilton. According to World Tourist Organization, one in five hotels belongs to a particular hotel chain. If you take into account that the approximate amount of hotel on the planet is about 16 million, the number will be impressive.

Hotel chains are still considered to be a novelty for a hotel industry with its long history. The first hotel chains appeared in the late 30-s of the 20th century in the USA. Since then the USA holds the lead for hotels, which belong to a particular hotel chain.

About 70 % of hotels in the USA belong to hotel chains.

Hotel chains put forward a wide range of offers on the market. At this point we can say that, the hotel chain market is at the final formation stage. And if the niche of luxury hotel is more or less divided between the major players like Radisson and the others, the hotel chains of 3\* level are still rapidly developing.

Continuously increasing demand for B&B hotels (Bed & Breakfast) has led to the appearance of dozens B&B hotel chains. One of the latest innovations in the world tourist industry – agritourism – also managed to acquire its own rural hotel chains.

Among the countries where such hotel chains have been widely development can be distinguished Italy, Britain, France, Spain and Portugal.

Meanwhile, hotel chains in various countries can differ in size as well as in the principles of their operation. Hotel business in Italy considered being a family business for centuries that is why Italian hotel chains are usually of smaller size and can be found more seldom that in other countries of Western Europe. Several big hotel chains have already developed in Russia. Among them are Heliopark chain, which owns several hotels in Moscow region, Azimuth hotel chain, which hotels can be found in St. Petersburg, Vladivostok, Samara and many other Russian cities.



Fairmont Towers, Heliopolis



## HISTORIC OVERVIEW OF HOTEL CHAINS

The story of the Ritz-Carlton begins with Swiss hotelier César Ritz who was well known in the hotel industry as the *king of hoteliers and hotelier to kings*. Ritz redefined luxury accommodation in Europe with his management of The Ritz in Paris and The Carlton in London. Although he died in 1918, his wife Marie continued the tradition of opening hotels in his name. The Ritz-Carlton Investing Company was established by Albert Keller, who bought and franchised the name in the USA.

The original Ritz-Carlton hotel was built in Boston, Massachusetts, and opened on May 19, 1927 with a room rate of \$15 per night. It became known as the hotel to kings, queens, movie stars, and tycoons: Prince Charles, Irving Berlin, Bette Davis, and Howard Hughes were just a few of its notable guests. Additional locations soon opened in New York, Philadelphia, Pittsburgh, Atlantic City and Boca Raton, but all these locations did not survive the Great Depression and by 1940 only The Ritz-Carlton Boston remained.

### **The Wyner Years: 1927-1964**

On October 1926, 29-year-old Edward N. Wyner bought a third-acre parcel at the corner of Arlington and Newbury streets and formed a partnership called The Ritz-Arlington Trust with his father, George, and business associate, John S. Slater.

The trust sold \$2.1 million of bonds to finance the construction of a hotel to be called *the Mayflower*. The 18-story, 201-foot brick building, designed by Strickland, Blodget & Law Architects, was far taller than anything else along Newbury Street at the time. Construction had started on the second floor when Wyner was persuaded by then-Mayor James Michael Curly to make the Mayflower an excellent, 300-room Ritz-Carlton Hotel, which opened May 19, 1927. Room rates were \$5 to \$15 per night; \$40 per night for suites. After a hugely successful opening, the stock market crash of 1929 and ensuing Depression brought financial difficulties. The Wyner family funded the hotel's operating losses during the early 1930s, although the interest on the bonds went unpaid.

Still in 1933, when only 30 guests were registered in the hotel, Wyner turned on the lights in every guest room to give the appearance the hotel was full. Wyner died of a heart attack on Dec. 5, 1961. His six sons tried to continue operation of the hotel, but it was too difficult, and a decision was made to sell.

### **The Blakeley Years: 1964-1983**

The unpaid interest on the bonds dissuaded many from trying to buy the hotel. But Gerald F. Blakeley Jr. was interested. After more than a year of legal work, Hale and Dorr succeeded at clearing the bond obligations, and in October 1964 Blakeley and associates Paul Hellmuth and Charles Spaulding acquired the Ritz-Carlton Boston for \$3.8 million. "Out of the 20 years I owned it, it made money three years.

The other years it broke even, but from a public relations standpoint for CC&F, it was a tremendous asset", said Blakeley, who completed a 19-story Ritz-Carlton luxury condominium complex on land adjacent to the hotel in 1981.

In the late 1960s, Blakeley obtained the rights to the Ritz-Carlton name in North America (with the exception of Montreal and New York). In June 1978, Blakeley was awarded the rights and privileges of the Ritz-Carlton trademark in the USA and was given a US Service Mark Registration.

In August 1983, Johnson Properties bought the Ritz Boston and US trademark for \$75.5 mln and established the Ritz-Carlton Hotel Co. In 1988, Johnson subsequently obtained the exclusive rights to the Ritz name throughout the world (except for Hotel-Ritz Paris and the Ritz-Carlton in Montreal).

### **The Corporate Years: 1983-1999**

Johnson grew the company from the One Ritz-Carlton Boston to 30 hotels worldwide in just 10 years. He obtained financing to do so from Manufacturers Hanover Trust of New York in 1983 in the amount of \$85 mln secured by the Ritz-Carlton Boston.

This loan was refinanced in 1989 by Manhattan Tops USA of New York for \$136.5 mln and again in 1994 by Sumitomo Bank of Japan. By 1996, this mortgage was in default and the interest and penalties brought the total debt to \$214.8 million. By splitting this mortgage note into three parts, Sumitomo Bank was able to unbundle the Ritz Boston from the trademark rights to the Ritz brand worldwide. Blackstone Real Estate Acquisitions of New York bought the Ritz-Carlton Boston at auction for \$75 mln in February 1998.

A month later, Host Marriott Corp. of Bethesda, Maryland, acquired the hotel from Blackstone for \$100 mln. Marriott International Inc., which franchises & manages Marriott's 325,000 rooms, bought the Ritz-Carlton Hotel Co. and rights to the Ritz-Carlton name worldwide from W.B. Johnson for \$290 mln in a two-part transaction completed in 1998.

### **Millennium Purchase**

In 1998, Christopher Jeffries, founding partner of Millennium Partners, obtained Ritz franchises from Marriott for four hotel properties under construction: two in Washington, one in New York City, and one in Atlanta, Georgia.

In addition, Jeffries was searching for a brand affiliation for the new 155-room hotel and 270-luxury condominiums he was constructing as part of Boston's 1.8 mln-square-foot Millennium Place, a mixed-use complex on lower Washington Street.

Because of noncompetition clauses, the only way he could obtain a second Ritz flag in Boston was to own the existing Ritz. Millennium Partners acquired the original Ritz-Carlton Boston for \$122 mln (though it had sold for just \$75 mln less than two years prior) & spent \$50 mln for renovations. Marriott agreed to allow the Ritz affiliation for the condominium complex, which will be known as The Residences at the Ritz-Carlton, and share all of the services of the hotel. In 1999, when Millennium Partners of New York, the new owners of the original Ritz-Carlton Boston, announced that the company was building a second Ritz-Carlton in Boston (the now-completed 193-room Ritz-Carlton), there was much local disapproval. A member of the old guard summed up: "The movement of a name from one place to another doesn't do it. There would never be that special atmosphere; a grace, decency, and ambiance that once existed". Millennium Partners admitted they had no intentions of trying to duplicate the Ritz.

### **Taj Purchase**

In October 2002, The Ritz-Carlton Boston celebrated its 75th Anniversary with a major restoration to bring the facility 21st century amenities while maintaining its 20th century decor. The Ritz-Carlton Boston has been in continuous operation since it opened in 1927. The property is a Boston landmark and anchors fashionable Newbury Street and the picturesque Boston Public Garden located in the heart of the Back Bay.

In November 2006, The Taj Hotels Resorts and Palaces, subsidiary of the India-based Tata Group, entered into a definitive agreement to purchase The Ritz-Carlton Boston from its current owners, Millennium Partners. The \$170 mln transaction is scheduled to close on January 11, 2007. Taj Hotels Resorts and Palaces operates 75 hotels across the world. The Ritz-Carlton Boston will be renamed the Taj Boston upon closing the purchase.

### 2000 & beyond

From 2001 to 2007, Boston was home to two Ritz-Carlton hotels that faced each other on Boston Common. The Ritz-Carlton Boston Common Hotel opened in 2001.

In November 2006 The Taj Hotels Resorts and Palaces, India luxury hotel group entered into an agreement to purchase the original 1927 Ritz-Carlton Boston from its current owners, Millennium Partners, for \$170 Million.

The Ritz-Carlton name was not sold to Taj Hotels. The Ritz-Carlton Boston was renamed Taj Boston on Jan. 11, 2007. The first Ritz-Carlton Hotel in Russia was opened in Moscow on July 1, 2007. The Ritz-Carlton Hotel Company, LLC has announced its first hotel in India. The property is slated to open in Bangalore in 2007. On August 16th, 2007 Ritz-Carlton announced it was to open its first Canadian property in Toronto in 2009. Another in Vancouver is slated to open in 2011. The hotel, which will occupy the first 20 floors of a 58 storey tower, will feature the Residences by Ritz-Carlton on the remaining 38 floors in an Arthur Erickson designed tower, similar to that of the Turning Torso in Malmö, Sweden.

### Exercise 1. Explain the notion «hotel chains».

A hotel chain is a collection or grouping of hotels under one recognizable brand operated by a management company. Best Western International claims to be the largest hotel chain in the world, in terms of the number of properties. The Ritz-Carlton Hotel Company is the parent company to the luxury hotel chain, Ritz-Carlton Hotels. The Hotel Company is a subsidiary of Marriott International. The company also has marketing agreements with Bulgari Hotels & Resorts and two privately owned hotels, The Ritz Hotel, London and The Hotel Ritz, Madrid. The first Ritz-Carlton Hotel was built in Boston in 1927.

Today, there are 63 properties in major cities and exclusive resort destinations in over 21 countries worldwide that operate under the Ritz-Carlton flag.

Top 15 des enseignes hôtelières mondiales au 1 <sup>er</sup> Janvier 2013 Top 15 ranking of worldwide hotel brands as of 1 January 2013										
RANG RANK	CHAÎNES - CHAINS	GROUPES - GROUPS	PAYS COUNTRY	HÔTELS - HOTELS 2013	HÔTELS - HOTELS 2012	CHAMBRES - ROOMS 2013	CHAMBRES - ROOMS 2012	NOMBRE GROWTH	% EVOL. GROWTH	
1	1	Holiday Inn + HI Express	IHG	GB	3 392	3 347	424 612	421 944	2 618	0,6%
2	2	Best Western	Best Western	USA	4 024	4 018	311 611	295 254	16 357	5,5%
3	6	Marriott Hotels Resorts	Marriott International	USA	558	555	204 917	205 595	-678	-0,3%
4	3	Comfort Inns & Suites	Choice Hotels Internat.	USA	2 509	2 590	194 262	199 875	-5 613	-2,8%
5	5	Hilton Hotels & Resorts	Hilton Worldwide	USA	551	562	191 199	197 311	-6 112	-3,1%
6	4	Hampton Inn by Hilton	Hilton Worldwide	USA	1 880	1 847	184 765	181 087	3 678	2,0%
7	7	Ibis (Megabrand**)	Accor	FRA	1 667	1 519	182 496	163 484	19 012	11,6%
8	15	Home Inns	Home Inns	CHI	1 438	1 119	164 325	128 621	35 704	27,8%
9	8	Sheraton Hotels & Resorts	Starwood Hotels	USA	427	415	149 784	144 648	5 136	3,6%
10	10	Days Inn of America	Wyndham Hotel Group	USA	1 826	1 864	147 808	150 436	-2 628	-1,7%
11	9	Super 8 Motels	Wyndham Hotel Group	USA	2 314	2 249	147 512	142 254	5 258	3,7%
12	11	Courtyard by Marriott	Marriott International	USA	929	911	136 553	134 428	2 125	1,6%
13	12	Quality Inns Hotels	Choice Hotels Internat.	USA	1 479	1 410	133 515	128 753	4 762	3,7%
14	13	Ramada Worldwide	Wyndham Hotel Group	USA	850	845	115 811	114 306	1 505	1,3%
15	14	Crowne Plaza	IHG	GB	392	387	108 307	105 104	3 203	3,0%

**Exercise 2. Characterize the Hilton Hotels Corporation**

Hilton Hotels Corporation is one of the leading global hospitality companies. As of April 2007 there are 2,645 hotels and 485,000 rooms employing 101,000 people in more than 80 countries. The company owns, manages or franchises a portfolio of brands. It was founded by Conrad Hilton in Cisco, Texas and now has headquarters in Beverly Hills, California. Aiming to offer top class service to its guests, Hilton has become a leader in the hospitality industry. The company is around 5% owned by the founding family.

**Exercise 3. Render the history of the Hilton Company briefly in English.**

The original company was founded in 1919 by Conrad Hilton. The Hotels Statler Company was acquired in 1954 for \$111,000,000 in what was then the world's largest real estate transaction. The company separated its international operations into a separate traded company on December 1, 1964, known as Hilton International Co..

In 1967 Trans World Corp., the holding company for Trans World Airlines, acquired the separated company. In 1986, it was sold to UAL Corp., the holding company for United Airlines, who became Allegis Corp. in an attempt to re-incarnate itself as a full service travel company encompassing Westin Hotels & Hertz rental cars in addition to Hilton International & United Airlines. In 1987 after a corporate putsch, the renamed UAL Corp. sold Hilton International to Ladbroke Group plc, a British leisure and gambling company, which in May 1999 adopted the name Hilton Group plc. As a result, there have been two separate, fully independent companies operating hotels under the Hilton name.

Those Hilton Hotels outside the US were, until recently, styled as Hilton International hotels. In addition, for many years hotels run by the Hilton Group in the US were called Vista International Hotels, while hotels operated by the American arm of Hilton outside the US were named Conrad Hotels. The Vista chain has been phased out, while Conrad is now restyled as one of the luxury brands of Hilton and operates hotels within the US, as well as abroad. To minimize consumer confusion, the American & British Hilton companies, for the last few years, had a joint marketing agreement under which they share the same logos.

They promote each other's brands and maintained joint reservation systems.

In 1971, Hilton acquired International Leisure Company, acquiring the Las Vegas Hilton and Flamingo Hilton with the purchase. HHC was granted the naming rights to the George R. Brown Convention Center in late 2003. The Hilton Americas in Downtown Houston, Texas, is connected to the convention center. Hilton Group then re-assumed the name Ladbroke Group plc. On February 23, 2006, the deal closed, making Hilton Hotels the world's fifth largest hotel operator in number of rooms. The Waldorf-Astoria Collection was announced on January 17, 2005 as a new Luxury Brand.

**Exercise 4. Analyze the history of Hilton Hotels Corporation and transfer the given information from the text onto a table in the form of statistic data.**

**Exercise 5. Transfer the given information from the passages onto a table.**

№	Activity			
	Event	Where	When	Score
1.				

**Exercise 6. Make up the dialogue from the text above and carry it on in class.**

## HISTORY OF THE HYATT CORPORATION

Hyatt is an international brand of upscale and luxury hotels within the Global Hyatt Corporation that operates numerous properties. Hyatt is a part of the Marmon Group which is owned by Chicago's Pritzker Family. The Hyatt Corporation was born upon purchase of the Hyatt House, at Los Angeles International Airport on September 27, 1957.

The Hyatt Hotel Los Angeles which opened Dec 1st, 1954 is considered to be the first hotel in the world built outside of an airport. The original owners were entrepreneurs, Hyatt R. von Dehn and Jack D. Crouch. Hyatt R. von Dehn was eager to get out of the hotel business after a few years, so he sold his share in the hotel to Jay Pritzker.

Mr Pritzker heard the hotel was for sale while sitting in its coffee shop called "Fat Eddie's" waiting for a flight. He scribbled a bid for \$2.2 million dollars on a napkin, and the Hyatt Corporation was born. Jay Pritzker and Jack Crouch remained partners until 1965, opening airport hotels in several cities including San Francisco, Seattle, and San Jose. Jack stepped away from Hyatt to pursue other hotel ventures, while Jay & his younger brother, Don continued to run Hyatt. The Hyatt became famous after the chain opened the world's first atrium hotel in 1967, the Hyatt Regency Atlanta, a decade after opening its first hotel.

In 1969, Hyatt opened its first hotel overseas, the Hyatt Regency Hong Kong. In 1980, the Grand Hyatt and Park Hyatt brands were introduced. Hyatt has become known for its resorts after the opening of Hyatt Regency Maui in 1980. Today Hyatt has over 340 hotels worldwide. The Hyatt Regency Kiev is Europe's Best hotel with 5 star Ratings. The Hyatt Regency Kiev is located in Kiev, Ukraine, within 100 metres of Saint Sophia Cathedral.

The Hyatt Regency brand is the oldest brand in the Hyatt hotel chain; the Grand and Park brands were introduced in 1980. Hotel with the Regency brand typically has the Regency Club on property, which is a concierge lounge that offers complimentary continental breakfast and evening hors d'oeuvres.

There are Hyatt hotels that do not have the Regency designation, which indicates that they do not have a Regency Club. Grand Hyatt Grand Hyatt hotels have higher standards and are generally larger than typical Regency hotels. They are located in major metropolitan cities.

The Park Hyatt Tokyo is intended to be the flagship for the brand, and the Park Hyatt Chicago is the flagship Park property in the United States. Hyatt Resorts Resorts can be part of the Grand, Park or Regency family depending on destination. The resorts often have spa, and other recreation facilities. Hyatt Place The Hyatt Place is a new upscale hotel concept, placing a strong emphasis on design and functions to attract business travelers. It is a select / limited service offering, and on completion of all renovations to the Amerisuites chain.

Summerfield Suites is an extended stay hotel chain addition to the Hyatt group. The suites are fully furnished with full kitchens and separate living areas. There are 20 Hyatt Summerfield Suites hotels across the USA. The word means *personal style* in Hindi, and the new brand "will offer a highly functional environment characterized by sophistication, innovative design, local identity, casual elegance and service that is attentive but not pretentious and without "attitude". The first hotel to bear this brand will be The Great Eastern Hotel in London.

**Exercise 1. Render the history of the Hyatt Corporation briefly in English.**

**Exercise 2. Answer the question: What does the corporation do beyond hotelary?**



**Exercise 3. Summarize what are advantages and disadvantages on the stay in modern hotels in one or another hotel chains.**

**Exercise 4. Analyze the history of Hyatt Corporation and transfer the given information from the text onto a table in the form of the statistic data.**

**Exercise 5. Explain the policy of the Sheraton Hotels Corporation all over the world.**

The origins of the brand date back to 1937 when Ernest Henderson and Robert Moore opened the first Sheraton in Springfield, Massachusetts. The two founders had opened three hotels in Boston by 1939, continuing with their rapid expansion opening properties along the entire East coast. The success and popularity of Sheraton was unprecedented and it became the first hotel chain to be listed on the New York Stock Exchange.

In 1949 the brand expanded internationally with the purchase of two Canadian hotel chains. The 1960s saw the first Sheraton hotels in Latin America and the Middle East and, by 1965, the 100th Sheraton had opened its doors. Sheraton reached a milestone in 1985 as the first international hotel chain to operate a hotel in the People's Republic of China (*The Great Wall Sheraton*). In April of 1995, Sheraton introduced Four Points by Sheraton Hotels, a new, mid-scale hotel brand offering a full-service hotel experience at a competitive price. In 1998, Starwood Hotels & Resorts Worldwide, Inc. acquired Sheraton. It has since grown to become one of the leading hotel companies in the world.

**Exercise 6. Find some information on Great Hotels and make up the report on the topic.**

Great Hotels is an Emmy-award winning television show on the Travel Channel.

The show, hosted by Samantha Brown, travels around the United States to show some of its most renowned hotels. Brown stays at the hotel and walks the viewer through the layout, the rooms, and extra features the hotel has to offer that make it unique and desirable.

**Exercise 7. Find some information on InterContinental and write a small essay on the topic.**

InterContinental is a brand of upscale luxury hotels owned by InterContinental Hotels Group. The chain operates over 200 hotels and resorts in approximately 75 nations.

InterContinental began in 1946 when Pan American Airways decided that there was a lack of quality hotels in many of its destinations. The first hotel, the Hotel Grande, opened that year in Belem, Brazil. The company was purchased by Bass Hotels & Resorts of the United Kingdom (now InterContinental Hotels Group) in 1998.

**Exercise 8. Choose the keywords and phrases that best convey the gist of the information.**

**Exercise 9. Analyze the table below.**

**Exercise 10. Add some information & make up a small report and give a talk in class.**

**Exercise 11. Transfer the given information from the passages onto a table.**

№	Activity			
	Hotel Chain	Where	When	Score
1.				

Hotel Company	Program Name	Social Component	Environmental Component	Other Component	Sustainability Reporting?	Year Started
1. IHG	Corporate Responsibility	<b>Collaboration:</b> Partners & Stakeholders; <b>Community:</b> Local economic opportunity; Our people; Human rights; Supply chain; Accessibility	<b>Environment:</b> Green Engage™ (Proprietary reporting program); Climate & Carbon; Energy; Water; Waste; Biodiversity	<b>Innovation:</b> Innovation in approach; Innovation Hotel	Yes	2008
2. Marriott	Corporate Responsibility	<b>Society:</b> Workplace & Training; Shelter, Food & Health; Education	<b>Environment:</b> Energy, Water, Waste and Carbon; Supply Chain; Green Hotels; Engaging Guests & Associates; Conservation	<b>Business Values</b>	Yes	2009
3. Wyndham	Wyndham Green	<b>Education; Community</b>	<b>Energy Conservation; Recycle &amp; Re-Use; Water Conservation;</b> Green Tool Box™ (Proprietary reporting program)	<b>Innovation</b>	Yes	2009
4. Hilton	Corporate Responsibility	<b>Strengthening Communities; Creating Opportunities; Celebrating Cultures</b>	<b>Living Sustainably:</b> LightStay™ (Proprietary reporting program)	N/A	No	N/A
5. Accor	Earth Guest	<b>EGO:</b> Local Development; Child Protection; Fight Against Epidemics; Balanced Food	<b>ECO:</b> Energy, Water; Waste; Biodiversity	N/A	Yes	2006



Retro capsule hotel in Tokyo

## YOSEMITE HOTELS

From luxury hotel to simple tent, Yosemite offers a wide choice of accommodations.

Reservations are advised at all times, and especially in summer. For stays during the summer season and holidays, make reservations as far as one year in advance to avoid being disappointed. Luxurious and very centrally located, the Ahwahnee is the park's premiere hostelry. A short, signposted walk from Yosemite Village, this lovely hotel was built in 1927 from local rock. Rooms are both comfortable and elegant, with full baths, and sturdy, rustic wooden furniture. Suites include an additional sitting room.

The hotel's celebrated dining and entertainment facilities include the Indian Bar Room for drinks and the splendid Dining Room, where dinner reservations are required year round. Yosemite Lodge is within walking distance of most of the valley's attractions. It offers attractive but simple hotel rooms and small redwood cabins.

Because it's priced so well, this place is popular, and reservations should be made as far in advance as possible. Facilities include a coffee shop, lounge, two restaurants, and a cafeteria, as well as several shops. You won't be roughing it at the Wawona, near the southern end of Yosemite. This is the oldest hotel in continuous service in the national park system, dating from 1879. The pretty wooden structures offer comfortable, if sparsely furnished, rooms; facilities include a swimming pool, a tennis court, a nine-hole golf-course, as well as nearby stables. Yosemite's 300-plus year-round campsites expand to a whopping 2,000 sites in summer. Sites are scattered over 20 different campgrounds, and split into two categories. The Type A sites are the most elaborate, with well-defined roads, parking, drinking water, flush toilets, and, generally, a fireplace, and tent space. The Type B sites may be accessibly by road or trail, and conveniences are limited to basic sanitary facilities and a smattering of fireplaces and tables. From June 1 to September 15 camping permits are limited to 7 days in the valley and 14 days in the rest of the park. The rest of the year campers can stay for as long as 30 days.

**Exercise 1. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 2. Complete the sentences with the facts from the text above.**

1. Luxurious and very centrally located, the Ahwahnee is \_\_\_\_\_. 2. Yosemite offers a wide choice of \_\_\_\_\_. 3. Yosemite Village was built \_\_\_\_\_. 4. This lovely hotel was built from \_\_\_\_\_. 5. Rooms are both comfortable and elegant, with \_\_\_\_\_. 6. The hotel's celebrated dining and entertainment facilities include \_\_\_\_\_. 7. Yosemite Lodge is within walking distance of \_\_\_\_\_. 8. Facilities include \_\_\_\_\_. 9. This is the oldest hotel in continuous service in \_\_\_\_\_. 10. it was built in \_\_\_\_\_. 11. The pretty wooden structures offer \_\_\_\_\_. 12. Campground fees range from \_\_\_\_\_. 13. Sites are scattered over \_\_\_\_\_. 14. From June 1 to September 15 camping permits are limited to \_\_\_\_\_. 15. The rest of the year campers can stay for \_\_\_\_\_.



## TOPICAL VOCABULARY

Accessible – that can be reached  
Adjoining – next to each other  
Amenities – places to go and things to do  
Bungalows – small one-storeyed house  
Cabin – small hut made of wood  
Celebrated – famous  
Designated areas – marked out for a particular purpose  
Honeymoon – holiday taken by a newly married couple  
Lodge – country house or cabin  
Rustic – typical of the country or people  
Sturdy – strong and solid  
Suite – hotel bedroom with an adjoining living-room  
Unwind – relax, especially after hard work  
Remote control – system of controlling smth.  
Stair-lift – device to move disabled people up stairs  
Take-over – act of buying and taking control of a business by another business  
Adjusting – that can be changed  
Annexe – extra building to a larger one  
Attic – room at the top of a building  
Communal rooms – for everyone to use  
Courtesy bus – free of charge bus service  
En suite – with a bath / shower attached  
Furnishings – equipment, furniture  
Homely – simple but comfortable  
King-size – extra size  
Nappy-changing facilities – for baby to be cleaned and changed  
Paying off – bringing benefits  
Ramps – sloping surfaces to let wheeled vehicles go up stairs  
Refit – replace and put in new equipment  
Safety rail – metal or wooden bar to help smb.  
Subtle – designed to have a clever effect  
Hoists – devices which lift people

**Exercise 1. Make up sentences with the words from the topical vocabulary.**

**Exercise 2. Read the advertising on Mena House Hotel in Cairo in Egypt and remember it.**

The site of Mena House Hotel is unique in the world. Surrounded by gardens and facing the Pyramids of Giza, Mena House combines the luxury and comfort of the first-class hotel with the romance and poetry of the Desert.

Mena House has its own Riding Stables (horses and camels), tennis courts and private golf course. On the Hotel premises there is also an open-air swimming pool.

On request, a Hotel bus meets all trains and planes. The distance from the centre of the city to the Hotel is about 9 miles.

**Exercise 3. Describe the occupations and facilities of some hotels.**

## CLUB ST. LUCIA

### Location

Situated on the Cap Estate on the northernmost tip of St. Lucia about 2 hours drive from the International Airport.

### Facilities

These include large swimming pools, bars, BBQ stand, and a restaurant overlooking the Caribbean (elegantly casual dress), a pizza and pasta bar and full entertainment each night. The St Lucia Racquet Club offers access to guests to all its facilities including tennis, squash court, fitness room & pro shop (drinks & snacks at the Racquet Club are not provided).

**Accommodation:** (372) rooms are located in cottages set around the gardens each one having air-conditioning or a ceiling fan, shower and a terrace.

**Standard (NAC):** have ceiling fan only, a terrace and are 150 yards from the beach.

**Standard air-conditioned (AC):** have television, bath and a covered terrace.

**Family Rooms (FMS):** have an air-conditioned bedroom, bath, and separate living area with ceiling fan, television and an open terrace area.

**Oceanview rooms (OV):** are air-conditioned with television, located just a few yards from the beach and have seaview.

### Your holiday includes:

- All meals: full breakfast, lunch, dinner and snacks daily.
- All drinks: unlimited beer, house wine, spirits, sparkling wine, cocktails & soft drinks.
- Watersports, including sunfish sailing, paddle boats, snorkelling, windsurfing & waterskiing plus group instruction.
- Tennis (day & night) including 2-3 hour group tennis clinics per stay & equipment.
- Free use of bicycles on property. Jogging trail.
- Children's kids club for 4 to 12 year olds 6 days a week. Birthday parties & cakes.
- Golf is available at Cap Estate close by.
- Daily activities: backgammon, shuffleboard, chess, draughts, table tennis & volleyball.
- There is a charge of \_\_\_ for free fees, clubs & carts are available for hire locally.
- Nightly entertainment, theme nights, disco.
- All portorage, taxes, service charges and tips (excluding airport departure tax).

**Exercise 1. Read the information on Hotel King Solomon's Palace & remember that.**

King Solomon's Palace dominates both in the landscape and skyline of Eilat's North Beach lagoon. Unique in its design features, the hotel is renowned for its extensive range of well-organized sports and entertainments, giving it a lively atmosphere and effectively creating a self-contained resort within a resort. Should you ever wish to have the Palace, the beach is just a very pleasant five-minute stroll.

**Exercise 2. Transfer the given information from the passages onto a table.**

№	Activity			
	Facilities	Where	When	Score
1.				



## ISROTEL

- Two swimming pools (one heated) with sun terraces, Oasis poolside snack bar.
  - Excellent range of dining choices: Solomon's Table (buffet style) with Chinese and Italian sections, Cafe Royal dairy restaurant, French Brusserie a la carte, Off the Wharf fish restaurant, Yacht pub bar.
  - Main entertainment lounge.
  - Extensive sports facilities include floodlit tennis (at the nearby Isrotel Tennis Center), daily aerobics, water sports at the Red Sea Sports Centre, a Health Club.
- Prices are based on two adults sharing a room with two beds, bathroom, air-conditioning, satellite TV, mini-bar, and balcony. Rooms with pool view are available at a supplement.

**Bed & Breakfast** – 12 floors, 421 rooms

**Exercise 1. Read the article on Golden Tulip hotels. Villa Coral and give a brief summary of it.**

### Santa Lucia

Enjoying a perfect location, with its grounds resting directly upon the white sandy beach, the Villa Coral is an excellent choice for a value-for money Caribbean holiday.

Rooms are simply furnished and the accommodation is spread throughout the grounds in low-rise, red-roofed and white-walled buildings with lawns, shrubs, and trees all round. Water sports available from the nearby Hotel Tararaco include catamarans, jet-bikes, and snorkelling. To round off your day you can enjoy the excellent range of evening entertainment taking place nightly at the Villa Coral, or just relax over a drink in the thatched pool bar, which stays open until the early hours of the warm Cuban evenings.

- Good-sized irregularly shaped swimming pool.
- Large surrounding, furnished sun terrace.
- Main buffet restaurant (air-conditioned) with Cuban-style decor and lots of greenery; Parrillada Grill serves meat specialities.
- Thatched pool bar open till 1 a.m.; Los Delfines beach bar serves snacks and drinks; El Paradiso jetty bar serves seafood specialities.
- 24-hour reception area with comfortable seating.
- Daily entertainment programme with free daytime activities including water-aerobics, volleyball, dancing classes, Spanish lessons in the evening, cabaret, games, live music from 11.00 p.m. and disco at weekends up to 11.30 p.m.

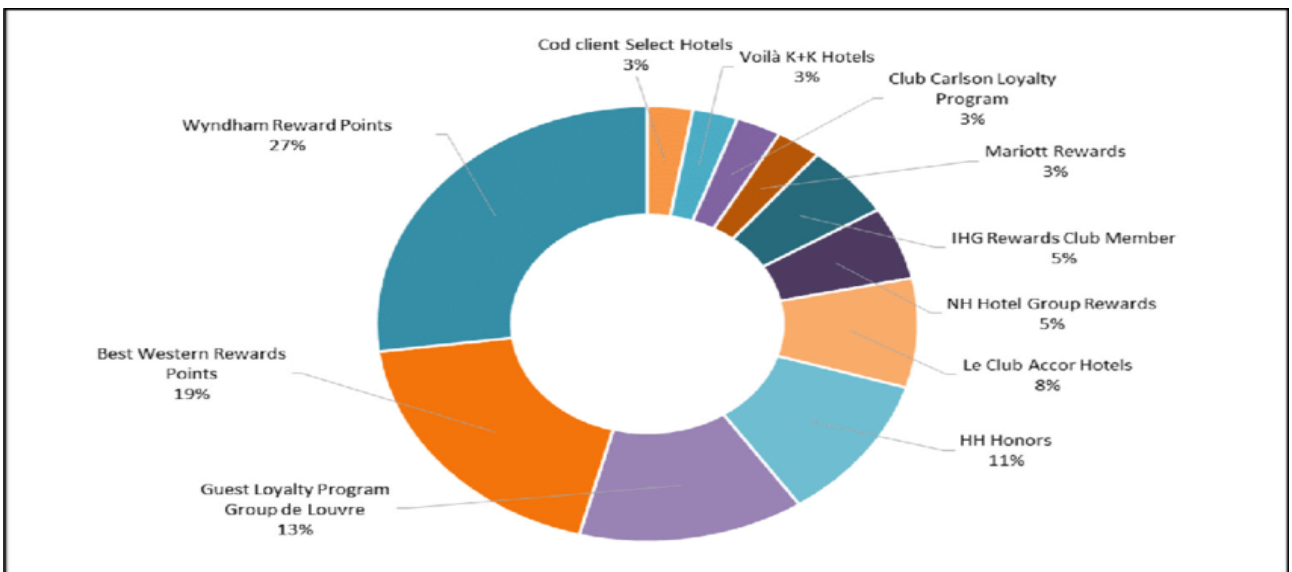
**Exercise 2. Read the advertising on Hotel Moskva. Zlatni Pyassatsi, Bulgaria.**

The Moskva is one of the best, most modern hotels on the Bulgarian Black Sea coast at the Zlatni Pyassatsi resort. Visitors to Moskva Hotel can have a fine holiday at the sea-shore, for the sea is here only 20 yards away and the beach is fine. The 13-storey hotel overlooks the sea. It has all modern conveniences with 157 rooms and 13 suites. The rooms have beautiful balconies with a view of the sea and lounging chairs for guests & sunbathing.

There is a cigarette stand, a post office counter and information and foreign exchange desks, as well as a free parking space. The nearest eating-place is the Kriva Lipa restaurant. Here the guests can find a wide choice of dishes and old wines. There is a dance floor with a first-class jazz band, as well as a fine bar. The hotel's position on the beach, the natural forest and the mountains make it a fine holiday spot.

**Exercise 3. Answer the questions.**

1. What kind of hotels is the oldest on the Bulgarian black sea coast at the Zlatni Pyassatsi resort?
2. How many rooms and suits are there?
3. What does Mena House in Cairo in Egypt combine?
4. What is uniqueness of this hotel?
5. Where does a wonderful view of Slavutych hotel in Kyiv open from its windows?
6. What does the hotel complex offer?
7. What does hotel *Rus* offer?
8. What are the special features of the hotel "Rus"?
9. What do restaurants and bars offer?
10. What are hotels in Kiev Like?



## HOTELS IN KIEV

### **Khreschatik Hotel Kiev, Ukraine** ★★★★★

14 Khreschatik Street

Located close to the the most important business, governmental institutions, cultural and trade centers, the Khreschatik Hotel is the hotel for busy people offering cozy, peaceful environment for rest after busy day. Nearby there are such institutions like the Cabinet of Ministers, Verkhovna Rada Ministry of Foreign Affairs, Ukrainian House.



### **Dniprovskiy Hotel Kiev, Ukraine** ★★★★★

Naberezhno-Kreschatinskaya Str. 10a

Dniprovskiy Hotel on water *Captain Club* is anchored at the shore of the Dniپر River. The ancient River imparts a charm of calmness, quietness and smoothness to the Dniprovskiy Hotel's atmosphere.



### **Hotel Ukraine Kiev, Ukraine** ★★★★★

4 Institutskaya Street

Hotel. The Ukraine Hotel, next to Independence Square in downtown Kiev, is attractively located from both aesthetic and practical points of view.



### **Slavutich Hotel Kiev, Ukraine** ★★★★★

1 Enthuziastov Street

Slavutich Hotel is situated on the left bank of the river Dnepr, one of the three most big rivers of Europe. The location of the Hotel caused its name: Slavutich is Old Slavic name of the Dnepr.



### **Anastasia Hostel Kiev, Ukraine**

26-B, Borispolskaya st.

Anastasia Hotel located on the left side of the Dnepr River. The Anastasia Hostel offers 14 double, triple and quadruple rooms (40 beds).



### **Vozdukhoflotsky** ★★★★★

Located close to the train station, the Vozdukhoflotsky Apartment is a modern & comfortable two-room apartment including a hall, bedroom and kitchen.





**Gintama Hotel, Kiev, Ukraine** ★★★★★

9, Tryokhsvyatytelska Street

The Hotel Gintama is situated on the top of Knyazha Hora-Prince Mount, right in the heart of ancient Kiev, in the section of town, which boasts the magnificent Mykhailovsky Golden-Domed Cathedral, the Church of St Alexander and shady parks. Gintama sits in a quiet, cozy corner, surrounded by the greenery of lawns and age-old trees.



**Premier Palace Hotel Kiev, Ukraine** ★★★★★

5-7 29 T. Shevchenka Blvd. Pushkinska Str.

Executive Floor An atmosphere of European comfort that corresponds to the needs of the modern-day tourist and businessman. We offer you: Fitness Club, Business Centre, 3 conference halls, 24-hour underground parking, Executive Floor, Premier Royal Suite, Premier Palace Casino, Beauty & Spa Salon, luxurious suites including individually customized suites, access to a 24-hour laundry & dry cleaner service, 24-hour Room Service, transportation, Wi-Fi Internet access, The Butler service, Concierge Service, Fabulous Boutique, NIJOLE Boutique, Boutiques' gallery.



**Hotel Bratislava Kiev, Ukraine** ★★★★★

1 Andriya Malyshka str.

Located in the picturesque place on the bank of the Dnepr River, only 10 minutes by car to the center of Kiev, the Bratislava Hotel complex, opened in 1989, is housed in 13-storyed building with a splendid view of the Dnepr River.

The Bratislava Hotel complex with a hotelier traditions of 25 years, has won many Ukrainian and international awards.



**Senator Apartments Kiev, Ukraine** ★★★★★

Pyrogova street 6

Senator Apartments is Ukraine's first chain of high-quality, full-service furnished apartments. They combine the coziness, comfort, individuality, freedom of your dwelling with conveniences of traditional hotel service.



**Senator Apartments Kiev, Ukraine ★★★★★**

Dmytrivska Street, 62/20

Senator Apartments Executive Court opened in December, 2007 on Dmytrivska Street, near Peremogy Square in central Kyiv. It's conveniently near the city's central railway station, the Ukraina Mall's shopping options, numerous restaurants in different price ranges, and the city's business core.



**Vozdvyzhensky Hotel Kiev, Ukraine ★★★★★**

60 Vozdvyzhenskaya Street

Hotel Vozdvyzhensky is situated in the very heart of architectural centre *Old Kiev* namely at one of the most ancient streets of Kiev, Vozdvyzhenskaya, which is within a few steps walking of Andreevsky Uzviz. Our Hotel has been operating on the Ukrainian hotel services market since 1997.



**Andrews Hotel, Kiev, Ukraine ★★★★★**

Bld A 60 Vozdvyzhenskaya Street

Visitors to the ancient city of Kiev are invited to stay at the Andrews hotel. It is situated in the central part of the city in one of the oldest streets called Andreevsky



**Andrews Hotel, Kiev, Ukraine ★★★★★**

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Visitors to the ancient city of Kiev are invited to stay at the Andrews hotel. It is situated in the central part of the city in one of the oldest streets called Andreevsky Uzviz.



**Tsar Village Apartments, Kiev, Ukraine ★★★★★**

4 Staronavodnitskaya Street

We offer serviced apartments in the centre of Kiev for your private use on a daily payment basis. They are modern and comfortable with European design and will bring you the genuine at home atmosphere.



**Tourist Hotel Kiev, Ukraine ★★★★★**

2 Rosa Okipna Street

Located on the left bank of the Dniper, 3-star 27 storeyed TOURIST hotel. The hotel is 10 min. from Kyiv's city centre by metro.





**Radisson SAS Hotel Kiev, Ukraine** ★★★★★

Yaroslaviv Val str. 22

Located within walking distance of the main street, Khreschatyk, the Radisson SAS Hotel in Kiev is a reflection of the city's majestic past. An architectural monument the hotel's facade was restored to its original splendour while the interiors were renovated to offer first class service.



**Hotel Sport Kiev, Ukraine** ★★★

Street Krasnoarmejskaja 55

We welcome you to the central hotel of Kiev The Sport Hotel! A cozy and modern interior, lightful, comfortable rooms, an excellent cuisine both restaurants it is a characteristic feature of our hotel. Thanks to the territorial location, our guests are in the proximate neighborhood of the historical and architectural monuments of Kiev.



**Ukraine Apartments, Kiev, Ukraine**

4 Sofievs'ka Street

We offer sou luxurious cozy one bedroom apartament with recent expensive furniture and equipment. It is situated in the very heart of the capital on Indepedence square.



**Diplomat Hotel Kiev, Ukraine** ★★

59 Zhylianskaya Street

Diplomat Hotel is ideally situated in Kiev, halfway between the Khreshchatik (the local Oxford Street) and Railway Station, only a few steps from the State University and St. Vladimir cathedral.



**Impressa Kiev, Ukraine**

21 Sagaidachnogo St.

Impressa Hotel Impressa is one of Kiev's most charming and understated luxury hotels. It is located in the very heart of the historic city of Kiev, in Podil.



**Opera Hotel Kiev, Ukraine** ★★★★★

53b Khmelinitesk Oho Street

Opera Hotel was Kiev's first five star boutique hotel, which opened on December, 20th, 2006 It is situated in the heart of the city. It is ideally located for all that Kiev has to offer.



**Mir Hotel Kiev, Ukraine** ★★

70 Goloseevskaya Street

The Kyiv hotel "Mir" was built in 1964 near "Holoseivski" park which is the favorite place of rest for many generations of guests visiting our capital, and in 1978 hotel's grand and graceful second building was raised. From windows of the high-rise hotel building you can observe beautiful Kyiv views, greenery of the park and National Exhibition Center, where various International exhibitions usually take place.



**Riviera Kiev, Ukraine** ★★

15, Sagaydachnogo Street

New Boutique-hotel Riviera on Podol is located in the historical and business centre of the city, in a few steps from the Dnopro river. Being an innovator, hotel is introducing up-to-date technologies, offers its Guests first-class service, individual attitude and all modern facilities for the business.



**Buymerovka Pine & Spa-resort 1936, Kiev, Ukraine**

1a, Kosyora Street

In fact not for nothing about the picturesque places of Ukraine legends walk abroad. Even in the end of XIII century began to be mentioned splendors of rich nature of Buymerovka cottages.



**Kievrent Apartments, Kiev, Ukraine**

Bassel'naya 3 – Suite 27

Year built – 2000 additional property description – centrally located accommodation. our apartments are located at the heart of kiev, within a short walk from the central independence square and kreschatik street.



**Lybid Hotel Kiev, Ukraine** ★★

1 Peremohy Square

A perfect way to begin your stay! This 17-story structure offers a prime location in the commercial center of the city. According to the legend, the name of the Hotel is traced back to the ancient centuries.



**President Hotel Kiev, Ukraine** ★★☆☆

12 Hospitalna Street

President Hotel built in 1990 is located in the historical district of our city – Pechersk. The President Hotel has a great territory and extensive infrastructure of services.



**Partner Guest House Kiev, Ukraine** ★★☆☆

10 Shota Rustavelli Street

Partner guest house offers you comfort, safety, luxury and privacy of fully furnished and serviced apartments.



**Attache Hotel Kiev, Ukraine** ★★☆☆

Zhylianskaya 59

Attache Hotel is a private hotel in Kiev that started its activity from May 2006 on the Kiev market of hotel services. The Attache Hotel offer our guests hotel apartments of tourist & business class.



**Podol Plaza Hotel Odessa, Ukraine** ★★☆☆

7a Konstantinovskaya Street

There is a 24hr reception desk at the Podol Plaza hotel, and the friendly staff will be happy to help you with your requests and requirements. As soon as you step into our reception area, you will feel comfortably at home.



**Goloseevskiy Hotel, Kiev, Ukraine** ★★☆☆

Boulevard of 40 Letiya

Hotel Goloseevskiy is the closest hotel to national exhibition centre in Kiev, located in a very picturesque corner of Ukrainian capital, next to Goloseevskiy park with beautiful lakes. The Goloseevskiy hotels facilities include a cafe-bar, hairdressers, dry-cleaning, currency exchange office.



**Exercise 1. Find out add information and describe some hotels in Kiev.**

**Exercise 2. Transfer the given information from the passages onto a table.**

№	Activity			
	Hotel	Where	When	Score
1.				



## NASA OFFERS ROOMS WITH A VIEW IN ORBITING HOTEL

Welcome to the ultimate penthouse suite: a hotel orbiting Earth. NASA, the American space agency, is sponsoring a project to build a space station for holidaymakers by 2015.

A firm of architects that specializes in hotels is drawing up designs. Wimberley Allison Tong & Goo, an American architectural practice based in Honolulu, Hawaii, envisages the hotel accommodating 100 people as it orbits the Earth. Passengers will be ferried to and from it by the next generation of space shuttles. At present, it costs about \$5 m to buy a ticket into space: two Japanese businessmen paid that amount to join a Russian space trip last year.

However, the project's backers believe prices will drop dramatically with the advent of new spacecraft. They estimate it will cost less than \$10,000 per head to check into the space hotel for three days of out-of-this-world views and the chance to experience weightlessness. Buzz Aldrin, the former astronaut and second man to step on the moon, believes the opportunity to book a long weekend in a low-earth orbit would prove hugely popular. He is planning a lottery scheme that would reduce the cost of space travel for winners to a mere \$50. "The view from space is like having a globe on your desk", he said. "It is a broadening experience after looking at parts of the Earth such as the Mediterranean or bits of America on maps and then to see them for real.

A viewing deck designed as a glass bubble will have panels providing computer – aided images to help guests identify which part of the earth they are looking at.

The panels will show relevant information such as weather conditions. Guest will be served food grown hydroponically on board, and prevent their muscles from atrophying by playing ball games in zero gravity. They will also get a chance to dock alongside and pay a visit to the planned international space station, which should be orbiting Earth by the. but with nowhere else to go, the only other day trips available would be spacewalks.

The plan envisages the hotel being divided between areas of zero & artificial gravity.

This will allow guests to experience floating in space but also provide a refuge for the one in two passengers expected to suffer from space sickness. An area with artificial gravity will also help guests have a shower. Howard Wolff, Vice-President of the architects said the project had presented him with a completely different set of problems in comparison to his normal work designing holiday resorts. "It's like developing a new, vast, and wonderful frontier", he said. "But the point will be to strike a balance between creating an out-of-this-world experience and providing some creature comforts".

### ***Exercise 1. Answer the questions.***

1. What will a space hotel look like? 2. What shape will it be? 3. How big will it be? 4. How will it be built? 5. How might these types of traveller benefit from a space hotel: businessmen or women, elderly people, families with children, honeymoon couples? 6. What traditional hotel facilities will remain? 7. How might they change? 8. Which sports and recreational activities will be possible in a space hotel? 9. What kind of food will travellers eat? 10. Staying in space will be expensive. How could tickets be made cheaper? 11. What will allow guests to experience floating in space? 12. What will provide a refuge for the one in two passengers expected to suffer from space sickness? 13. Had the project presented the architects with a completely different set of problems in comparison to his normal work designing holiday resorts? 14. What will the point to strike be? 15. The plan envisages the hotel being divided between areas of zero and artificial gravity, doesn't it?

**Exercise 2. Read the article about a Japanese space hotel below and then look at B.**

"Thank you for travelling with British Airways' new Orbitours service. We are cruising at about 25,000 kph at an altitude of ninety km. And have almost left the earth's atmosphere. In a few minutes we will start the docking manoeuvre with the Tokyo Orbital international hotel..." Japan's Shimuzu Corporation is already making plans for the day that there are regular flights into space, not for astronauts and cosmonauts, but for tourists and sightseers. The company expects that within thirty years, space will provide a vast new frontier for the adventurous. The elderly will enjoy a low-gravity environment, where sleep is more comfortable than on earth.

Honeymooners will find that microgravity adds extra excitement to their first night together. As the aeroplane closes in Tokyo Orbital International, passengers will witness a hotel that looks quite unlike any on earth. Various sections will be connected to a central shaft, like meat on a skewer. At the bottom of this cosmic shish-kebab will be the docking port. Within them, the air will be cleaned by single-celled plants called algae, and artificial gravity will be created by rotating the wheel at about three times a minute. Though it is only seventy per cent of the earth's pull, the artificial gravity will allow conventional hotel room fittings such as flush lavatories, showers, and wash basins.

The space tourist will enjoy luxury that will be a far cry from the capsule hotels currently enjoyed by Japanese businessmen. 3 mln. kg of junk are estimated to swarm within 2,000 km of earth. A piece just a few cm in diameter could destroy a module on the hotel, so special measures will be required to protect tourists.

The intrepid tourist may also suffer from a close relative of sea sickness – space adaptation syndrome. Space tourism will not come cheap – estimates of the cost abound, depending on the trip, time-scale, available technology, and the market for the experience. As for whether space tourism will occur at all, we can look at the development of air travel.

If this pattern is repeated in space, there are bound to be commercial flights within the next sixty years. **B.**

- a. Above it there will be an inverted pyramid holding the hotel lounge, and at the top there will be sixty-four separate rooms arranged in modules around the edge of a vast 80 m diameter wheel.
- b. Some technical consultants estimate that the cost per seat could fall from \$ 4 mln in the space shuttle to \$ 10,000 in a "spacebus".
- c. Then anyone with enough money will be able to experience the thrill of space flight from the push of high g-forces on take-off to the moment when the sky changes from blue into the pitch black of space.
- d. In the past sixty years the number of people who cross the Atlantic has grown from a handful of daredevils to some 25 mln a year.
- e. Around half of those who have gone into space suffer this unpleasant side effect, though effective, though effective drugs are likely to be available in the future to overcome the nausea and discomfort.
- f. Several hazards face the space traveller, however.
- g. And under the flashing strobes of the low-gravity discotheque, a new generation of bizarre dance styles will evolve.





**C. Are the following statements true or false?**

- The Shimuzu Corporation has started building the first space hotel.
- The company expects that cheap space travel will be a reality within thirty years.
- The space hotel is likely to appeal to different age groups.
- The hotel lounge will be beneath the rooms.
- The hotel will create its own gravity by spinning slowly.
- About 50% of today's astronauts suffer from seasickness.

**Exercise 2. Describe the Ritz-Carlton Hong Kong Hotel briefly.**

In 1983, the original hotel and the brand were sold to The Ritz-Carlton Hotel Company, L.L.C., based in Atlanta, Georgia, which began expansion of the brand to other locations. The company grew to become the hospitality leader in the US under the leadership of Horst Schulze. His strong conviction of customer loyalty and emphasis on a value/mission driven philosophy for the "Ladies and Gentleman serving Ladies and Gentleman" became a benchmark in the industry to which other companies aspired.

In 1995, Marriott International purchased a 49% stake in The Ritz-Carlton Hotel Company and in 1998 purchased an additional 50% stake in the company giving it 99% ownership of the company. The company is now headquartered in Chevy Chase, Maryland, located in the Washington, D.C. MSA. The Ritz-Carlton Hotel Company partnered with Bulgari in 2001 to operate a chain of hotels owned by and operated under the Bulgari brand. Simon Cooper joined Ritz-Carlton in 2001 as President and Chief Operating Officer taking the helm from Horst Schulze. Cooper's mandate was to grow the chain through hotel expansion and product diversification.



**Exercise 3. Read the text «Tommaso Zanzotto talks about Hilton International» & render its contents briefly in English.**

*His Hotels:* What is essential is the core – a well-equipped room with all the facilities expected by the customer. That must be perfect. Then what I expect of a hotel is the circle around this room such as meeting facilities, banquet facilities, bar and relaxation areas, which form the first circle around the core. What I expect after that is the ambience, the quality of service and what I call the intangibles.

The customer goes from the outside ring into the core because he expects the core to be there. I do not think people start with the core. They start at the intangible and the advantage of Hilton is it does have an intangible element around the core.

*Staff:* I think the most important thing for staff is attitude. Attitude assumes you have the right tools behind you. For instance, there must be the right check-in system at reception and room service must have the right back up. I started my career in a travel agency in Milan when I was 17. When you go into the agency you like the staff to ask how you are even if they have already done that 50 times that day because it is a unique experience to you. It is a tough job. The human touch – particularly in the hotel business, that is one place computers will never take over.

*Rates:* Pricing must be a local strategy in terms of what the hotel is. I am against discounting just for the sake of keeping the customer. There is a price for a product and the customer must pay that in order for the quality of service to be maintained, I do not believe in giving customers an impression which is different from reality.

For instance mileage programs – somebody is paying for these somewhere and that is not fair on the customer, but competition makes you do things which you do not think are necessarily right. If I find a solution I will do that. I do not have a magic solution. But I believe that all the zillions of miles which exist all over the world, somebody will pay for them and it will not be the shareholders. The cost will pass through the system through different pricing mechanisms. There is no such thing as a free lunch. Loyalty must be built on true relations rather than the fact you have a few miles from me.

*Favourite Stay at a Hotel:* Club Med in Bali. A combination of events contributed to this recent stay. One was the fact I was changing jobs so I was very relaxed and it was also my twenty-fifth wedding anniversary. What was particularly good was the ambience and the pleasant attitude of the staff.

*Dislikes:* The hotels I do not like are the ones with no personality or flavour or anything local. If there are some hotels in our group, which need to move along that route we will do smooching.

*One wish for the Industry:* That government and society realise travel and tourism is such a powerful economic driver. It has to be taken into serious planning consideration in all countries.

**Exercise 4. Transfer the given information from the passages onto a table.**

No	Activity			
	Hotel	Where	When	Score
1.				

## DOCKLANDS TURNS ITS ATTENTION TO TOURISM

Docklands, dominated by the mighty Canary Wharf Tower, is the new face of tourist London. The London Docklands Development Corporation, through which the Government's grant funding for the area is channeled, is *extremely supportive of the London Tourist Board initiative* according to Sunny Crouch, its director of marketing and public affairs.

"London is the premier gateway for visitors to this country – and we must make sure we do not lose that position", she says.

"Docklands are not top of the attractions visitors want to see, although English Tourist Board surveys show us to be about number six on the list of priorities, a place visitors go to on their second or third trip. What we have to offer is a new face."

"It is fascinating to show groups of overseas visitors, who have come to London with images of ancient heritage and tradition, something that is new and modern. Canary Wharf, for example, is probably the world's largest urban development project".

"Docklands is an area that is dynamic, changing, as it has been over the centuries – and there is plenty for visitors to see. There is Tower Bridge, of course, with its walkways, and the new Design Museum on the south side of the river. On the north side, there is the Tower itself and St Catherine's dock.

Our communications links with the rest of London are good. We have the Docklands Light Railway, buses and, by next May, we will have completed our road program when the Limehouse link is opened. The DLR, which now operates between Mondays and Fridays, will open at weekends from next summer." There is London City Airport, which now has connections with seven major European cities. Its popularity is rapidly improving – but we British seem slow to realise its advantages, as some 80 % of its passengers are inbound.

Previous criticisms that there are few shops, restaurants, pubs, wine bars and so on in the area are no longer valid, adds Sunny Crouch. "Terence Conran now has three restaurants on the south side and in the newer area there are at least twenty-one shops, plus half a dozen pubs, restaurants and other places to eat and drink", she says.

Furthermore, there are now more than 1,000 hotel beds in Docklands, including the new Scandic Crown and International Britannia hotels, "Docklands attracts over 500,000 visitors a year", says Sunny, "in tourism terms, we have an important cluster of attractions.

Visitors pick up the Docklands Light Railway at Tower Bridge, take it right through Docklands to Island Gardens, then walk through the foot tunnel to Greenwich & take the boat back. That way they get the best possible view of what we have".

The Docklands development story is far from over. "We have plenty of land in the Royal Docks area and we are looking for tourism/leisure type developments for this because we feel that in the present climate we don't need any more office schemes", says Sunny. "There is the London Dome project, to create a magnificent covered bowl for sporting events, conferences, concerts and so on".

Finance, it seems, is almost in place for this ambitious project – with the backers undeterred by the failure of Olympia & York, developers of Canary Wharf, where, until it was temporarily closed following an attempt to plant a bomb there, the tower (the tallest office building in Europe) was attracting 5,000-6,000 visitors every weekend, eager to see the unique panorama of London from its top floor.

***Exercise 1. Read the information & pick up the essential details in the form of quick notes.***

## RICHARD WILLIAMS TALKS ABOUT «SANDY LANE»

**His Hotel:** it is a very special place – Barbados as a destination is easy to reach, so people can decide on a whim to come here to relax. People have so little leisure time now, it is important to have somewhere like Sandy Lane which is easy to visit. We have a huge advantage because of its location on easily the best beach surrounded by elegant private homes in a private estate. The hotel owns 400 acres but has only 120 rooms so it never seems busy even when we are full. People like the elegance of the hotel, the coral stone which changes colour from white to pink as the sun sets, and the theatre of mahogany trees around

**Staff:** we have just under four staff, about 3.8 to every guest room, which is a nice ratio because it allows us to be very attentive. Training is very dear to my heart – 25 % of our training budget goes on technical skills as the rest is on attitude and motivation.

We send staff overseas to work in hotels such as the Savoy in London and their staff come here so they are always learning. But what impresses me the most is the friendliness of the staff. Where else does a maid come in on her day off to bring fruit from her garden for a guest who does not feel well.

**Rates:** we think our rates are good value. In the summer the rates are lower which we think is spectacular value because you get exactly the same service and facilities as in the winter. We also consider families very important and have just built a children's village in the grounds and offer adjoining rooms for US\$100 complete with soft drinks and cookies instead of a minibar. Our dominant market is still couples aged forty or over.

**Guests:** our dress code sometimes causes problems because we will refuse entry to dinner if someone is not smart enough. Sometimes celebrities will try to bend the rules which is a shame because other guests don't like it if exceptions are made.

**Favourite Stay at a Hotel:** Gallay Bay in Antigua. We go there quite a lot because I can really relax there after the formality of my hotel. I can go to dinner in shorts and without shoes. The atmosphere is relaxed, but the service and the food are excellent. I like not having any air conditioning and being able to virtually roll out of bed into the sea. A lot of places you can unwind, but you don't get the good service – here you get both.

**Dislikes:** what I particularly dislike are city hotels where the management and owners don't bring any sense of caring. They give you a bed in a box and sterile, unoriginal surroundings. You don't have to spend a fortune on a room to find good places so it's not just a question of price.

### **Exercise 1. Answer the questions.**

1. Where is "Sandy Lane" located? 2. What kind of advantages does it have? 3. How many acres does it own? 4. How many rooms does it have? 5. How strong is its staff? 6. How many percentages of the training budget go on technical skills? 7. What does impress the guests mostly? 8. Where are the rates lower? 9. What do they consider very important? 10. What causes problems there? 11. What does the author really dislike? 12. Why will celebrities try to bend the rules? 13. What is a favourite stay at a hotel? Why? 14. What are dislikes of city hotels? Where does it happen? Why? 15. Is it a question of price? 16. Do people have much leisure time now? 17. Do you have a huge advantage because of the location of hotels?

### **Exercise 2. Read the information & pick up the essential details in the form of quick notes.**

## THE VOLUME OF HOTELS

With the concentration on volume, massive hotels had to be built to cope with the millions of bodies that the airlines were dumping on the island – with competitive fares designed to put bottoms on the much larger numbers of seats in the huge 747s.

In many cases, the bigger hotels were relying on package tours for half their occupancy rates. And what is wrong with big hotels? You can imagine the amount of water, energy, personnel, roads and the like which have to be diverted to such large constructions – paid for by local tax-payers. Building huge hotels requires enormous amounts of money which are available only in the metropolitan countries, which in turn means handing ownership over to off-island corporations. Owners from distant places have a history of tying their continued presence abroad to the amount of incentives offered by the authorities, which are saddled with the infrastructural costs, while the vast majority of revenues from tourism are repatriated off island.

Hawaii has redirected its efforts to attract fewer visitors of a higher calibre. By so doing, the resorts are smaller, less costly, much more pleasant places to visit.

It was ironic that the most successful, and expensive, resorts in Hawaii were the smaller ones like Hana Mam Ranch, which had neither television nor air-conditioning. Hana Main Ranch did have a cultural show, but it did not feature professional entertainers – those dancing for the guests were the maids, gardeners, accountants and managers of the hotel, all of whom were local Polynesians.

Yet it continues to enjoy some of the highest return rates anywhere. That leads me to another rule, involve the local community, ensure your success is shared by them.

Offer local farmers and business folk the first opportunity to provide your resort with food. The farmer to get a favourable loan from the local bank can use a letter from your resort to a grower guaranteeing to buy all they can grow of certain vegetables.

Instead of importing, for example, an artist-in-residence, which is fashionable in the top resorts, appoint local artists, and import a coastal-botanist-in-residence, and give the findings to the local authorities, thereby increasing the knowledge the community has of its own natural resources. Also consider marine biologists, musicologists, agronomists, and for the really confident and savvy, mythologists.

In other words try to improve the lot of the locals. If you do not, then you are sentencing yourself to eventual failure, which will manifest itself in surly workers and insults hurled at your hotel guests. When you first notice these signs – find a buyer, quick.

### ***Exercise 1. Fill in the gaps with the facts from the text above.***

1. \_\_\_\_\_ massive hotels had to be built to \_\_\_\_\_. 2. The airlines were dumping on the island with \_\_\_\_\_. 3. In many cases the bigger hotels were relying on package tours for \_\_\_\_\_. 4. Building huge hotels requires enormous amounts of \_\_\_\_\_. 5. Money are available only in \_\_\_\_\_. 6. Owners from distant places have a history of \_\_\_\_\_. 7. The authorities are already saddled with the infrastructural costs, while the vast majority of revenues from \_\_\_\_\_. 8. Hawaii has redirected its efforts to attract \_\_\_\_\_. 9. Hana Main Ranch did have a cultural show, but \_\_\_\_\_. 10. Local farmers and business folk offer the first opportunity to provide \_\_\_\_\_. 11. Hotels appoint local artists increasing the knowledge the community has of its own \_\_\_\_\_.



**Exercise 2. Analyze the turnover volume sector hotels and restaurants.**

Turnover volume in the sector hotels and restaurants shrank by 6.5 % in the fourth quarter of 2013 relative to the same quarter of 2012. Prices rose by nearly 4 % resulting in a turnover loss of 3 % according to provisional figures released by Statistics Netherlands. Pubs and wine bars performed poorly in the fourth quarter. They faced a turnover loss of more than 6 %. Prices increased by 4.3%.

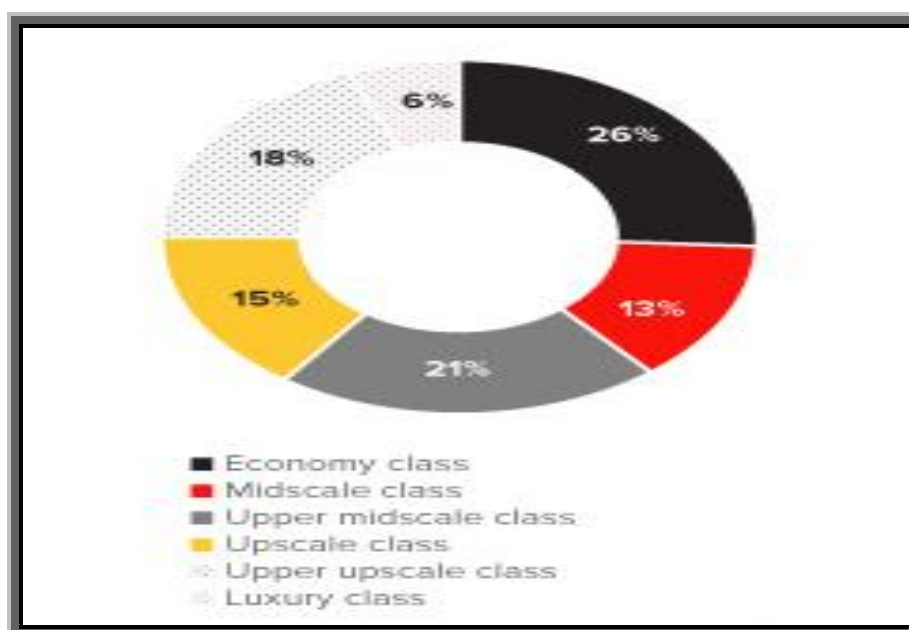
As a result, turnover volume shrank by over 10 %. Turnover volume realised by restaurants dropped 7 %, turnover nearly 3 %. With business spending and and tourism in decline, turnover in the hotel branch dropped for the first time since the third quarter of 2011. Turnover loss in the fourth quarter was 3.6 %. Cafeterias, unlike other branches within the sector hotels and resataurants, realised a turnover growth of 1.8 % in the fourth quarter of last year. Prices rose by 3.2 %. Turnover volume of cafeterias was reduced by over 1 %. If the entire year 2008 is taken into account, turnover volume in the sector hotels and restaurants fell by 3.7 %. The last time turnover volume shrank dates back to 2011. As prices were 3.7 % higher, turnover remained stable relative to 2012.

**Exercise 3. Read the facts and remember these.**

The transaction volume of hotels grew to \$12.9 billion for full-year 2012, reaching an all-time high, according to Jones Lang LaSalle Hotels. The company reported 155 transactions with a value of more than \$10 million, comprising 109,600 guest-rooms with an average price per key of \$117,991 in 2012.

Jones Lang LaSalle Hotels reported recently that the transaction volume growth of single-asset hotels doubled to \$7.3 billion in first half of 2013. The company reports 58 transactions above \$10 million, representing 72,886 rooms, with an average price per key of \$100,698 in the first half of 2013 versus the first half of 2012.

"The United States last saw this level of hotel transaction activity during the REIT boom of the late '90s," said Melinda McKay, senior vice president, Jones Lang LaSalle Hotels. "Due to this pace, as well as the volume of assets available on the market, the weight of the capital in the lodging sector, and the typical ones.



Europe: Hotel Openings

## NEW HOTEL OPENINGS NEWS



Waldorf Astoria Dubai Palm Jumeirah has revealed to Breaking Travel News the truly remarkable destination will open on January 1st, 2014. A pristine white pearl surrounded by the azure waters of the Arabian Gulf, the hotel has a generous private beach with soft sands, palatial public spaces and luxuriously appointed guest rooms & suites of elegantly timeless design.



Ritz-Carlton Hotel Company has unveiled its first hotel in Israel. Ritz-Carlton, Herzliya is a contemporary resort situated above the Marina with accommodations including 115 rooms and 82 suites and residences. Contemporary interiors inspired by the colours of the Mediterranean coastline combine with the sweeping sea views to create a spacious relaxed ambience in each of the rooms and suites.



Marriott expands global portfolio with Houston property will develop a 1,000-room Marriott Marquis in the heart of Houston. The hotel, which will have over 100,000 square feet of meeting space, will be across the street and connected via skyway to the Houston Convention Centre. It is scheduled to break ground in 2014 and open in 2016.



Hilton Hotels & Resorts has opened the Hilton Shenzhen in Guangdong province. The 16-story hotel features 323 contemporary guestrooms, including 16 suites, 6 restaurants; 2,900 m<sup>2</sup> of meeting space, including the 1,260 m<sup>2</sup> pillar-free SeaWorld Grand Ballroom



The exclusive Iniala Beach House will open this week in Phuket, Thailand and enable guests to stay in a shrine to some of the best creative minds, architects, designers and chefs in the world.





Hilton Worldwide has announced the official opening of the 30-room DoubleTree by Hilton Seychelles – Allamanda Resort & Spa, its third resort in the Republic of The Seychelles Islands. From its prime beach-facing location on the South East coast of Mahe, Seychelles largest and best known island, is a true paradise escape.



Fairmont Hotels & Resorts has announced the opening of Fairmont Nanjing – the luxury hotel brand's fourth property in China. Situated in the heart of the prestigious district of Hexi New Town, it is the closest luxury hotel to major transportation centres, mainly, Nanjing Lukou International Airport and Nanjing South Railway Station, and just a few blocks from the Nanjing International Expo Centre and Nanjing Olympic Sports Centre.



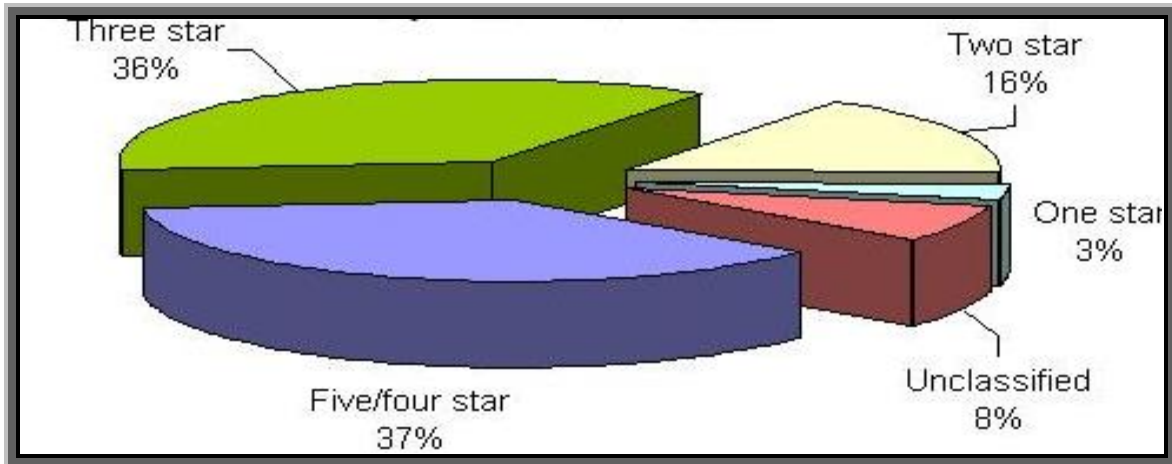
The new Memories Splash Punta Cana opened on December 3, 2013, welcoming guests to "celebrate the moments" at this all inclusive, family-friendly property. Memories Splash provides guests unparalleled service, deluxe accommodations, unlimited reservation-free dining and 24-hour snacks.



Shangri-La International Hotel Management will open its second hotel in Yangon, Myanmar in 2017. With a prime location on the banks of Kandawgyi Lake, the 350-room Lakeside Shangri-La, Yangon will command magnificent views of the glittering Shwedagon Pagoda and unparalleled vistas over the lake.



Choice Hotels Europe brands in Europe part of Choice Hotels International, one of the largest lodging franchisors in the world, today announced that two more properties have been added to its network in Manchester & Richmond.



**Exercise 1. Find out information on The 19 Hottest New Hotels of 2019.**

- The Fife Arms, Scotland.
- Four Seasons Astir Palace **Hotel**, Athens.
- Il Vesconte, Italy.
- Raffles Singapore.
- Six Senses Shharut, Israel.
- Taj Rishikesh, India.
- Coqui Coqui, Bora Bora.
- Nukutepipi Island, French Polynesia.







At the booking office they can book for you seats at the theatre or on the plane, or hotel accommodation in another town. In the same building, there are restaurants, bars, cafeterias, beauty parlours, saunas, steam rooms and massage rooms, along with fully equipped supervised gyms and swimming pools. It's a well known fact that hotels nowadays play a big role. Every year more and more new hotels are opened.

Sometimes it is even difficult to decide which to choose while travelling. There are luxury hotels, which seem to be expensive, B & B hotels, where you will get only breakfasts and a place to sleep, youth hostels, where you meant to serve everything yourself and many other places to stay in. For example an apartment, a tent, a caravan and 3, 4 or 5 star hotel.

Some people enjoy staying in a hotel while others prefer other places to stay in. Sure, on the one hand there are a lot of advantages in it. To begin with, it's convenient.

You have a chance to make a telephone call and reserve any room you want in a good time, to be confident by your arrival. Besides, you don't need to serve yourself, everything will be done by the hotel staff, I find it wonderful. More than that, I do like that in the hotel, you can be offered some interesting excursions and you can be sure that they are safe because the hotel is responsible for every offer.

On the other hand there are still some disadvantages in staying in a hotel.

First of all, the service can be poor and slowly, for this reason you can be late for a business conference or a friend's party, I find it extremely disappointing.

Second, the food can be too salty, overcooked and spoiled. It can be a serious problem for people with weak stomach. Third, the view from the window can be not as romantic as the advertisement said but more modest, it can also disappoint some people, who care about the beauty around them. Personally, I'm for staying in a hotel inspite of all disadvantages.

It's only a freak of chance, everything can happen. So, before booking a hotel, you'd better learn some facts about it in the net or from your friends for sure. Last summer I stayed in a hotel in Turkey, everything was up to date, wonderful service, tasty food and friendly staff. I would be happy to visit *Saray hotel* any more time.

By the way, Saray in Turkish means a palace and it really looks so. I have only positive impressions about that place and hotel. If I'm not mistaken there are 4 big hotels in Petrozavodsk. They are *Masks*, *Karelia*, *Severnaya* and one more near the embankment, unfortunately I don't know it's name yet. In my opinion our town provides good hotels for foreigners and native people. You can stay there from one night only to even a month or more, if you can afford it sure. In general, I am only for staying in a hotel, this will save your money, time and will be convenient.



## TYPES OF HOTEL ROOMS

It is quite strange, that so far in the hotel industry has not appeared a unified classification system for the hotel rooms. Of course, today almost any modern hotel has at its disposal standard rooms and suites. However, often the same category of rooms in different hotels may imply different living conditions. There are basic classification systems, which are used in some countries more than one decade. It basically concerns the hotel sector in Western Europe, USA, hotels in Australia, Brazil, Japan and some countries of the Asian region. During recent years, the system of hotel room classification was adopted by numerous residence buildings and hotels in Russia.

The class of the room in the hotel mostly depends on the structure of the hotel itself. The classification of the hotel rooms is often used not so much for the indication of comfort, as for the reflection of the number of beds. You can safely say that the general standard for the international hotel business today is a single room. Tourist, staying in it, can count on the separate bathroom, wardrobe, TV set. WI-FI connection to the Internet is a default option practically in all the rooms of new hotels.

Depending on the host country and the status of the hotel, a standard room can have additional functions and features. For example, in many hotels in Britain washstands with the separate faucet for cold and hot water can be found.

In China, the standard set for the bathroom includes a hairbrush, a toothbrush and paste. Thereby the standard set for the bathroom in the world hotel industry includes soap, towels for body and hands and, of late, a shower gel. In addition to the standard room, the world classification distinguishes more than 30 different types of rooms. The type of the hotel room can depend on the view from the window, the number and the size of rooms, the quality of furniture, the content of mini-bar and the availability of office equipment. In addition to the classification of rooms, there is a classification of accommodation.

There are a lot of options: from a double room, where three or more people can stay, to accommodation with children or in the separate cabin on the territory of the hotel. Both the room types and the accommodation types have alphabetic acronyms, primarily in English. BO stands for bed only and means that meals are not included.

An abbreviation SV (sea view) in the description of the room means that you will be able to observe the sea through your window. There are the most common types of rooms and accommodation, adopted in many countries around the world.

A top category hotel has a wide choice of rooms. You can stay either in the top – category or the first-class room. It all depends on your choice, because the rooms are expensive. If you are not short of money, you can afford yourself of a suite-apartment, a suite, a junior suite or a duplex. In any of these rooms, you can find all facilities & conveniences.

As a rule, there are three or more chambers in the top-category rooms (a sitting room, a study and bedrooms). Guests staying in a suite or a suite apartment can have a guide and a car for the whole day. In case you are short of money, you can stay in single rooms, double rooms, twin rooms or studio rooms. Here you can also feel yourself at home. Hotel staff does its best to make your stay pleasant and comfortable.

Hotel rooms could either be single, double, triple, quad, queen, king, twin, or studio rooms. They could be suites, which are rooms that have a parlour or living room connected to one or more bedrooms.

Hotel rooms are usually categorized according to the type of bed, number of occupants, or the number of beds. Each hotel will have their own name for the different room types, but their all either a family, double, twin or single room. Some may have suites, triples, quads or non-ensuite. It varies from hotel to hotel.

The hotel I personally work at has a room with 2 queen beds, 1 king bed, 1 king and a fold out sofa, and a room with a king and a jacuzzi. Prices range.

There are various types of rooms available in the Fairmont Hotel in Dubai depending on customers' needs. Ranging in price and size from small to large, accommodations are easily met. There are many different types of rooms at the Chinatown Hotel in Singapore to suit the customers. They offer great rooms for families, individuals and couples.

**There are the main room types in a hotel.**

**Single room** is a room occupied by one person.

**Double room** has large bed for two people.

**Twin** room is a room with two single beds for two people.

**Studio room** has both one bed & a convertible sofa; used as single or as a twin one.

**Suite** has a sitting room connected to one or more bedrooms.

**Junior suite** is a large room with a partition separating the bedroom furnishing from the sitting area.

**Parlour** is a sitting room not used as a bedroom. (Sometimes called a salon).

**Hospitality room/Display room** is used for entertaining (cocktail parties, banquets)

**Connecting rooms** are two rooms with private, connecting doors. You can move from one room to another without going to corridor).

**Adjoining rooms** are two or more rooms side by side with a connecting door between them. It is advisable to book rooms in advance especially in high season.

**Double twin** – номер з двома ліжками;

**extra bed (king size)** – номер з одним великим ліжком для сімейної пари;

**triple** – номер з двома ліжками і диваном для дитини;

**single** – номер таких же розмірів, як і double twin, але з одним ліжком.

Іноді одинаків поселяють в двомісний номер, в цьому випадку його плата зростає на 25 %. Цей варіант називається *double for single use*.

**Unior suite** – двомісний однокімнатний номер покращеного планування;

**de luxe** – такий же номер, але з дорожчою обстановкою;

**suite** – номер з вітальнею і спальнею з меблями і обладнанням високої якості;

**business** – великий номер з комп'ютером, факсом, придатний для роботи;

**family studio** – номер для сім'ї з двома суміжними кімнатами;

**president** - найрозкішніші номери, кілька спалень, кабінет, 2-3 туалету.

SGL – single – одномісне розміщення.

TWIN – двомісний номер з двома роздільними ліжками.

TRPL – triple – тримісне розміщення (зазвичай два ліжка + додаткова; розкладається ліжко, або диван).

QDPL – quadruple – чотиримісний номер.

## CLASSIFICATION OF HOTEL ROOMS

**STD – standart** – стандартна кімната.

**BDR, BDRM – bedroom** – номер зі спальнею.

**Superior** – кімната більшого розміру, ніж стандартна.

**Corner room** – кутова кімната.

**Studio** – студія, однокімнатний номер більше стандартного с вбудованою кухнею.

**Family room** – сімейна кімната, розміром більше стандартної.

**Family studio** – номер для сім'ї з двома суміжними кімнатами.

**Extra bed (king size)** – номер з одним великим ліжком для сімейної пари.

**Suite** – номер з вітальнею і спальнею, з меблями та обладнанням високої якості.

**Suite mini** – номер покращеної категорії.

**Junior suite** – 2-х місцевий 1 кімнатний покращеного планування.

**De luxe** – такий же номер, але з дорожчою обстановкою.

**Executive suite (suite senior)** – номер підвищеної комфортності (2-5 кімнат).

**Business** – великий номер з оргтехнікою (комп'ютером, факсом) для роботи.

**Honeymoon room** – номер для молодят.

**Connected rooms** – поєднані номери, що мають двері - прохід з одного в інший.

**Duplex** – двоповерховий номер.

**Apartment** – номери з видом сучасних 2-5 кімнатних квартир.

**President** – розкішні номери готелю, 2-3 спальні, кабінет, 2-3 туалету.

**Balcony** – номер з балконом.

## CLASSIFICATION OF ACCOMMODATIONS

**MB** – main building – основна будівля готелю.

**New Building** – новий корпус.

**HV – holiday village** – готель, що представляє собою комплекс бунгало.

**BGL, BG – bungalow** – бунгало; строені окремо від основної будівлі.

**Chale** – прибудова до основної будівлі або окремих котедж.

**Cabana** – споруда на пляжі (або біля басейну), типу бунгало.

**Cottage** – котедж.

**Villa** – Вілла, двоповерхова, з гостинною, додатковим санвузлом, з басейном.

**Executive floor** – один або кілька поверхів у готелі з вищим рівнем обслуговування.

**BO – bed only** – розміщення без харчування.

**ROH – run of the house** – розміщення на розсуд готелю.

**Dune room** – бунгало на другому плані.

**Pavilion** – назва корпусу.

**Sport-Area** – назва корпусу.

**Front** – 1 берегова лінія.

**Chale** – пристройки до основної будівлі.

**Exercise 1. Analyze the main types of rooms in a hotel and try to understand them.**

## TYPES OF ACCOMMODATIONS

**CV (City view)** – номер з видом на місто.

**BV (Beach view)** – номер з видом на пляж.

**PV (Pool view)** – номер з видом на басейн.

**GV (Garden view)** – номер з видом на сад .

**OV (Ocean view)** – номер з видом на океан.

**LV (Land view)** – номер з видом на околиці.

**DV (Dune view)** – номер з видом на дюни, піски.

**MV (Mountain view)** – вид на гори.

**PV (Park view)** – номер з видом на парк.

**SV (Sea view)** – номер з видом на море.

**SSV (Side Sea view)** – номер з боковим видом на море.

**Inside view** – вид на атриум або внутрішню частину готелю.

**De Luxe** – номери підвищеної комфортності.

**Superior** – кімната більшого розміру, ніж стандартна.

**Superior / Main Building** – кімната більшого розміру в головній будівлі.

**Mini-suite** – номер поліпшеної категорії, краще ніж Superior.

**Suite Executive (Ex. Suite)** – сьюті з 2-ма спальнями.

**Suite** – кімната більшого розміру, ніж стандартна.

**Suite Junior** – номер підвищеної комфортності: велика кімната з відгородженим спальним місцем, перетворені вдень у вітальню.

**Suite Mini** – номер поліпшеної категорії (краще, ніж Superior).

**Suite Senior** – номер підвищеної комфортності двокімнатний: вітальня і спальня.

**Studio** – однокімнатний номер, більше стандартного, з невеликою перегородкою або однокімнатна квартира з невеликою кухнею, суміщеною з кімнатою .

**Lagoon room** – в основному корпусі з видом на басейн.

**Room** – розміщення в однокімнатному номері.

**1 BDRM** – Апартаменти з 1 -й спальнею.

**2 BDRM** – Апартаменти з 2 -я спальнями.

Chld – вартість розміщення дитини до 12 -ти років; іноді CH – велика дитина , до 12-15 років ; ch - маленька дитина - до 6 років, inf – infant – дитина 0-2 років. Зазвичай вартість вказується для дитини в номері з двома дорослими DC (DBL + Chld), але також може бути SC ( SGL + Chld ), DBL +2 Chld – два дорослих і дві дитини і SGL +2 Chld – один дорослий і дві дитини.

**Exercise 1. Analyze the various classifications and translate it into English.**

**Exercise 2. Transfer the given information from the passages onto a table.**

№	Activity			
	Room	Where	When	Score
1.				



Room Facilities	Standard Single	Superior Single	Deluxe Single	Junior Double	Superior Double	Deluxe Double	Superior Twin	Deluxe Twin	Superior Triple	Deluxe Triple	Deluxe Family
Room size	14sq.m.	15sq.m.	15sq.m.	15 sq.m	20 sq.m.	20sq.m.	20 sq.m.	20 sq.m.	25 sq.m.	25 sq.m.	28 sq.m.
Occupancy	1	1	1	2	2	2	2	2	3	3	4
Bed type	3.5	5	5	5	5	5	3.5x2	3.5x2	3.5+5	3.5+5	5 x 2
Air-condition	■	■	■	■	■	■	■	■	■	■	■
Satellite +cable	■	■	■	■	■	■	■	■	■	■	■
Desk	■	■	■	■	■	■	■	■	■	■	■
Hot shower	■	■	■	■	■	■	■	■	■	■	■
Bathroom amenities	■	■	■	■	■	■	■	■	■	■	■
In room safe box	■	■	■	■	■	■	■	■	■	■	■
Colour TY 14	■	■		■	■			■			■
Colour TY 21			■			■		■		■	■
Refrigerator			■			■		■		■	■
Garden view			■			■		■		■	■

### CONVENTIONAL NOMENCLATURE

DBL – двомісний номер

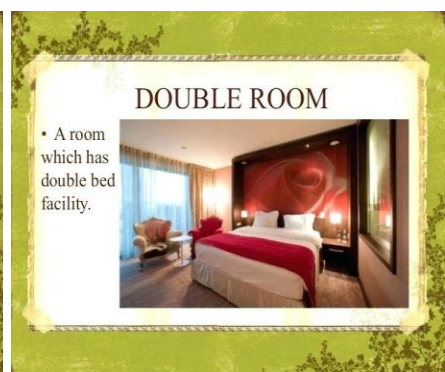
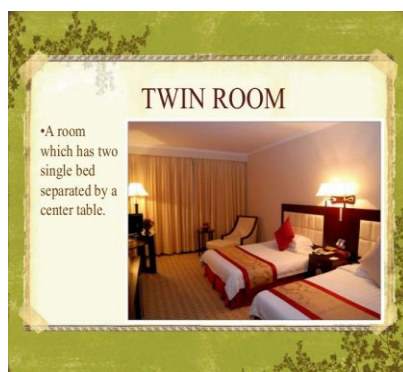
SGL – одномісний номер

TRL – тримісний номер

EXB – двомісний + додаткове ліжк

CH – маленька дитина, наприклад 0-6 років

CH – велика дитина 12-15 років



## LOOK AT HOTEL SERVICES

This article will give you an overview of what kind of hotel services people look for when they plan a tour with their family members or loved ones. It's time for family vacation and you are planning to go on tour with your family? Finding a place for comfortable and cheaper stay. Budget is exceeding from limit.

These are the most common questions that strike everyone's mind whenever they are planning to go out on family vacation. When you are going to spend your hard earned money, you want a good service in return to satisfy your mind. Hotel services are the most concerned topic when you are going out for a tour with family or friends.

A nice place to stay when you come back from exploring a strange city is very important, running water, no facility for hot water, poor room services, poor food quality are some of the issues with the hotel owners. Opening a hotel is easy, just throw your money and you'll get a good place for a hotel and even a good place where you can set your hotel services, but the main thing is to run the facility properly. If the customer is not happy with the service quality, you are providing you'll not get other customers with previous visitors, because a review is a very big weapon against your image.

There are many hotels available in every city, running their own class of services with their service staffs. Besides the service of providing a place to stay, a good eating-place is an add-on service from the management so that you'll not have to look for a restaurant in a strange city. Following are the major priorities of the visitor coming to receive hotel service.

- Visitors/Customers expect clean rooms including easy beds with clean sheets, internet access, access to movies, washroom facilities, local calls facility, continental food, newspaper, coffee maker, iron and ironing board, and air-conditioned rooms.
- Rooms should be spacious, including the bathroom. It should also be well decorated and not have any strong perfume type odours.
- Easy Transportations and good connectivity to city, transportation services from hotel owners is much appreciated.
- Facilities of completing normal tasks like arranging outdoor services (arranging movie tickets, dinner reservations, spa or saloon reservations). Hotel staff should have knowledge of nearby services, so that a person from outside can get some help.
- 24 hours room service should be available.
- Extra facilities like providing towels, extra beds/sheets and laundry.
- Convenient parking place.
- Dining place with affordable food services.
- Swimming pool, small play ground to play games should be there.
- Privacy matters should be maintained for the visitors.
- Place to arrange occasions like wedding, birthday parties, or any other event required according to the visitor.

Above points are basic things that a normal person will want when he wants a hotel service, but all these services are provided when you have a good pocket, if you are looking for a place just to spend the night, you'll not spend a huge amount of money.

Arranging occasions like wedding events, birthday parties are sometimes a great need and customer is okay to pay the price but needs a good customer satisfaction from the hotel management.

Services are provided with up to the mark quality. You'll easily find the type of place you are looking for your reason of stay.

Everyone knows that any kind of information you are looking for can be easily found on internet, and finding hotel service on internet is really easy as all hotel owners have their websites with all the required detail you want to know.

## PARLOR

- A room which is used for sitting and cannot be used for sleeping purpose.



## DOUBLE DOUBLE ROOM



## INTERCONNECTING ROOMS

- Two rooms which share a common door, mostly used by families.



## EFFICIENCY ROOM

- A room with a kitchen facility.



## SUITE ROOM

- A room comprises of two or more bedroom, a living room and a dining area.



## STUDIO ROOM

- A room with a sofa-cum-bed facility.



## QUEEN BEDROOM

- A room with a queen sized bed.



## RESERVATIONS

Online hotel reservations are a popular method for booking hotel rooms. Travellers can book rooms on a computer by using online security to protect their privacy and financial information and by using several online travel agents to compare prices and facilities at different hotels. Prior to the Internet, travellers could write, telephone the hotel directly, or use a travel agent to make a reservation. Nowadays, online travel agents have pictures of hotels and rooms, information on prices and deals, and even information on local resorts. Many also allow reviews of the traveller to be recorded with the online travel agent.

Online hotel reservations are helpful for making last minute travel arrangements.

Hotels may drop the price of a room if some rooms are still available. There are several websites that specialize in searches for deals on rooms.

If you aren't someone who takes vacations that requires a hotel stay, or travels for business or your kids' sporting events, you may not know how to make a hotel reservation.

By following these simple steps, you can ensure that your hotel meets your needs and expectations when you arrive.

- Check rates & book a hotel reservation as far in advance of the departure date as possible. Hotels tend to raise rates as availability declines; it is possible to get a last minute deal.

- Use an online travel site to identify hotels in the city you are visiting or near a specific attraction, address or airport.

- Sites that book hotels, flights, rental cars, vacation packages and more include Orbitz.com, Expedia.com and Travelocity.com. These sites have features that make it easy to adjust dates and see how it affects hotel rates.

- If you aren't picky about arrival & departure dates or location, you might consider Priceline.com. However, you won't know which hotel you are staying in until you book it.

- Determine whether you need a standard room, one-bedroom, two-bedroom.

- Identify what amenities you need.

- In-room conveniences to consider include high-speed Internet, a refrigerator, a kitchen or kitchenette, and a pull-out sleeper sofa. Some hotels will bring a crib or cot into the room if you need it.

- Hotel amenities might include an indoor or outdoor pool, fitness centre, business centre, restaurants and room service.

- Enter your arrival and departure dates as well as how many adults and children will be staying in the room.

- Narrow down the list to one or two hotels with the amenities you need and the best rates, and then go to those hotel websites to check rates there.

- Compare rates with discounts (e.g., for seniors, AAA members, frequent flyer members) and taxes applied.

- You may need to call the hotel to get specific information, such as the year built/remodelled, check-in/check-out times and cancellation policy.

***Exercise 1. Characterize all steps for reservations hotel rooms.***

***Exercise 2. Analyze the information, which is in the highlight, and use it in practice.***

***Exercise 3. Add some information & make up a small report and give a talk in class.***

***Exercise 4. Read the information & pick up the essential details in the form of quick notes.***

## MAKING RESERVATIONS

A: I have a reservation. My name is John Sandals.

B: May I see your ID, please, Mr. Sandals?

A: Certainly. Here it is.

B: Thank you. Do you have a credit card, Mr. Sandals?

A: Yes, I do. Do you accept American Express?

B: Sorry, sir, just VISA or MasterCard.

A: Here's my VISA card.

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

A: Yes, it sounds like everything I expected.

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

---

A: I have a reservation under the name of Sandals.

B: Could I see your ID, please, sir?

A: Of course! Let me take it out of my wallet.

B: Thank you, sir. Now, do you have a credit card, sir?

A: Yes, of course. Is American Express okay?

B: I'm sorry, sir. Only VISA or MasterCard.

A: In that case, here's my VISA.

B: Thank you. Your room number is 507, queen bed. Is that agreeable to you, sir?

A: Yes, I'm easy to please.

B: Very good. Here is your room key, sir. If you need anything at all, please dial 0.

---

A: My name is Sandals, I have a reservation.

B: May I see your identification, please, sir?

A: Here you are.

B: Thanks. Do you have a credit card, sir?

A: Of course. Will American Express do?

B: I'm very sorry, sir. We accept only VISA or MasterCard.

A: No problem. Here's my VISA.

B: Thanks. Room 507 is spacious with a queen bed. Does that meet your expectations?

A: Yes, that sounds like what I want.

B: That's wonderful, sir. Now, here's your key. Should you need anything, just dial 0.

---

A: I'm John Sandals, and I have a reservation.

B: Would you show me your ID, sir, please?

A: Here you go.

B: Thank you very much. Now, sir, do you have a credit card?

A: Certainly! Would you like my American Express card?

B: Regrettably, Mr. Sandals, we accept only MasterCard or VISA.

A: I thought American Express was accepted everywhere. Never mind. Here's my VISA.

B: Thanks. You're in room 507, a big, non-smoking room. Is that okay, sir?

A: Yes, that's just fine.

B: I'm happy to hear that. Here is your key. Just dial 0 if you need anything.



**Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class.**

**Exercise 2. Explain the score of the notion «Reservations».**

Since the basic function of the reservations department is to turn a prospect into a guest, reservations staff should be well-trained in sales and public relations.

A pleasant and informed reservations agent, aware of upgrading and suggestive selling techniques, can increase the number of room nights sold at higher-than-standard rates. While it is important that the reservations staff have a guest-oriented approach, equally important is knowledge of room types, prices, special rates, and hotel packages. Staff members should have a complete knowledge of the property and an understanding of what determines the differences in price among the hotel's guestrooms.

An ocean-view room, for example, may cost more than a comparable room on the other side of the hotel; the same guestroom may double in price during the *season*.

By following a policy of selling from the top down if the inquiry is from a new guest, or using the rate-category-alternatives or bottom-up approach if a reservation has already been made, reservations agents can increase revenues while providing service to guests.

When potential guests telephone for a room after the house is full, reservations agents should offer alternatives in an attempt to keep business. For example, the reservations department might adopt a waiting list for them. The reservations agent can tell the caller: "I'm sorry, Mr. Jackson, we currently have no rooms available, but we often have last-minute cancellations. If you will give me your name and phone number, I'll call you immediately when a room opens up."

If the reservations department is too busy to make callbacks, the agent might assign the guest a reference number and suggest that he or she call again after the 6:00 P.M. cut-off for holding reservations. Suggesting that the caller change his or her arrival date is a selling technique that is seldom used, but could prove of immense value. While this certainly won't work with all guests, many business and leisure travelers will change their plans to stay in their *first choice* hotel. The reservations agent can make this option attractive with a statement such as: "Ms. Stewart, we are presently booked to capacity and have several names on a waiting list for Wednesday, November 30. But if you could change your travel plans, we have several attractive suites available on Thursday, December 1."

**Exercise 3. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 4. Complete the sentences.**

1. Staff should be well-trained in \_\_\_\_\_. 2. A pleasant and informed reservations agent can increase the number of \_\_\_\_\_. 3. The reservations staff have knowledge of \_\_\_\_\_. 4. Staff members should have a complete knowledge of \_\_\_\_\_. 5. Reservations agents can increase revenues while \_\_\_\_\_. 6. Reservations agents should offer alternatives in an attempt to \_\_\_\_\_. 7. The reservations department is too busy to make \_\_\_\_\_. 8. Many business and leisure travelers will change their plans to stay in \_\_\_\_\_. 9. Reservations agents can increase revenues while providing service to \_\_\_\_\_. 10. If the reservations department is too busy to make callbacks, the agent might assign the guest a reference \_\_\_\_\_. 11. A selling technique that is seldom used, but could prove of \_\_\_\_\_. 12. The reservations agent can make this option attractive with a statement \_\_\_\_\_. 13. You must identify what amenities you \_\_\_\_\_. 14. A hotel currently has no rooms available, but it often has last-minute \_\_\_\_\_. 15. A reservation agent can call you immediately when a room \_\_\_\_\_.

**Exercise 5. Explain the duties of the Front Desk employees.**

**Front office** is a business term that refers to a company's departments that come in contact with clients, including the marketing, sales, and service departments.

In the hotel industry, the front office welcomes guests to the accommodation section: meeting and greeting them, taking and organizing reservations, allocating check in and out of rooms, organizing porter service, issuing keys and other security arrangements, passing on messages to customers and settling the accounts.

In American professional sports, the term refers to upper management of a club, especially player personnel decision-makers.

Interacting with front desk employees is often the guest's first *personal* impression of the property, and it is here that hospitality. Each guest should be greeted with a warm smile and a *sincere*, friendly welcome, *not a curt*, "Do you have a reservation?"

A repeat guest should be greeted by name and a warm *Welcome back*. From this point on, guests have *names*, not just room numbers. The check-in function should be handled with a minimum of delay. To encourage guest loyalty, guests should be made to feel far more important than a computer screen or a few sheets of paper. Paperwork unrelated to registering the guest should be put aside until registration is completed. Additional help should be called if a long line forms. Front desk personnel often have the opportunity to upgrade existing reservations. A low-key approach is best: "Since you made your reservation, two better rooms have opened up; one with a mountain view, the other with a *Jacuzzi*. Would you be interested in moving to one of these rooms?"

Such an approach may increase room revenues and guest good will. The guest is being sold a better experience, not just a more expensive room. This is also a good time to mention special coupons or discount offers and suggests hotel facilities and services.

The front desk agent can ask if the guest would like a wake-up call, and use this opportunity to make sales suggestions: "Fine, Ms. Zimmerman. We'll call you at 7:00 A.M.

Would you like room service to deliver our breakfast special of hot coffee, a cheese omelet, and freshly squeezed orange juice at 7:30?"

Another approach would be to inform the guest: "Mr. York, we have one of the best seafood restaurants in the city right here in the hotel, but it is generally very busy. I can arrange a reservation for you and Mrs. York now if you'd like, however. Would you like me to reserve a table for you for our early-bird buffet or for our regular dining hours?" Too often, hotel guests are unaware of what the property has to offer.

Suggesting valet service, a light snack in the coffee shop, a relaxing swim or whirlpool in the health club, or room service — even if the guest declines — increases guest awareness, which may generate additional sales at a later time.

**Exercise 6. Make up the dialogue and carry it on in class with your classmate.**

**Exercise 7. Transfer the given information from the passages onto a table.**

№	Activity			
	Notion	Where	When	Score
1.				

## DIALOGUE

- **Receptionist:** Good morning. Welcome to The Grand Woodward Hotel.
- **Client:** Hi, good morning. I'd like *to make a reservation* for the third weekend in September. Do you *have any vacancies*?
- Yes sir, we have several rooms *available for* that particular weekend. And what is the *exact date of your arrival*?
- The 24th.
- How long will you *be staying*?
- I'll be staying for two nights.
- How many people is *the reservation for*?
- There will be two of us.
- And would you like a room with *twin beds* or a *double bed*?
- A double bed, please.
- Great. And would you prefer to have a room with a *view of the ocean*?
- If that type of room is available, I would love to have an ocean view. What's the rate for the room?
- Your room is five hundred and \$90 per night. Now what name will the reservation be listed under?
- Charles Hannighan.
- Could you spell your last name for me, please?
- Sure. H-A-N-N-I-G-H-A-N
- And is there a phone number where you can be contacted?
- Yes, my cell phone number is 555-26386.
- Great. Now I'll need your credit card information to reserve the room for you. What type of card is it?
- Visa. The number is 987654321.
- And what is the name of *the cardholder*?
- Charles H. Hannighan.
- Alright, Mr. Hannighan, your reservation has been made for the 24 of September for a room with a double bed and view of the ocean. Check-in is at 2 o'clock. If you have any other questions, please do not *hesitate to call us*.
- Great, thank you so much.
- My pleasure. We'll see you in September, Mr. Hannighan. Have a nice day!

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.**



**Exercise 2. Read and translate the faxes.**

**Dear Mr. Anderson,**

Thank you for your fax. I am pleased to say that we have six double rooms and two single rooms available on January 17 and I have provisionally reserved them for you. Our rates for bed and breakfast are £ 25 per person in a double room and £ 35 per person in a single room. You, as leader of the party, can stay free of charge. Alternatively, an overall discount of 10 % can be deducted from each guest's bill if you prefer. Please confirm this reservation in writing within two days. I look forward to hearing from you. *Yours sincerely,*

**Dear Mrs. Lee,**

Thanks you for your letter of 24<sup>th</sup> June. I'll be pleased to reserve a double room for you from July 4<sup>th</sup> to July 7<sup>th</sup> including. The room has a balcony with a sea view. It is full air condition and it is having a bathroom with shower. The price of the room is \$50 with continental breakfast and \$ 40 per person with half board. We are looking forward to welcome you at July 4<sup>th</sup>. Thank you for choosing our hotel. *Yours sincerely, ...*

**Dear Mr. Harris,**

Thank you for your letter. I am sorry to inform you, that we do not have a room available on December 25<sup>th</sup>. Because two floors of the hotel will be closed for refurbishment. As part of our continuing programme of improvement, all our Rooms are being completely redecorated with air conditioning and new cable TVs. We are sorry that we are unable to serve you on this occasion. From January 1<sup>st</sup> the hotel will be fully open and we shall be pleased to welcome you at any time after that date. *Yours sincerely, ...*

**Dear Mr. S.**

Thank you very much for your telephone call. I am writing to you now to confirm your reservation for two adjoining double rooms with bath for the nights of July 14 to 23. Both rooms have a sea view and are on the fourth floor of the hotel. The cost for half board (modified American plan) is \$85 per person per night, including taxes and service. I enclose two brochures describing our hotel and its facilities. If you have any questions, we shall be pleased to answer them. Please let us know if you are arriving at the hotel later than 7 p.m.

We look forward to welcoming you to the Bellevue on July 14. We hope you will enjoy your stay with us. *Yours sincerely, ...*

**Dear Mrs. Potter,**

I am sending you this letter to confirm your telephone booking for two double rooms here from July 14 to 24 (10 nights). The two rooms are on the third floor. There is a connecting door and the rooms have balconies with sea views. The price of the accommodation is \$ 90 per person per night for semi pension (half board). This includes taxes and service. In case you are interested, I enclose a brochure about the hotel. This tells you all you need to know about the hotel and what it has to offer. You must let me know if you plan to arrive at the hotel after 7 o'clock. *Yours sincerely, ...*

**Dear Mr. Smith,**

Thank you for your fax, I am happy to inform you that we have a single room with shower available for you from Friday May 6 to Sunday May 8. The cost of the room with full breakfast is \$ 65. We look forward to welcoming you both on May 6. Please let us know if you will be arriving later than 8 p. m. *Yours sincerely, A. Muster*

**Dear Sirs,**

Please reserve one double room with balcony and shower for my husband and myself from May 1<sup>st</sup> to 8<sup>th</sup>. We require full board. *Mary More*

**Dear Sirs,**

Do you have a single room available for two nights from Friday May 6? If so, please reserve this for me and confirm by fax. Thank you.

Please let me know the cost including continental breakfast. *John Smith*

*Before you print out a letter or fax, always check it through to make sure that you have included all the necessary information – and that you haven't made any mistakes in numbers, prices or dates.*

### OFFERING & REQUESTING

If you can't do something a client asks you to do, it's important to sound polite when you refuse. And explain why you can't do what they ask. Whenever you're asking clients and guests to do something, you need to sound polite, of course. But if you want them to do something they don't want to do, you need to be extra polite – and you should also explain why you'd like them to do what you ask.

**Dear Guest,**

Your ideas on what we can do to continuously improve our hotel are very important to us. It is our goal to satisfy the needs of our customers and exceed their expectations.

Therefore it would be very much appreciated if you could take a little time to complete this questionnaire. Thank you for staying with us. We hope you enjoyed your stay with us and will return soon. *Your sincerely,*

**Exercise 1. Analyze the topical vocabulary, learn it and make up sentences with it.**

to **book** (reserve) a room – замовляти, бронювати кімнату / номер

to let room (let out, rent, rent out) a room (to) – здавати кімнату (кому-л.)

to rent a room from – знімати кімнату у (кого-л.)

**room** to let – здається в найм кімната

spare room – свободная комната private room – власна кімната

room service – подача їжі і напоїв в номери

common room – загальний зал (у готелі)

rumpus (game, recreation) room – кімната для ігор і розваг

banquet room – банкетний зал conference room – конференц-зал

room and board – повний пансіон (надається за окрему плату студенту коледжу або університету; включає проживання в гуртожитку та харчування в їдальні гуртожитку)

**Exercise 2. Fill in the blanks in these sentences with information from your updated room chart.**

1. If we move Mr. and Mrs. Green to room 101, they *won't have a double bed*.

2. If the Greens choose full board, they \_\_\_\_\_.

3. If Mr. and Mrs. Moore have room 101, they \_\_\_\_\_.

4. If the Moores ... a room with a bath, they \_\_\_\_\_.

5. If we ... Ms Smith to room 103, she \_\_\_\_\_.

6. If Ms Smith ... full board, she \_\_\_\_\_.



**Exercise 3. Read the phrases and practice saying them clearly and politely.**

*I'll just check if we have a room available. – Yes, we do have a room free.*

1. I'm afraid the only room we have is \_\_\_\_\_. 2. Could you just spell your name for me, please? 3. Is there a phone number where we can contact you? 4. What time will you be arriving in writing, Mrs. Moore? 5. We'll look forward to seeing you on Monday, Ms Smith. 6. Thank you for your call, Mrs. Moore.

**Exercise 4. Which of these things would be socially unacceptable in your country?**

- Wearing shorts in a religious building
- Wearing outdoor shoes in a religious building
- Topless bathing
- Crossing your legs in public
- Pointing with your forefinger
- Blowing your nose in public
- Kissing someone you're introduced to for the first time (man – man)
- Kissing someone you're introduced to for the first time (woman – woman)
- Using your left hand to eat with
- Asking for more food at a dinner party if you're still hungry
- Leaving food on your plate at a dinner party

**Exercise 5. Read the advertising: Where to stay and try to do it yourself.**

Situated in the best part of the city, close to Parks, Museums, Shops are minutes away from the centre. *The Europe* is one of the best Tourist Class Hotels with 100 rooms, 70 with shower or bath, lift, bar, restaurant, large comfortable TV lounge, central heating, telephones and radio in all rooms, 24 hour snack service. Sightseeing tours arranged; multi-lingual reception personnel; night porters; laundry service; telegraph.

Prices in winter from \$... per person; in summer from \$... per person. Reduction of 10% if a guest stays for more than two weeks.



## DIALOGUES «BOOKING A HOTEL»

- Good morning, Radisson Empire. Can I help you?
- Yes, I'd like to *book a room*, please.
- When exactly?
- Next month. For three nights. I arrive on the 8<sup>th</sup> and leave on the 11<sup>th</sup> of March.
- Hold the line, I'll check. Now then... single or double?
- Single, please.
- Arrival March 8<sup>th</sup>; departure March 11<sup>th</sup>. Yes, we have a single with bath.
- That's fine. Is there *a swimming pool*?
- Yes, there is. It's indoors.
- How far is it to the Lincoln Center?
- It's just across the street.
- OK, I'll take it.
- Could I have your name, please?
- Dussart, Isabelle Dussart.
- OK, Mrs. Dussart. That's *a single room* with bath from March 8<sup>th</sup> to March 11<sup>th</sup>.

Could you send us a fax to confirm your booking?

- Thank you for your help.
- Thank you *for calling*. Have a nice day. **Receptionist & Mrs. Ryefield**

Good afternoon, San Felice Hotel. May I help you?

Yes. I would like to book a room, please.

Certainly. When for, madam?

March the 23rd.

How long will you be staying?

Three nights.

What kind of room would you like, madam?

Er... double with bath. I would appreciate it if you could give me a room with a view over the lake.

Certainly, madam. I'll just check what we have available. . . Yes, we have a room on the 4th floor with a really splendid view.

Fine. How much is the charge per night?

Would you like breakfast?

No, thanks.

It is €84 per night excluding VAT.

That's fine.

Who is the booking for, please, madam?

Mr. and Mrs. Ryefield, that is R-Y-E-F-I-E-L-D.

Okay, let me make sure I got that: Mr and Mrs. Ryefield. Double with bath for March the 23rd, 24th and 25th. Is that correct?

Yes it is. Thank you.

Let me give you your confirmation number. It is: 7576385. I'll repeat that: 7576385. Thank you for choosing San Felice Hotel and have a nice day. Goodbye.

Goodbye.

**Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class.**

 **Coffee Pot** – symbol of hospitality  
 **Baskets** – symbol of plentiful good wishes  
 **Birds** – universal symbol of happiness  
 **Cottages** – represent heritage and culture of the glassblowers  
 **Ear of Corn** – reminder of the bounty and blessings nature bestows  
 **Grapes** – symbol of friendship  
 **Acorn** – good luck  
 **Fish** – symbolic Christian image  
 **Star** – guidance and faith  
 **Pinecones** – motherhood and fertility  
 **Rose** – expression of love and affection  
 **St. Nicholas** – kind and generous man  




## DIALOGUES «HOTEL RESERVATION»

- Reception desk. Tavistock Hotel. Good morning.
- Good morning. This is Intourist. We'd like to make a reservation for Mr. Smernov.
- What *accommodation* do you require?
- A single room for three nights from the 7<sup>th</sup> of October.
- Wait a moment, please? I'll see whether we have the accommodation available.
- Thank you. Yes, I can reserve a single room with bath, from the 7<sup>th</sup> of October, for three nights. It's an inside room on the fifth floor.
- Thank you. What will the charge be?
- \$45 daily, plus 12% service charge, *inclusive of breakfast*. Would you *confirm this reservation in writing*, please?
- Yes, I'll write you today.
- Thank you. Goodbye.
- Goodbye.

### Mr. Smith & Desk Clerk

- Good morning.
- Good morning, sir.
- I'm Mr. Smith. I have a reservation here.
- Just a moment, sir, I'll check. Yes, that's right, sir. *Fill in a form*; state your name, surname, nationality, duration of stay, etc.
- I'll get your key and have your things sent up. Your room is ready. It's 218. Take the elevator to the second floor.
- Thank you. *What time's breakfast?*
- Well, it's any time between 8 and 10 in the dining room.

### Mr. Johns & Hotel-Clerk

- Good morning. Can I have two single rooms or one *two-bedded room* with a bathroom, please?
- We're full up, but I'll see. How long do you *intend to stay*?
- I expect we'll be here for a week or so.
- How much is it?
- It's \$100 a night *including breakfast*.
- All right, we'll take it.
- Will you fill up the arrival cards, please? Here's your key. The boy will show you up to your room and take in your luggage.
- Thank you.

### Mr. Brown & Hotel-Clerk

- Good afternoon. My name is Mr. Brown. Can I have a room booked in my name?
- Good afternoon, Mr. Brown. Just a minute, I'll *check* that. Yes, your room is 1012. Will you fill in the form? State your full name, permanent address, etc. Here's the key to your room. The porter will bring in your suitcase.
- Thank you. Can I *get dinner* in the hotel?
- Of course, sir. Our hotel restaurant offers good food and good service.
- Thank you.

### **Mrs. Black & Hotel-Clerk**

- Good evening. I want a single room for tonight and tomorrow night.
- Shall I make it *bed and breakfast*?
- Yes, please.
- What's the name, ma'am?
- Mrs. Black.
- Where do you come from?
- I'm from New York.
- Will you please fill up that form and give it to me with your *passport*. Room 461. Here's the key, ma'am. The boy will show you the way and *take your bags up*. Will you pay now?
- I'll pay for two days. I don't expect I'll stay any longer.

### **Mr. Green & Reception-Clerk**

- Good evening. Have you *a vacant room*, please?
- *Single or double*, sir?
- Single, with bath, if possible.
- Let me see. It's rather difficult. We are usually *booked up* in summer.
- Unfortunately I didn't *make up my mind* to travel until the very last moment.
- I can give you a single on the first floor but without bath. Otherwise, I have one with bath on the fifth floor. You can go up in the lift, of course.
- Is it at the front or the back? I'm *a light sleeper* and the traffic on the main road might *disturb* me.
- The room on the fifth floor is *a suite overlooking the park*.
- Good, that will suit me. What do you *charge for* bed and breakfast?
- \$200 a night.
- I'll take the room.
- Would you mind signing the register? The porter'll take up your luggage. Your room is 525.
- Give me a call in the morning, please. Let's say, at eight o'clock.
- Certainly, sir.
- Thank you.

### **Mr. Wood & Reception-Clerk**

- I want *a double room* for three days.
- What's the name, sir?
- Mr. and Mrs. Wood of London.
- British, sir?
- I'm British but my wife is from Washington.
- Please, *fill up these forms*.
- Is that all right?
- Yes, that's all, thank you.
- I'd like a room with *windows facing the backyard*, if possible.
- Room 158 is very *quiet and comfortable*. Here's the key to your room.
- Thank you.

**Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class. Render the contents of the dialogues in Indirect Speech in English. Translate the dialogues paying attention to italic phrases.**



**Exercise 2. Insert articles where necessary.**

1. I have ... reservation here. – Just ... moment, ma'am. 2. Fill in ... form, please. 3. Take ... elevator to ... fifth floor. 4. What time is ... breakfast? – Between 8 and 10. 5. Can I have ... double room with ... bathroom? – Certainly, sir. I expect we'll be here for ... week or so. 6. We've got ... cancellation. You can have ... two-bedded room. – How much is it? – It's 10\$ ... night. 7. Here's ... key to your room. ... porter will bring in ... suitcase. 8. Have you ... vacant room? –We're usually booked up in ... summer. 9. You can go up in ... lift. 10. Is it at ... front or ... back? I'm ... light sleeper and ... traffic on ... main road might disturb me. 11. It's ... suite overlooking the park. 12. What do you charge for ... bed and breakfast? – 15 \$ ... night. 13. Give me ... call in ... morning, please. 14. I'll show you ... way. 15. I'd like a room with ... windows facing ... back yard, if possible.

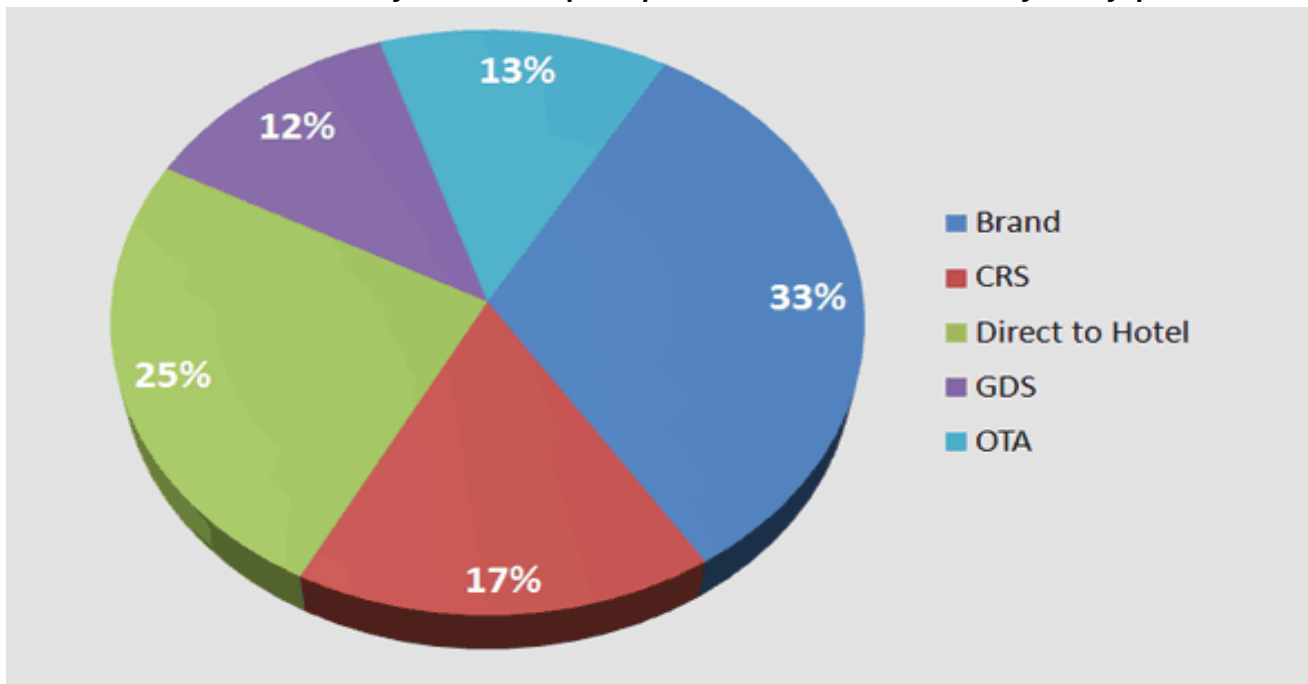
**Exercise 3. Fill in the blanks with prepositions where necessary.**

1. Please fill ... a form, state your name, surname, nationality, duration ... stay. 2. Take the elevator ... the third floor. 3. Dinner is any time ... 6 and 8 ... the dining room. 4. Can I have a two-bedded room... a bathroom, please? - Certainly, sir. 5. I expect we'll be here ... a week or so. 6. You can have a single room ... the seventh floor. It's 15\$ ... a night. 7. The porter will show you up ... your room. 8. Can I have a room booked ... my name? 9. Here's the key ... your room. 10. Dinner hours are ... 6 ... 10 p. m. 11. We are usually booked up ... summer. 12. You can go up ... the lift. 13. Is this room ... the front or the back? It's overlooking ... the park. 14. The traffic ... the main road might disturb me. 15. What do you charge ... bed and breakfast? - 20\$ ... a night. 16. I want a single room ... three nights. 17. Where do you come ...? - I'm ... London. 18. Give me this form ... your passport.

**Exercise 4. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 5. Add some information & make up a small report and give a talk in class.**

**Exercise 6. Read the information & pick up the essential details in the form of quick notes.**



Share of Transient Rooms Sold by Channel

**Exercise 7. Make up short dialogues using the following patterns.**

Shall I **help you**? – Do, please. (Yes, please.)

No, thank you. (No, you needn't.)

close the window

Make it bed and breakfast

open the door

Make a reservation

book a single room

Bring you an extra pillow

order dinner for you

Have your things sent up

give you a call

Show you the way

Shall I **book a single or a double room**?

**A single room**, please.

book a two-bedded room or a suite

bring you tea or coffee

bring you a newspaper or a magazine

pay now or tomorrow morning

order breakfast now or in the evening

help you to get train or boat reservation

What reservation shall I make?

**A double room**, please.

a single room with a private bath

a two-bedded room with a bathroom

a suite, overlooking the park

bed and breakfast

a room with windows facing the backyard

Will you give me **an arrival card**?

Certainly. Here it is.

an English newspaper

the key to my room

an extra towel

my mail

your passport

a guide-book

**Exercise 8. Read the text and make up the dialogue from it.**

I would like to reserve some rooms at your hotel. We are arriving in Alicante on 28 July. We hope to stay for ten nights leaving on 7 August. My husband and I would like a double room, preferably with a balcony. Our two teenage daughters require a twin room. We understand that all your bedrooms are en-suite. Could you confirm this? Is it possible to have rooms with a sea view? Please let me know if you have rooms available for these dates. I would also be grateful if you could tell me the price of each room. I look forward to hearing from you.

**Exercise 9. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 10. Make up short dialogues using the following word combinations.**

I have a reservation here. I'm Mr. B.  
Just a moment, sir. I'll check. Yes, that's right. **Fill up a form, please.**

Your room is 785 on the 8<sup>th</sup> floor.  
Will you fill up the arrival card?  
Would you mind signing the register?  
Fill in that form and give me your passport.  
Room 250. Here's the key to your room.

Can I have a **single room, please?**  
**We're full up, but I'll see.**

a double room	I'll see. We've got a cancellation.
a two-bedded room	It's difficult. We're booked up.
a suite	I can give you a single room.
a single room	I have one on the 4 <sup>th</sup> floor.

**Will you fill up that form, please?**  
Is that all right?  
Yes, that's all, thank you.

Fill in a form, state your name, etc.  
Will you fill up the arrival card, please.  
Would you mind signing the register.  
Fill up the form and give it to me with your passport.

Can I have **breakfast** in the hotel?  
Of course, sir. **Our café is on the ground floor.**

dinner	Our restaurant offers good food.
supper	Supper hours are from 8 to 10.
a cup of tea	The snack bar is downstairs.
breakfast	Any time between 8 and 9.30.
dinner	Any time from 5 to 7 in the dining room.

**Exercise 11. Answer the questions.**

1. Are there many hotels in your city? 2. Where is the building of the biggest hotel? 3. What kind of building is it? 4. What rooms are available in this hotel? 5. What tourists are these rooms available for? 6. How many rooms are there in an apartment? 7. What rooms are they? 8. What is there in an apartment? 9. What is free of charge? 10. What have you for the whole day? 11. What is a lux? 12. Why is there much light and air in a lux? 13. How much furniture is there in a lux? 14. What kind of furniture is there? 15. What is at your disposal? 16. What is the first-class room? 17. What is available: bath or a shower? 18. Is there a TV set and a refrigerator in the first class room?

**Exercise 12. Using the information above make up a small report on the topic.**

**Exercise 13. Complete the dialogues using words and expressions given at the end.**

**1. – I want a two-bedded room for 2 days.**

What's the name, ma'am? ...

New York, to fill up, a form, quiet, to face the back yard, the key to the room, how much, to pay.

**2. – Good evening, I want a single room.**

Shall I make it bed and breakfast? ...

What's the name? to come from, Washington, to fill in, a passport, to show the way to, luggage, to stay.

**3. – Good afternoon. I have a reservation here.**

Just a minute, sir. I'll check that ...

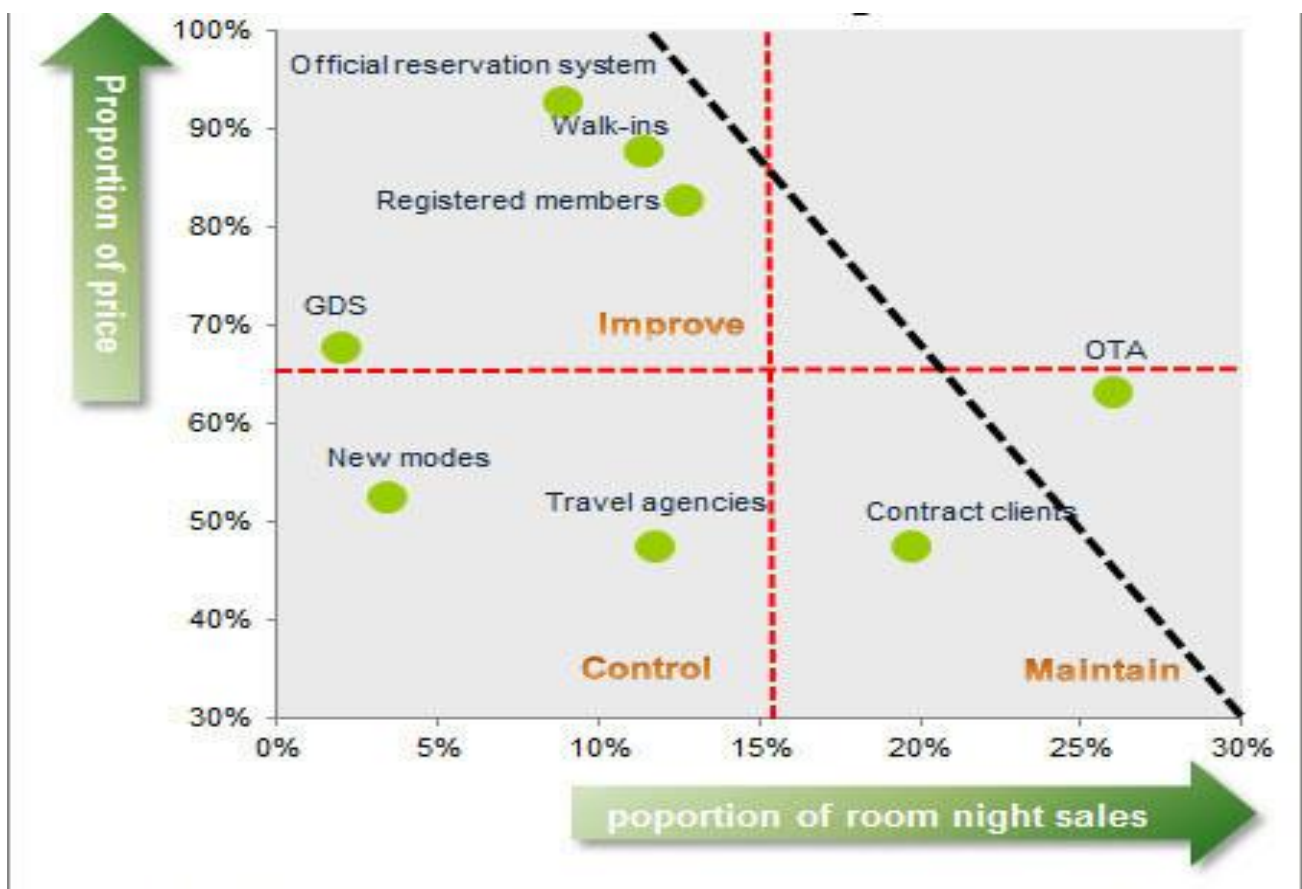
That's right; to state, a name, a surname, address, ready, a porter to take in the luggage, breakfast.

**4. – Can I have two rooms, please?**

Single or double, ma'am. ...

A two-bedded, a cancellation, a week, with a bathroom, the charge, to show up, here's the key, to dinner.

**Exercise 14. Write the answer to the inquiry as a hotel manager.**



Two-dimension matrix of Price & Sales of Hotel Room Nights

## CONVERSATION «RESERVATIONS PROBLEMS»

### Clerk & Dr. Smith & Bill

- Good evening, sir. What may I do for you tonight?
- I'm Dr. Howard Smith from Bloomington, Illinois. I've come for the annual medical convention. A room has been reserved for me, hasn't it?
- Dr. Howard Smith. Let me see. Doctor. No, Doctor, your name is not on the list. When did you make your reservation? Did you yourself make it?
- No, I didn't make the reservation myself. Mr. Brown, who was coming here from Chicago, promised to 'reserve a room for me.
- Did you receive confirmation from us, Doctor?
- No, I didn't. But Mr. Brown gave you a deposit, didn't he?
- I'm sorry, but he didn't. There must be some mistake.
- I know it's late, but may I speak to Mr. Brown?
- I'm sorry. Doctor, but the Browns left this morning.
- Oh no! Of course, I can blame only myself. I should attend to my own business myself. Surely you have a single room vacant, haven't you?
- I'm sorry. Dr. Smith. There is full occupancy tonight. However, we will find accommodation for you in another hotel. *(To his assistant)* Bill, call the White Hotel and tell them that we need a room for Dr. Smith.
- A message was left for me, wasn't it? A letter from Dr. Ross?
- *(After looking through the reserved mull)* No, Doctor. I can't find anything here for you. You are having bad luck tonight.
- *(Bill returning)* The White Hotel will take Dr. Smith.
- That's better luck. Dr. Smith, we'll send you to the White Hotel by taxi, and we'll also pay for your hotel room tonight. I'm sure that we'll have a checkout in the morning. I'll call you as soon as we know. Have a good night's sleep.
- Thank you. I appreciate what you are doing for me. You won't forget me, will you? I want to stay here because our meetings are held here.
- Your taxi is waiting, sir.
- Thank you. Good night.

### ***Narration***

Mistakes are sometimes made in hotel business. A client may forget to send a deposit, or a clerk may neglect to send a confirmation. Letters may be lost in the mail. Some clients blame the hotel when the mistake is not the fault of the hotel. When there is no room available for a client, the clerk decides whether or not to pay the client's bill in another hotel.

***Exercise 1. Learn the conversation by heart and carry it on with your classmate in class.***

***Exercise 2. Answer the questions.***

1. When a guest insists that he sent a deposit, what does the clerk say? 2. If you have no reservation for a good client, and he shows you a letter of confirmation, what do you do? 3. Can hotels that belong to a chain more easily find a vacancy for a good client? 4. Have guests ever spent the night in the lobby because they couldn't find a room? 5. Are mistakes sometimes made in hotel business? 6. When there is no room available for a client, what do the clients decide to do?



## AT THE RECEPTION

The desk clerk will ask Mr. L. to register. He will hand Mr. L. an arrival card (a slip), which all guests are required to fill in. The following information is required:

1. Name (in fill) .....  
Surname, (first) name, patronymic
2. Place of permanent residence .....
3. Passport? .....

It is important that the hotel receptionist should make sure that guests are registered correctly. A hotel register or, more usually, a registration card is used to record the information about each guest as well additional information such as passport number and its place of issue, and their next destination, occupation, method of payment and purpose of visit.

The receptionist should always check that the registration cards are completed correctly and legibly. It is also necessary to make sure that the reservation details have not changed. Sometimes the receptionist should politely ask the guest for clarification.

After this the receptionist can inform the guest of the room number and rate. If the guest has a travel agency booking, the receptionist should obtain the original hotel voucher and check it against the hotel's copy. When large tour group are checking in, it is useful for the tour leader to deal with the registration cards and hand them over to the reception desk himself. Accurate information on room status throughout the hotel is most important.

A room status system must provide clear information and it must be capable of rapid alteration. There are various methods in use from simple manual systems such as the room board to computerized systems such as electronic room status linking reception, housekeeping, and the cashier's office. After all formalities are over the porter will show Mr. L. up to his room. He unlocks the door and turns on the light. Then he raises the curtains (or shades) in the daytime or lowers them at night. If one requires nothing else, the porter is dismissed (in some hotels it is customary to dismiss people waiting on you with a tip). Once you decide to stay at a hotel, you are referred to as a guest.

You will find notices everywhere reminding *guests to leave their keys at the desk when going out*. All the keys are hung on a special key-rack. Whenever you ask for your key the clerk looks into the pigeonhole under your number for post (mail)/ If there is any post he will let you have it with your key. In the lobby, you will usually find a newspaper stall (news stand) and stalls where cigarettes, sweets and souvenirs are sold.

You can find a special corner or room to write letters. First-class hotels supply their guests with hotel stationery free of charge (envelopes and paper with the hotel letter-head). The desk clerk is a mine of information. He will answer all your questions and give you all the information you need: when trains depart, when football match begins, when the next liner sails for Odessa. He will order your railway tickets for you or book for the next boat out. He usually aided by an assistant or two and a battery of telephones and press-buttons. Many hotels have special weekly and monthly rates, so that it is cheaper to pay by the week, or by the month (residential rates) than by the day (transient rates).

You will find rooms with and without bath, single rooms, double rooms and complete suites consisting of two and more rooms. All the hotels run a special laundry service for their guests. You can have your laundry done and your clothes pressed. The maid who does your room will make your bed.

Guests are required to warn the clerk in advance when leaving (checking out) so that he can have the bill ready for them in time. Rooms and meals abroad are also to be had at boarding houses where the rates are usually lower than in most of the hotels. In many countries, they have motels. This is a roadside hotel providing both lodging, usually in individual cabins, for travellers and garage or parking space for their motor vehicles.

In Britain there are caravan sites for travellers who come with trailers. No lodging is provided. The traveller lives in his trailer, which is a house on wheels.

In our country, we have an ever-growing network of campings (camping sites) for tourists who go motoring about the country. Facilities for rest, cooking and car service are made available at such camping sites throughout the tourist season. This is the Royal Hotel's registration card. Fill it out for yourself, as if you were a guest there.

## ROYAL HOTEL

### Registration Card

Surname.....

Forenames.....

Accompanied by

Payment method: cash  cheque  company account  credit card  (No.)

Home address

Nationality.....

Passport number.....

Car registration number.....

Purpose of visit.....

Signature.....

Special requirements.....

Room number ..... Date of arrival ..... Date of departure .....

**Exercise 1. Render the contents in English and fill in the registration card with your data.**

**Exercise 2. Answer the questions.**

1. Why do travellers usually reserve rooms at hotels?
2. What information would you give the hotel manager if you were booking by telegraph?
3. What are the duties of a desk clerk?
4. Why are guests asked to leave the keys to their rooms when going out?
5. What service do hotels usually offer their guests besides rooms to leave in?
6. What information does the arrival card call for?
7. Are guests required to settle their accounts with the hotel in advance or when checking out?
8. What would you do to have your dinner sent up to your room in a hotel?
9. If you require the services of a porter (maid, bell-boy), how would you summon him (her) to your room?
10. Are single rooms or double rooms in hotels fitted out with two beds?
11. If the windows of a hotel room look out on the street, will you call it a back room or a front room?
12. What does a guest do to get registered at a hotel?
13. What do they call transient rates at hotels?
14. What is a boarding house?
15. Have you ever stayed at a motel?
16. How did you like it?
17. Do you prefer an expensive or cheap hotel?
18. First-class hotels supply their guests with hotel stationery free of charge, don't they?
19. Have many hotels got special weekly and monthly rates?
20. Have we an ever-growing network of campings (camping sites) for tourists in our country?

**Exercise 3. Complete the sentences.**

1. Experienced travellers always consider it best ... 2. To reserve a room at the hotel, I sent a telegram which read ... 3. I would like to engage ... 4. As soon as the taxi rolled up to the main entrance of the Astoria ... 5. The registration done ... 6. In the lobby you will usually find ... 7. When registering, guests have to ... 8. At the desk the guests might ... 9. In hotels you will find rooms with ... 10. All hotel rooms have ... 11. On the night table in a hotel room you will ... 12. Guests are required to ... 13. As all the hotels were full ...

**Exercise 4. Supply prepositions or adverbs where required.**

1. If one intends to put ... at a hotel it is advisable to reserve rooms ... advance. 2. You can book ... hotels ... rooms ... post or ... telegraph. 3. The word "back room" stands ... a room with windows looking ... the back yard ... the building. 4. The doorman opened the door ... our car, helped the taxi-driver to remove our luggage and showed us the way ... the desk clerk. 5. The desk clerk handed ... us an arrival card which we filled ... giving all the information required. 6. What is your name ... full? 7. The registration stamp ... my passport gives my place ... permanent residence. 8. I shall need my passport badly tomorrow ... afternoon. Will you have me signed ... by that time? 9. When checking ... I always ask if there is any mail ... me. When do you expect to be checking ...? 11. ... this scientific congress ... all the hotels are full ... now. Accommodation is next to impossible to get, I assure you. 12. Whenever you check ..., the desk-clerk looks ... the pigeon-hole below the number ... your room ... mail. 13. All the keys ... our classrooms are hung ... a special keyrack. 14. I must have left it ... my desk ... the top left drawer. 15. If I am out, leave it ... my name ... the desk (desk-clerk), will you? 16. I shall be waiting ... you ... the lounge ... the Moskva ... 7 p.m. sharp tomorrow. Will that be all right ... you? 17. ... many hotels it is cheaper to pay ... the week than ... the day. 18. A suite consists ... two or more rooms. 19. All Kyiv hotels run numerous services ... their guests, but service is best ... the Moskva. 20. I want to engage a double room ... bath ... a week. Shall I pay ... advance? 21. You can register ... the desk ... your right and settle your account ... advance ... the cashier's desk, right ... front of you. 22. The porter stopped ... room 517 and showed me ... 23. Mr. L. Stays (lives) ... room 272, and he is quite comfortable there. 24. I followed the bellboy ... the lift, ... the fifth floor, down the corridor ... the left.

**Exercise 5. Agree with what is said by your partner.**

*Model:* The chambermaid is to do the rooms every morning.

Certainly. The maid is required (supposed) to do the rooms every morning.

1. Guests should warn the desk clerk when signing out. 2. According to the hotel rules the guest must leave the key at the desk clerk when he goes out. 3. The hotel residents must not spoil the furniture and appliances of the rooms. 4. Guests must not let non-residents live in the rooms they engage. 5. The main duty of the hotel porter is to help the visitors with their luggage. 6. Guests must settle their accounts before leaving the hotel. 7. Returning home late at night the guest should not make too much noise. 8. Guests must obey the hotel rules. 9. Guest must make order in their rooms. 10. Guest can reserve their rooms in advance.

**Exercise 6. Read the information & pick up the essential details in the form of quick notes.**

**Exercise 7. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 8. Look at these phrases. Most of them are suitable for welcoming someone, but two are not suitable. Cross them out.**

Good evening, how may I help you?

Hello, what do you want?

It's nice to see you again, Mrs White.

Back again, Mr Grey? Good evening, Mr Brown. How nice to see you again!

Hello again, Ms Green, and welcome!

Good afternoon, sir, do you have a reservation with us today?

**Exercise 9. Being surprised at what you hear; put a question as it is shown below.**

*Model:* There are eight hotels in our town.

Are there really so many hotels here (in your town)?

*Or:* This hotel runs a garage for thirty cars.

Does it really run such a large garage?

- There are four restaurants and six bars on that ship.
- They are going to build a 24-storeyed hotel in this place.
- The boarding house was only thirty yards from the seashore.
- My hotel bill amounted to forty-two roubles.
- You must find telephone in every room.
- The rate (price) of this room is sixty dollars a day.
- You won't believe but this hotel can accommodate 600 guests.
- The tailor charged me ten dollars for altering my suit.
- Accommodation for that rest home is very easy to get.
- You'll have to pay fifty pence as a registration fee.
- The summer rates at our boarding house are almost twice as expensive as winter rates.

**Exercise 10. Add what your partner failed to mention.**

*Model:* In the lobby of the hotel, you will find a post-office counter, newsstand and foreign exchange desk. Well, you didn't mention the service bureau and inquiry office, which are also found there.

1. By pressing the push-button you may call for a porter. 2. You may have your shirt washed at any modern hotel. 3. Filling in the arrival card, you are to write down your name, permanent address and passport number. 4. There are several ways to pay for the stay at a hotel: by the day or week. 5. There are two comfortable hotels on the seaside: the Savoy Hotel and the Linwood Guest House. 6. Speaking of facilities, there is a swimming pool, garage and a big ballroom on the premises of the hotel. 7. At a hairdresser's you can have your hair cut, shaped and dressed.

**Exercise 11. Make up the dialogue about your stay at a hotel.**

When travelling it is best to reserve rooms in advance (that is if you intend to put at a hotel). Experienced travellers book by telegram. The suggested text for such telegram is: Hotel Astoria Reserve Double Room Arriving Wednesday L.As soon as Mr. L. lands and is through with the customs he'll most probably take a taxi to the Astoria Hotel. When the taxi rolls up to the curb, the Astoria doorman will open the door of the taxi and remove Mr. L's luggage. In many hotels the doorman calls one of the porters (bell-boy) who takes your luggage and shows you the way to the desk clerk.

**Exercise 12. Object to the statements made by hotel officials and your friend.**

For help:     But, sir (madam) ...     It's out of the question ...     Impossible ...  
              On the contrary ...     Under no circumstances ...     Nonsense ...

- Unfortunately, I can't find your reservation.
- I'm afraid you'll have to take a suite, sir.
- Your bill amounts to fifty dollars, madam.
- Your luggage has been sent to the railway station as you requested.
- You shouldn't have taken the keys along with you. I couldn't enter the room, George.
- You've reserved a double room with bath, haven't you?
- Here is your blouse, madam. You wanted it dyed blue and we did the job.
- I'm sorry, sir, but you'll have to pay for the broken telephone.
- You have called for the steward, haven't you?
- You dislike this hotel but you'll have to stay for four days. There is no way out.

**Exercise 13. These statements are wrong. Correct them avoiding a simple negation.**

- There is a general rule at hotels requiring the guests to pay in advance.
- No hotel runs a laundry service or beauty parlour.
- The porter is the parson who keeps the rooms in order.
- It is not advisable to reserve rooms by telegraph.
- Hotels and boarding houses at sea resorts are generally full up in winter.
- If the guest wants to have breakfast in his room, the desk clerk will bring it to him.
- Residential rates are usually more expensive than transient tariff.
- Staying at a hotel one will not receive any mail.
- Suites are cheapest rooms at hotels.
- Suites are never found on the first or second floor.
- During national or international congresses it is a very easy to get hotel accommodation.
- The telephone can be found only in the rooms of modern hotels.





## DIALOGUES

- Can you *recommend* me a good hotel?
- Why, yes. I advice you to stay at the Slavutych. It's a new modern hotel accommodating about 900 guests; very *comfortable rooms furnished in modern style*; air-conditioning, hot and cold running water in every bedroom, etc.
- Well, it suits me. What about other *facilities for the guests*? Are there any?
- I hope so. I hear they have recently opened a large indoor swimming pool. There's a nice ballroom on the ground floor. I think you'll find many other *special attractions*.

- 
- I'd like to have a double room with bath for a day or two.
  - Have you made any reservations?
  - In a way yes. I rang up my friend to help me *to book accommodation* with you.
  - Let me see... What is your name?
  - My name is ...
  - Well, everything is all right. Be so kind as to register. Here is *on arrival card*. We've kept number 358 for you, third floor.

- 
- Have you filled in your registration form, Mr. L?
  - Oh, yes, here you are, sir.
  - May I have your passport? It is to be taken to the police *for registration*. You'll have to pay a special fee for it.
  - I know. What are your residential and *transient rates*?
  - There are 5 pound and 5 guinea correspondingly.
  - I'll pay the residential tariff, shan't I?
  - Certainly, transient rates are paid by transient guests and you will stay for a fortnight, which enables us to count you a resident.

- 
- My name is ..., I have booked a room here.
  - I'm sorry, sir, but unfortunately we are all packed full. With hundreds of delegates arriving now to the *international congress of pork manufacturers*, accommodation is scarce at any town hotel. You should put up with this fact.
  - But I don't want to put up with this fact. Can I see the manager?
  - Certainly, sir... But you needn't make a fuss. Don't let that worry you so much. We'll try to do something for you. Some reservations have been cancelled but the rooms are not very nice.
  - What are these rooms like?
  - All singles, no shower, no telephone.

- 
- You are signing out today, aren't you?
  - Yes, I'll only pack my things and come *to settle* the hotel bill. Make it ready, please.
  - Shall I send the porter *to help you with the luggage*?
  - Yes, surely. I want my luggage to be sent to the airport.
  - As you like, sir... Just a minute, Mr. Smith. Where are we *to forward* your letters?
  - Well, I'm leaving for home and you have my permanent address, haven't you?

- 
- You advertised a room to let, didn't you, madam? Is it still *vacant*?
  - Yes, sir. You may have a look. This way, please.
  - ... Any other conveniences?
  - Certainly. Here's a bathroom with cold and hot water. My guests usually board at my house. I have an *experienced cook*...
  - No, thanks. I'll probably board out. I saw a restaurant nearby. Oh, there's a dog in your house. You haven't told me that.
  - You needn't bother, sir. I'll take it away as soon as you move in.
  - All right, madam. Well, how much will you charge me for a fortnight?
- 

- Can you recommend a good hotel for me?
- Why, yes, I think you can put up at the Bristol. It's a new modern and very comfortable hotel; telephone, hot and cold running water in every room; *well-trained personnel*.
- Is it far from the centre of the city?
- It's just minutes away from the centre. Very close to the shops, cinemas and parks.
- It must be a rather expensive hotel, I think.
- It isn't cheap, of course.

#### **I'd like a single room**

- Good afternoon. I'd like a single room with bath for a week or so.
- Very well, sir. Have you made reservations?
- In a way yes. I rang up my friend and said he had *booked accommodation* with you.
- Let me see. What is your name, please?
- My name is ...
- I'm sorry; I didn't quite *catch your name*. Would you mind selling it or writing it down here in block letters?
- ..., of the Ukraine.
- Thank you. Well, everything is all right. Will you register, please? Here is an arrival card.

#### **Reception Clerk & Guest**

- Have you filled in your arrival card, Mr. ...?
- Oh, yes, here you are.
- May I have your passport, please? Thank you. We can give you a very good single room with bath *overlooking the street*. Will it *suit you*, sir?
- I think it will. By the way, what's *the rate per night*?
- Bed and breakfast is three pounds fifty.
- I hope there is a telephone in the room, is there?
- Yes, of course.

#### **Guest & Reception Clerk**

- Good morning. I'd like a double room with bath.
- I'm very sorry, but we are full. With so many delegates arriving now to take part in the international congress, accommodation must be scarce at any town hotel.
- What can you recommend me?
- Well, there is a small *private guesthouse* just round the corner. I'm very sorry, sir.

## How long will you stay?

### Desk clerk & Guest

- May I ask you, Mr. L., how many days you are planning to stay with us?
- I expect to stay for at least a week, probably more, until the eighteenth of June.
- Very good, sir. Would you mind letting us know the day before you leave the hotel?
- I'll let you know, to be sure.
- (To the bell-boy) Please, show Mr. L. up to his room.

## Wake me up at 7.30

### Guest & Desk clerk

- What time is breakfast served here?
- Do you want it to be served in your room, sir?
- Oh, no. I just wanted to be wakened up tomorrow morning.
- Breakfast is served from seven-thirty to nine-thirty.
- I see. So wake me up at seven-thirty, please.
- Very well, sir.

**Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class. Render the contents of the dialogues in Indirect Speech in English.**



## DIALOGUE

The taxi with Mr. M. and L. had hardly stopped at the entrance of the Green Davidson Hotel when the doorman opened the door and helped them out. While they were paying the taxi-driver a bellboy came up, took their luggage, and then he led them through the lobby straight up to the desk-clerk.

### Desk clerk & Guests & Bellboy

- Good afternoon. What can I do for you?
- We'd like two single adjoining rooms with bath for the night.
- Have you made reservations?
- Yes, I called from New York. My name is...
- Oh, yes, sir. To be sure. Here you are, rooms 214 and 215, second floor, front.
- Are they single rooms with private baths? And what will it come to all in all?
- Yes, singles and quite comfortable too. 8 dollars a day, sir. How long will you be staying for?
- I expect we'll leave at about noon the day after tomorrow. Shall we pay in advance?
- Yes, please. Transient guests are required to settle their accounts in advance. You can pay at the cashier's desk to your left. Will you please register? (*The clerk hands over two arrival cards and guests fill them in (out) giving all the information required*). The clerk gives the keys to the guests' rooms to the bellboy, who turns to guests, "Your luggage, please?"
- Those two are mine (*pointing to two suit-cases*).

*The bellboy leads the guests down the corridor and stops at room 214. He opens the door, leaving the key in the lock, places both suitcases on a special rack near the door and shows guests into the room, and then he turns on the light and the radiator.*

- What are those two phones on the night table?
- The black one's the city phone, and the white one is the house phone.
- Can I get long distance on the house phone?
- No, sir, the house phone is for calls in the hotel only. If you want to call New York from here just pick up the receiver and ask long distance. You can put city calls through on the house phone by dialling "zero" and then your number. Anything else I can do for you?
- No, that will be all.
- Just push one of these buttons if you want anything (*points to three push-buttons in the wall under which the words Maid-Porter-Steward are written*) or else use the house phone to summon them.

*The bellboy did just the same with the luggage of the second guest & got it to the room 215.*

After the bellboy leaves 1<sup>st</sup> guest makes preparations for a bath. On a rack over the bathtub he finds two towels. The taps are marked so that there is no need to guess which is hot and which is cold. The telephone suddenly begins to ring. Guest slips into his bathrobe and night slippers, runs up to the night table and picks up the receiver. *Hello*. "Desk clerk speaking.

There's a certain Mr. A. here asking to see you. He says it's very urgent. Shall I give him the phone?" "Yes, certainly. Hello, is that you, Mr. A.? I'll meet you in the lobby in about 10 minutes. Will that be all right?" It was quite late when Mr. M. returned to the hotel after having finished the day's business. He soon got ready for bed. Before getting into bed, however, he phoned the telephone operator and asked to be called at 7 o'clock in the morning, since he was afraid of oversleeping. At 7 sharp the next morning the operator called him.

## CONVERSATIONS

- Have you any rooms *disengaged*?
- Yes. We have separate rooms and suites.
- I want a room. *On what floor* have you got rooms?
- Third and fourth floor.
- You have a lift, of course.
- Certainly.
- Then I should like a room on the fourth floor. I should like it to be *on the sunny side*.
- We can give you a fine room on the sunny side with a separate bathroom *attached*.
- What is the price?
- \$100 a day.
- That suits me very well. I will take it.
- Would you mind giving me your passport and filling this form?
- Not at all. Here you are.
- I should like the hotel porter *to bring up my luggage*.
- Certainly. The restaurant, the hairdresser, the reading-room are all on the ground floor.
- May I have my meals brought into my room?
- Certainly. The waiter will inform you of the time of the meals.
- You will, of course, keep the letters that come in for me. I shall *inform my friends* that I am staying at your hotel.
- Certainly. There is a telephone in every room and we have facilities for trunk calls.
- That is very convenient. Thank you very much.

---

Good morning. My name's Shirley Pearl. I believe you have a room for me.

- Could you *spell your name*, please?
- Shirley Pearl.
- Just a minute, Miss Pearl. Yes, that's right. We can offer you one *single room* from today for 12 days.
- Is there a shower?
- There's *a private bathroom*, a TV set and a fridge.
- How much is it?
- 30 dollars a night.
- Oh, it's *a reasonable price*.
- Could you fill in this form, please? Will you sign here, please? Here's your key.
- What time's breakfast, by the way?
- Any time between 7 and 10 downstairs in the restaurant. There are coffee-stalls and snack bars on every floor of the hotel.
- *Can I have breakfast in my room?*
- No problem. You can *order it by phone*. Lunch is from 11 till 1.30, tea at about 5, and dinner at 6 or 7.
- Where can I buy stamps and envelopes?
- The newsstand is right in front of you.
- Ah, that's fine, thanks.

**Exercise 1. Learn the conversations by heart and carry them on with your classmate in class.**



## DIALOGUES

- Good morning, my name is Smith; I *believe* you've got a room booked for me.
- What's your name again, sir?
- S - M - I - T - H
- Just a moment, I'll check. Yeah, that's right: a single with private bath. Your reservation is for 6 weeks. Just sign the register here, please. Thanks, I'll *get your key* and have your things *sent up*. Room number 317.
- Thank you. By the way, what time is breakfast?
- Any time between 7 and 10 in the dining room. Or you could have it *sent up to the room*.
- Oh, that would be great. I'd prefer it in my room. Would you send it up at 8.30?
- Would you like a newspaper with your breakfast?
- M-m-m-m. Yes. I'd like the "Financial Times", please.
- Certainly.

### The Kent family is putting up at a hotel

#### Mr. Kent & Clerk

- Good evening. My name is Kent. I booked a room last week for my family and myself.
- Yes, sir. What did you say the name was, sir?
- Kent. I asked for two double rooms – one for my wife and myself and one for the two children.
- Ah yes – here we are, sir. Yes – we got your letter. Rooms 11 and 12. If you'll sign the register, I'll ask the porter to show you the rooms and help you with your luggage.
- Thank you – er – where do I sign?
- Just here, sir – full name, home address, date and signature.
- Right – there we are.
- Thank you, sir. I think you'll find the rooms comfortable. One of them has a bathroom. The other hasn't I'm afraid, but there's a bathroom very near – just along the corridor. There's a radio in each room and of course if you want Room Service just use the telephone.
- Yes – now what about meal times? We'd like dinner of course – and breakfast in the morning before we leave.
- Dinner is from 6.30 until 9.30, sir. We start serving breakfast at 7.30 in the morning tea in your room if you wish – from 6.30 onwards. ... You'll find the dining room just over there.
- Thank you very much.

**Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class.**

**Exercise 2. Say what you would do in these imaginary situations.**

- What would you do
- if you pressed the button for several times and nobody showed?
  - if the account made for you were not what you expected?
  - if you arrived at an unknown town at night?
  - if you wanted to be awakened at some definite time?
  - if you wanted to go sightseeing?
  - if you wanted your things cleaned?
  - if you wanted your things pressed?

## DIALOGUES «AT THE HOTEL»

### Clerk & Jim

- Caravan hotel, good evening.
- Hi! I was wondering if you have a double room for tonight.
- Oh, I'm sorry. I'm afraid we have no vacancies at this time.
- Okay, thanks anyway.
- You might try the Flamingo motel. It's near the airport on Sandy Boulevard.
- Okay, thanks.
- Any time.

### Clerk & Jim

- Good evening, Flamingo motel.
- Yes, I wanted to know if you have a double room for tonight?
- Yes, we do.
- Oh, good! Do you have one with a bathroom?
- Let me check ... yes, we do, for 45 a night.
- Yes, that'll be fine. Can you hold it for me? My name's Goldsmith.
- Yes, I can hold it for you until 6:00 with no obligation on your part. Do you know how to get here?
- Yes, I do, thanks. It should take us about twenty minutes. I think.
- Fine, Mr. Goldsmith. We'll have the room for you.
- Thank you. Bye.

### Receptionist & Guest

- Good evening, madam.
- Good evening. My name is Stepniewski. I have reserved a room.
- I'm sorry, madam. Could you spell your name, please?
- Yes, of course. S T E P N I E W S K I.
- Ah, yes. Room 509. A single room for three nights with English breakfast, is that right?
- Yes, that's correct.
- Would you mind waiting one moment while I make your key?
- Sorry? I'm afraid I don't understand you.
- We have a computerized system for our locks. The combination changes for each guest so you can be sure your room is totally safe.
- Ah, I see.
- Here you are, madam. Room 509 on the fifth floor. The lift is right behind you.
- Thank you.
- Do you intend to eat here this evening, madam?
- Yes.
- Well, the restaurant closes at 9.30, madam, so I suggest you leave us to take up your luggage and that you go there right away.
- Right-on. Thank you. I'll do that.

**Exercise 1.** Learn the dialogues by heart and carry them on with your classmate in class. Render the contents of the dialogues in Indirect Speech in English. Translate the dialogues paying attention to italic phrases.

**Exercise 2.** Make up a small report and give a talk in class.

## DIALOGUES «AT THE HOTEL»

### Clerk & Guest

- Good evening, sir. What can I do for you?
- Good evening. I have a room reserved at your hotel.
- What is your name, please?
- Klimenko.
- Just a moment, I'll check. Yeah. A single room with private bath and English breakfast for three nights. Is that right, sir?
- Yes, that's right.
- Just sign the register... Thank you. Here's your key. Room three-o-seven, it's on the third floor. The lift is over there. I'll have your things sent up.
- Thank you. What's the time for breakfast?
- Any time between 7 and 9.30. Where are you going to have your breakfast, sir? In your room or in the restaurant?
- I rather have it in my room.
- What time, sir?
- At 8 o'clock.
- O.K. Anything else, sir?
- I'd like to eat here this evening. When is the restaurant closing?
- At 9.30, so you've got two hours to have your dinner, sir.
- Fine. Thank you.

### Clerk in the tourist office & Rosie

- Good afternoon.
- Hello. I wonder if you could help me. I've just arrived here, and I'm looking for somewhere to stay.
- Ah huh.
- Can you tell me where I can find a cheap hotel?
- Certainly. There are a few around here, but the nearest and one of the nicest is just around the corner. It's called the Euro Hotel. Would you like me to phone to see if they have a room?
- No, that's OK. I'll just wander round there myself. Ah! Another thing. I need to change some travellers' cheques, but I don't know what time the banks close.
- They close at 7 o'clock in the evening.
- Right, thanks. This is a very pretty town, isn't it? It looks terribly old. Have you any idea how old this town is?
- Yes, it was founded in the thirteenth century.
- Really? As old as that? Wow! Well, I'd better get going. Oh, I', not sure if we're near the centre of town, because I've only just arrived.
- Yes, this square out here is just about the centre.
- Thanks very much. Thanks for your help. I'll go to... oh, sorry; I can't remember which hotel you suggested.
- The Euro Hotel.
- The Euro. Thanks a lot. Bye.

**Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class.**

## DIALOGUES «AT THE RECEPTION»

*This is Mrs. Black, the receptionist. She lives in New York and works at the Tudor Hotel. Mrs. Black is a pleasant woman of about forty. Mrs. Black is kind and gentle, but she manages her duty very well. She knows English, French and German.*

### Mr. Lewis & Mrs. Black

- How are you, charming Mrs. Black?
- Thanks, Mr. Lewis. I'm well. You are again *on business* trip in New York, aren't you?
- Not on business this time. I feel I want to meet people. I like *gaiety and life*. I like good hotels with good food and wine. That's why I'm here.
- Well, I don't know what to say, but I don't like New York. I'm tired of it. There are too many cars, too many buses and taxis. And too much noise.
- There are good museums & theatres. My home is a quiet little place; I feel half dead there.
- Well, Mr. Lewis, what accommodation do you want to have?
- I think ... a lux.
- How long do you *intend to stay*?
- For several days, I believe.
- Fill up the form, please.

### Front Desk Receptionist

- What name is the reservation under?
- How long will you be staying?
- Are you planning on checking out tomorrow?
- I'm afraid you can't check in until after 4:00 pm.
- What type of vehicle are you driving?
- Do you know the license plate number of your vehicle?
- Complimentary breakfast is served in the lobby between 8 and 10 am.
- I'll give you two room keys.
- The dining room is on the main floor at the end of the hall.
- The weight room and sauna are on the top floor.
- Just call the front desk if you need any extra towels or pillows.

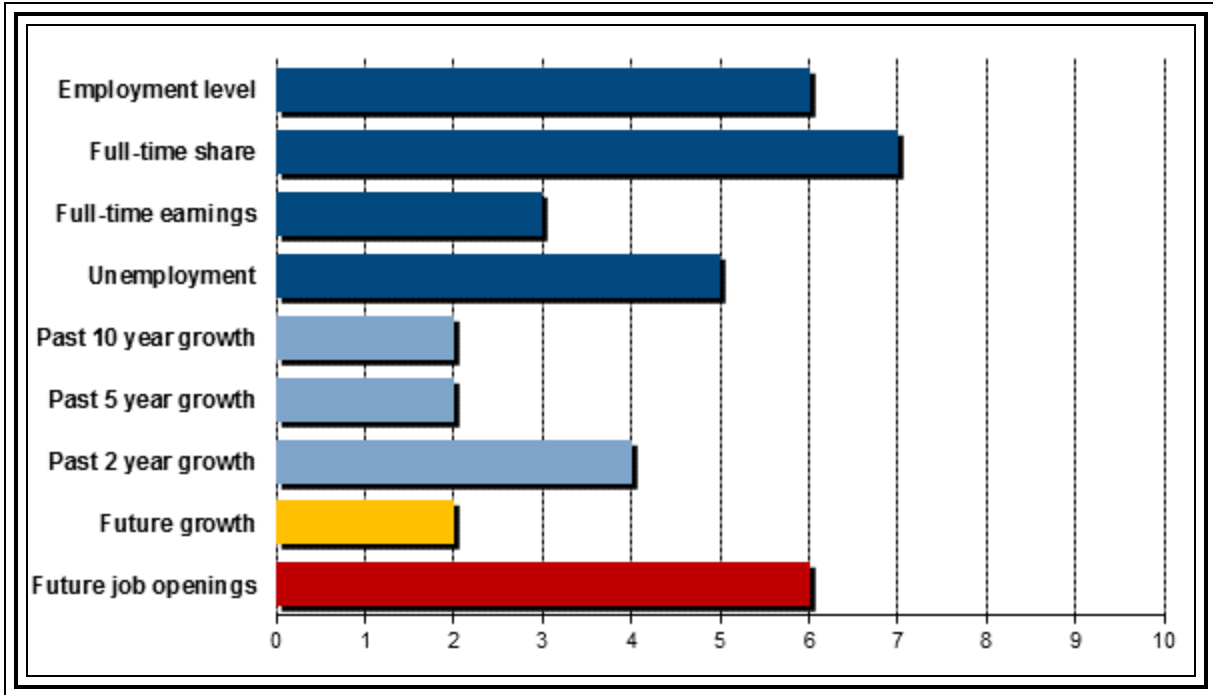
### Guests

- We have a reservation under Jill McMann.
- Do you have any vacancies?
- Is the hotel booked, or can we get a room for tonight?
- How do we get to our room from here?
- Is it okay to park out front?
- What time is the pool open until?
- What time is breakfast served at?
- Is it too early to check in?
- Can we get a wake-up call?
- When is check out time?
- When is check in time?

**Exercise 1.** Learn the dialogues above and below by heart and carry them on in class.

**Exercise 2.** Use the phrases in your dialogues.

**Exercise 3. Analyze the table and write a small essay on the topic.**





.....

## UNIT II. CHECKING IN & OUT (AT) A HOTEL

.....

### DIALOGUES

#### Mrs. Adams & Hotel Clerk & Porter

- Good afternoon. We've *engaged two communicating rooms by telegraph*.
- What's the name, please?
- Mrs. Adams and Mrs. Fox.
- Oh, yes. We've kept rooms 317 and 318 for you. Will you *register* your names, please?
- Is there a bathroom connected with our rooms?
- No, but there's a shower. The porter will show you up to your rooms.
- Your luggage, please?
- Those *two suitcases* are ours.
- This way, please. Floor, please?
- Third.
- Third floor. Here you are.

#### Hotel Clerk & Mrs. Green

- Good afternoon, ma'am? What can I do for you?
- We'd like *two single adjoining rooms with bath*.
- *Have you made reservations?*
- Yes, we cabled from Paris. My name is Mrs. Green.
- Oh, yes, ma'am. To be sure. Here you are rooms 541 and 542. Fifth floor, front.
- Are they single rooms with private baths?
- Yes, ma'am. Singles and *quite comfortable*.
- What will it come to all in all?
- 20\$ a day, ma'am. Breakfast in your room is extra, of course. How long will you stay for?
- We're leaving for Petersburg the day after tomorrow. Shall we pay in advance?
- Yes, please. You can pay at the *cashier's desk* to your right. Will you please register? Here are the forms.
- Thank you.

#### Mr. Tod & Hotel Clerk

- Good morning.
- Good morning, sir. I'm at your service.
- Have you got any free rooms?
- We've got some *cancellations*. Which floor do you prefer?
- Oh, any floor will suit me.
- O.K., sir. Fill in this form in block letters, please.
- All right.
- Write your address, name and profession, please. Give me your passport, please.
- Can I take it back tomorrow morning? I need it at the consulate.
- Certainly, sir. Here's your key. Room 582. The fifth floor.
- Thank you very much.

**Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class.**

### Mrs. Smith & Hotel Clerk

- Good evening. I'd like to have a room.
- *Single or double?*
- Single, please.
- Have you reserved a room?
- Oh, yes.
- In whose name, sir?
- Mr. Smith, please.
- Oh, yes. We've reserved a room for you.
- I wonder if there is a private bath in this room?
- Yes, this room has a private bath.
- Is it an inside or outside room?
- It's an inside room on the 9<sup>th</sup> floor, room 953.
- And what's *the charge*?
- \$200 a night.
- I believe this room is quiet. I don't sleep too well.
- Yes, this room is very quiet. How long are you *planning to stay*, Mr. Smith?
- I've come to Kyiv for a stay of one year. I'm on business here.
- Have you ever been to our country?
- Oh, never.
- I hope you'll like it here.
- Thank you. I hope so too.

**Exercise 2. Learn the dialogues by heart and carry them on with your classmate.**

**Exercise 3. Make up sentences using the following tables.**

I've got	some	English books.
We've got		cancellations.
He has got		hot milk.
She has got		vacant rooms.
They've got		Suitcases and trunks.
Some guests don't like		rooms facing the street.
		front rooms.
		to stay in motels.
		to have supper in the café.
		summer resorts.

Have you got any free rooms? Yes, we have some.

\_\_\_\_\_ No, we haven't any.

(vacant rooms, cancellations, single rooms, two-bedded rooms, guidebooks, seats for)

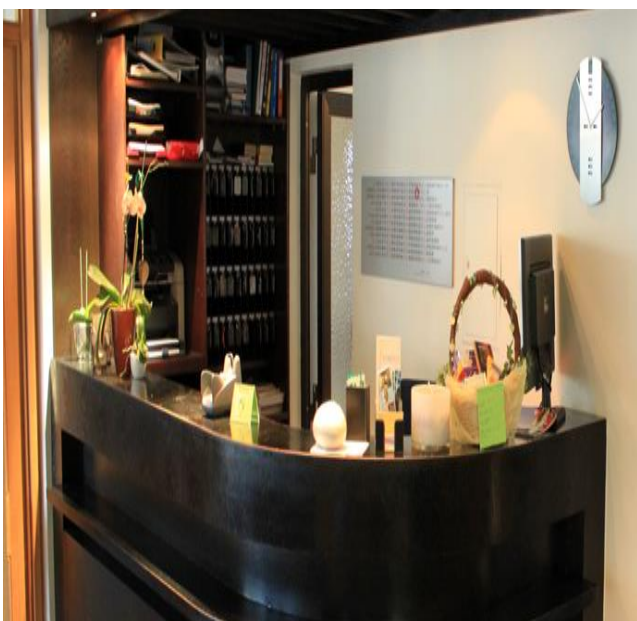
We haven't got any		vacant rooms
They		cancellations
He hasn't got any		free double rooms
She		communicating rooms

**Exercise 4. Answer the questions.**

Have you	reserved a room by phone? sent a letter today? ordered tea in the room? got seats for the Opera House?	Who has	spoken to the travel agent? reserved a suite? mended my coat? left a message? pressed my blouse?
What have you	ordered for	breakfast? lunch? tea? dinner?	
What do you	book at	a hotel? a cottage a motel a hostel a camping an inn	

**Exercise 5. Fill in the blanks with prepositions where necessary.**

1. I'm ... your service. 2. Fill ... this form ... block letters, please. 3. I need my passport ... the consulate. 4. What can I do ... you? 5. We've cabled ... London this week. 6. Breakfast ... your room is extra, of course. 7. We're leaving ... Kyiv tonight. 8. Shall we pay ... advance? - Yes, please. You can pay ... the cashier's desk ... your left. 9. We've engaged two communicating rooms ... telegraph. 10. We've kept a suite ... you. 11. The porter will show you ... your room. 12. Have you reserved a room? - Oh, yes. ... whose name, ma'am? 13. What's the charge ... this room? - 20 \$ ... a night. 14. I've come ... Kyiv ... a stay ... one month. I'm ... business here. 15. Have you ever been ... our country? 16. Leave your message ... the front desk. 17. It's ... the house. 18. Here's the check ... my trunks. 19. What's the rate ... day? 20. Don't worry ... that.



## DIALOGUE «CHECKING IN AT A HOTEL»

- (Mr. Reese, speaking to room clerk) I should like a room for tonight.
- Single or double?
- Single, please.
- Have you a reservation?
- I wrote you last week from New York but I *received no answer*.
- What is your name, please?
- Reese. Benjamin H. Reese.
- (Room clerk, examining sheet of paper). Yes, we received your letter, Mr. Reese. We have a room reserved for you. We wired you last Tuesday that we would hold a room in your name.
- That's strange. I never received any telegram. However, I left New York on Tuesday night and went first to Philadelphia. *It's possible* your telegram arrived after I left. I wanted *a room with private bath*.
- This particular room has a private bath.
- Is it *an inside room* or *an outside room*? I prefer an outside room, as I mentioned to you in my letter.
- It's an outside room on the 8<sup>th</sup> floor – room 816.
- And what is the price of the room?
- Five dollars a day.
- I don't suppose you have anything cheaper.
- All outside rooms with bath are five dollars and up. I can give you an inside room without bath at \$3.50. It's a room on the top floor, has *plenty of air and light*.
- Where is the bathroom?
- The bathroom is down the hall a short distance. You can take a look at the room if you like.
- I think I prefer the outside room. I assume that it's quiet and that the street noises won't bother me. I don't sleep too well.
- It's on the Eleventh Avenue side of the hotel. Eleventh Avenue has little traffic, and is a very quiet street. Besides, on the 8<sup>th</sup> floor you don't hear much noise anyway. How long do you *plan to stay*, Mr. Reese?
- Probably until about Wednesday. According to my present plans I'll be checking out sometime Wednesday morning.
- Will you sign the register, please? The bellboy will take your bags and show you to your room. Are you here on business, Mr. Reese?
- It's partly business and partly pleasure. This is my first trip to Washington and I'm very eager to see the city. So I may spend the first day or two just sightseeing. By the way, do you have a dining room in the hotel?
- Yes, we do.
- At what time do you serve meals?
- We serve breakfast from eight o'clock to eleven; we serve lunch from twelve to three-thirty, and we serve dinner from five to eight.
- Heavens! That doesn't leave me much time to see the city, does it?

**Exercise 1.** Learn the dialogues above and below by heart and carry them on with your classmate in class. Render the contents of the dialogues in Indirect Speech in English. Translate the dialogues paying attention to italic phrases.

**Exercise 2. Make up short dialogues using the word-combinations.**

Have you made reservations?  
**Yes, we cabled from Paris.**

Oh, yes, I've booked a single room with bath.  
Yes, ma'am. I've reserved a room by telegraph.  
Yes, we've engaged two communicating rooms.  
Oh, yes, a suite for five days.

We've engaged two single rooms.  
**What's the name, please?**

In whose name, sir (ma'am)?  
Just a moment, sir. I'll check.  
Just a minute, I'll check that.  
What's the name, ma'am?  
Don't worry, I'll check that.

We've reserved a room for you.  
**Is there a private bath in this room?**

Is it an inside or an outside room?  
What's the charge?  
Is there a bath connected with our room?  
Is it at the front or the back?  
Is it with a shower or a washbasin?

**Exercise 3. Answer the questions.**

1. Does the above dialogue take place in a hotel or in a restaurant? 2. What do we call a person who works at the desk of a hotel and has charge of renting the rooms? 3. Why is it often necessary to make a reservation in advance for a hotel room? 4. What does the hotel usually do after it receives your request for a reservation? 5. Why did Mr. Reese in the dialogue above not receive any answer to his request for a reservation? 6. What kind of room did Mr. Reese ask for? 7. Which is more expensive: a room with bath or a room without bath? 8. Which do you prefer when staying at a hotel: an inside room or an outside room? 9. What is the average price today in the usual hotel, of a private room with bath? 10. What is meant by the terms "to check in" and "to check out" when speaking of hotels? 11. What are the duties of a bellboy in a hotel? 12. What are the duties of the room clerk? 13. What is Mr. Reese's comment when the room clerk tells him in detail the various hours at which meals are served? 14. What is the cheapest price of the room in a hotel? 15. What is the highest price of the room in a hotel? 16. What is the difference in prices of the rooms in traditional and modern hotels? 17. What is the highest price of the room in a hotel in the world? 18. What do you like to have in your room in a hotel? 19. What do you dislike to have in your room in a hotel? 20. What was your best impression of the stay in a hotel?

**Exercise 4. Make up the dialogues with the help of answers from the previous exercise.**



## DIALOGUE

### Guest & Clerk

- Good afternoon. Welcome to the Grand Woodward Hotel. How may I help you?
- *I have a reservation* for today. It's under the name of Hannighan.
- Can you please spell that for me, sir?
- Sure. H-A-N-N-I-G-H-A-N.
- Yes, Mr. Hannighan, we've *reserved a* double room for you with a view of the ocean for two nights. Is that correct?
- Yes, it is.
- Excellent. We already have your credit card information on file. If you'll just sign the receipt along the bottom, please.
- Whoa! \$200 a night!
- Yes, sir. We are *a five star hotel* after all.
- Well, fine. I'm here on business anyway, so at least I'm staying *on the company's dime*. *What's included in this cost anyway?*
- A full Continental buffet every morning, *free airport shuttle service*, and use of the hotel's safe are all included.
- So what's not included *in the price?*
- Well, you will find a mini-bar in your room. Use of it will be charged to your *account*. Also, the hotel provides room service, at an additional charge of course.
- Hmm. Ok, so what room am I in?
- Room 487. Here is your key. To get to your room, take *the elevator on the right* up to the fourth floor. Turn left once you exit the elevator and your room will be on the left hand side. A *bellboy* will bring your bags up shortly.
- Great. Thanks.
- Should you have any questions or requests, please dial 'O' from your room. Also, there is internet available in the lobby 24 hours a day.
- Ok, and what time is check-out?
- At midday, sir.
- Ok, thanks.
- My pleasure, sir. Have a wonderful stay at the Grand Woodward Hotel.

**Exercise 1. Learn the dialogues above and below by heart and carry them on with your classmate in class. Render the contents of the dialogues in Indirect Speech in English. Translate the dialogues paying attention to italic phrases.**



## CHECKING OUT OF THE HOTEL

Las Vegas hotel check out time is usually 11:00 a.m. or noon time. (Check in time is typically 3:00 p.m.) You will generally want to have breakfast before you leave and a local breakfast buffet is an excellent choice.

If your flight leaves later in the day, call the front desk and ask for a check out time extension. You can usually get an hour or two extensions without charge. Check-in and checkout times are standardized because the hotel staff needs time to clean rooms.

Housekeeping employees typically work 8 a.m. to 4:30 p.m. Due to the way rooms are sold, Las Vegas hotel occupancy rates are very high, and stays are short ...usually 3 or 4 days. Early arriving and late departing guests are a problem for hotels. It takes about an hour to clean a room and hotels can't afford to get behind.

At any Vegas hotel, you can generally increase your chances of getting an early check-in or a late checkout, by being a frequent guest or by joining the casinos' Players Club. The opportunities for early check-in or late check-out also increase on days when there are fewer guests, that is Sunday through Thursday. If you're denied early check in or late check out, the hotel will store your luggage and give you a claim check until you need it. Just call or go to the bell desk to retrieve your bags. When packing your bags, be sure to put important items in your carry on luggage ...such as plane tickets, itineraries, medication and other items that will be needed in the event your checked baggage does not arrive when you do. Search your room completely for anything you might otherwise leave behind before leaving your hotel room. Needless to say, be sure to open all the bureau drawers. Check the bathroom counter top ...also the hook behind the bathroom or closet door to make sure that your bathrobe or any other items are not left by mistake. And check under the bed for shoes ...or anything else that may be hiding.

Does your room have a balcony? If so, check for swimsuits and other possible items you may have left out there to dry. Check the bed sheets, blankets and comforters to be sure that nothing has been overlooked.

And make sure all your items have been removed from the room safe before you head down to the front desk check out counter. Leave the safe open and empty. Call the bell desk a half an hour ahead of time if you need help with your luggage.

Tip the bellboys at least a dollar a bag if they have brought down your luggage, the concierge if you took advantage of their services and the shuttle driver if you use the shuttle back to the airport. Be sure to watch – or have another member of your party watch – your luggage at all times. Did you use the hotel's safe rather than a room safe?

If so, make sure all your items have been removed. Allow adequate time for checking out, there may be a long line. While at the front check out counter, be sure to go over your bill thoroughly and verify that all the charges are correct and discounts have been applied before you sign off on your bill. Be sure any reward, frequent guest or loyalty club credits have been properly applied. Make certain all charges are placed on the correct credit card and that you get a receipt. If paying in cash, make sure your receipt is marked *paid in cash*.

Be sure you turn in your hotel room keys to the front desk ...including those electronic access card keys. It has been publicized that some of these key cards have been known to carry unencrypted name and credit card information. I don't know if this is true, but it is enough of a concern for me not to leave them in a hotel room when I leave.

### **Active vocabulary**

Luggage, to apply, charges, to correct, discounts, in cash, to pay, to place, guests, concierge, to take, services, to watch, at the front check out counter.

**Exercise 1. Choose the keywords and phrases that best convey the gist of the information.**

**Exercise 2. Explain the notion «Checking Out».**

Checking out of a guest is a very important matter for any hotel. Every hotel needs to *record the income* it receives. Any system of *recording charges* should make financial control possible. 20 years ago the *tabular ledger* was the most common method of recording charges in hotels and it is still used by smaller establishments. However, nowadays computer billing has replaced the *tab* in many hotels. Computers are widely used for *handling accounts*. When the guest is leaving a hotel and he is ready to pay the bill the cashier *calls* the bill and it is printed out for the guest in a few seconds. If the hotel has wrongly charged a guest for an item, the cashier can make out *allowance slip*.

Nevertheless, the cashiers usually ask guests if they have *incurred any last minute charges* for the telephone or for food and beverage service. If the answer is affirmative the cashier must *verify the charge* before presenting the final bill. A list of bills can also be produced for the credit control department. There are various methods of payment for hotel accommodation and services: *in cash, by credit cards or traveller's cheques*. Computer system of paying bills *reduces the amount of paperwork* and little time is spent waiting at the reception desk. The cashiers are often required to ask if the guest has *turned in* his key. Lost keys are an expense for the hotel; more seriously, they pose a threat to security if they *fall into the wrong hands*. Many hotels have a **checkout time**. If the guest occupies his room beyond that time, he can be *charged for an extra day* or at least a fraction of a day. The checkout time is usually set between noon and three o'clock in the afternoon to *give sufficient time* to clean and prepare the rooms for incoming guests. Many commercial hotels receive a large number of guests in the late afternoon or early evening, between four o'clock. This is often a result of a *heavy concentration* of arriving airline flights during those hours.

**Exercise 3. Translate all italicized phrases and render the contents of it with their help.**

**Exercise 4. Translate the Ukrainian parts into English.**

- I wonder if the snack bar is open now?
- На жаль, закритий. Вже пізно. Він відкритий до 12 ночі.
- Where can I have a cup of coffee?
- Нічний бар на першому поверсі відкрито до 3 години ночі.
- Another question. How can I find your Picture Gallery?
- You can go by underground or by a taxi.
- Thanks.

**Exercise 5. Write some dialogues as one below.**

#### **Mr. J. & Hotel Clerk**

- Any mail for me?
- Just a moment, sir, I'll check. Here's a letter for you.
- Thank you. I'm leaving tonight. Please forward my mail to this address in London.
- Well, sir, we'll attend to it.
- Thank you.

## CONVERSATION

The Browns are arranging to return home. Mr. and Mrs. Brown go to the cashier's desk to ask the amount of their account.

- Good evening. We're going to leave early tomorrow morning. Will you please prepare my bill?
- Yes, indeed, Mr. Brown. We'll have your statement ready in the morning. You are in suite 502, aren't you?
- That's right. Can you tell me how much it is now?
- Of course, I'll get your account right away. Here it is, Mr. Brown. This is the amount up to this time. There will be a few other items to add today, I guess.
- Well. I'd like to know the bad news now. (*He looks over the hills and checks his signatures*) This looks like our national debt. It's worse than I thought. Let me figure it out. What's the date today?
- It's the 28<sup>th</sup> of January. You have been here for two weeks. There are five in your family, and you have charged a lot of meals. There are orders from room service and from the valet. There's the cost of the window and mirror, and also TV.
- And there are a few bills from the bar also.
- I'm not complaining. However, this is the highest bill I've ever got. How much is it in dollars?
- That's exactly 1,840 dollars.
- (*Mr. Brown: to Mrs. Brown*) Well, we certainly won't celebrate tonight.
- Things here are as expensive as they are at home.
- I'll settle in full before we leave in the morning. We have to catch an early plane.
- Will you pay with travellers' checks or with a credit card?
- I'll have to use my credit card. We have spent all the travellers' checks.
- I hope you have enjoyed your visit here with us.
- Indeed we have. This was the most wonderful vacation that we have ever had. We are. Planning to return next year.
- Yes, everything was first class. The suite was fine, the air-conditioner and showers worked, the beds were comfortable, and the service and food were very good.
- Splendid. Let us know when you are coming next year. We'll send up champagne with the roses. Wait a minute. I'll tell Mr. Morton that you are leaving. He will want to say good-bye to you. Have a good trip to Chicago.

### Narration

Bills always surprise people. They are often higher than people think they ought to be. But accounts are usually correct. Occasionally there may be a mistake, but not often.

Accountants keep accurate records of all bills that guests sign. Mr. Brown thought that his bill was very high, but the cashier showed him his signed bills. He explained Mr. Brown's account to him. Nowadays machines are a great help to accountants.

**Exercise 1. Learn the conversation by heart and carry it on in class with your classmate.**

**Exercise 2. Answer the questions.**

1. Mr. Brown looked over his bills from room service, the bar, the restaurants, the telephone, and the valet. He found one that did not have his signature. Did he have to pay that bill? 2. What kinds of machines do accountants use? 3. What subjects do cashiers and accountants study to prepare them for their jobs?

## DIALOGUE

Hotel Desk Clerk: Hello. Welcome to the Smartman Hotel. My name is Bill. How can I help you?

Ms. S.: I need to check in.

B.: Do you have a reservation?

Ms. S.: Yes, I made the reservation last month.

B.: What name did you use to reserve the room?

Ms. S.: Smythton. That's spelled S...M...Y...T...H...T...O...N.

B.: Thank you. Let me locate your reservation in our computer. What brings you to Virginia?

Ms. S.: I'm here to visit friends. My university classmates are meeting here for a reunion.

B.: That sounds like fun. (Pause.) Here it is. We have Room 813 for you. It's a double on the 8th floor.

Ms. S.: I requested a non-smoking double. Is this room non-smoking?

B.: Actually, no. Our 8th floor is a smoking floor.

Ms. S.: Oh, that's disappointing. Is there any possibility that you can change that for me? I'd really prefer a non-smoking room.

B.: Let me see what I can do. (Pause) Ah, here we go. Room 250 is a single. The current occupant is due to check out in an hour. We can clean that room for you. The 2nd floor is completely non-smoking.

Ms. S.: Well, I'll settle for that if that is all you have. But, I was hoping to have a double since one of my friends might stay with me later this week.

B.: I see. Let me look at the 7th floor. (Pause) Ms. Smythton, we can work this out. Room 711 has been serviced and is ready to go. It's a double room and is on one of our non-smoking floors.

Ms. S.: That'll be great. Thank you.

B.: My pleasure. Do you need one key or two?

Ms. S.: Just one, please.

B.: Here you go. The mini-bar is fully stocked with water, juices, and snacks. A price list is in the room. Would you like me to put the hotel charges on the credit card you used to reserve the room?

Ms. S.: Yes, my Mastercard will be fine. Thank you.

B.: Enjoy your stay at the Smartman. Please visit our concierge or front desk if there is anything you need. We'll be happy to do what we can to make your time with us enjoyable.

### **Exercise 1. Complete the sentences below each one with a word from the dialogue.**

1. Friends getting together who haven't seen each other in a long time are having a \_\_\_\_\_. 2. Darrin always requests a \_\_\_\_\_ room because he invites his brother to stay with him. 3. Nathan prefers a \_\_\_\_\_ room because it has one large bed. 4. Andrew was \_\_\_\_\_ when the hotel only had a \_\_\_\_\_ room. He wanted the extra bed. 5. Lea works late at night so she always buys water and snacks from the \_\_\_\_\_. 6. Lea asked about the \_\_\_\_\_ of having the mini-bar \_\_\_\_\_. Hers wasn't full. 7. Sara opened the hotel room with the \_\_\_\_\_ the clerk gave her when she \_\_\_\_\_. 8. Tim was happy with the hotel. It was very clean and the hotel had the rooms \_\_\_\_\_ every day. 9. John could not check into the room until after 3 p.m. because it had an \_\_\_\_\_ who wasn't checking out until noon. 10. Christopher preferred a \_\_\_\_\_ room because he doesn't like cigarettes.





**Exercise 2. Look at the pictures above. With a partner, talk about what is happening in each picture.**

Guest walking into a hotel

\_\_\_\_\_

Guest is checking in

\_\_\_\_\_

Double smoking room

\_\_\_\_\_

Double non-smoking room

\_\_\_\_\_

Clerk looking at a computer

\_\_\_\_\_

Single non-smoking room

\_\_\_\_\_

Double non-smoking available

\_\_\_\_\_

Clerk handing guest a key

\_\_\_\_\_

Guest exploring a min-bar

\_\_\_\_\_

At the concierge desk

**Exercise 3. Checking into a hotel and asking for a different room.**

1. What is a hotel? 2. Where can you find a hotel? 3. Have you ever stayed at the hotel? 4. How can you book a room at the hotel? 5. What is a hotel mini-bar?

**Exercise 4. Match the words in the left column with the definitions in the right column that are synonymous or similar in meaning.**

1. current \_\_\_\_\_

A. to make different

2. ready \_\_\_\_\_

B. a chance

3. settle \_\_\_\_\_

C. now; happening at the present time

4. change \_\_\_\_\_

D. expenses; money spent; costs

5. changes \_\_\_\_\_

E. solve; fix

6. snacks \_\_\_\_\_

F. prepared for use

7. possibility \_\_\_\_\_

G. food eaten between breakfast, lunch, dinner

8. work out \_\_\_\_\_

H. to accept

**Exercise 5. Read each sentence from the dialogue. Then fill in the blanks with the missing vocabulary words. Last, cut the sentences and put them in the correct order to form a dialogue.**

\_\_\_ A. \_\_\_\_: Hello. Welcome to the Smartman Hotel. My name is Bill. How can I help you?

\_\_\_ B. \_\_\_\_: Here you go. The \_\_\_ is fully \_\_\_ with water, juices, and \_\_\_\_\_. A price list is in the room. Would you like me to put the hotel charges on the credit card you used to reserve the room?

\_\_\_ C. \_\_\_\_: Do you have a reservation?

\_\_\_ D. \_\_\_\_: Actually, no. Our 8th floor is a \_\_\_ floor.

\_\_\_ E. \_\_\_\_: What name did you use to reserve the room?

\_\_\_ F. \_\_\_\_: I need to check in.

\_\_\_ G. \_\_\_\_: Thank you. Let me locate your reservation in our computer. What brings you to Virginia?

\_\_\_ H. \_\_\_\_: I'm here to visit friends. My classmates are meeting here for a \_\_\_\_\_.

\_\_\_ I. \_\_\_\_: Yes, I made the reservation last month.

\_\_\_ J. \_\_\_\_: I requested a non-smoking double. Is this room \_\_\_\_\_?

\_\_\_ K. \_\_\_\_: Smythton. That's spelled S...M...Y...T...H...T...O...N.?

\_\_\_ L. \_\_\_\_: Oh, that's \_\_\_\_\_. Is there any \_\_\_\_\_ that you can change that for me? I'd really \_\_\_\_\_ a non-smoking room.

\_\_\_ M. \_\_\_\_: Let me see what I can do. (Pause) Room 250 is a \_\_\_\_\_.

The current \_\_\_\_\_ is due to check out in an hour. We can clean that room for you. The 2nd floor is completely non-smoking.

\_\_\_ N. \_\_\_\_: Just one, please.

\_\_\_ O. \_\_\_\_: That sounds like fun. (Pause.) Here it is. We have Room 813 for you. It's a \_\_\_\_\_ on the 8th floor.

\_\_\_ P. \_\_\_\_: That'll be great. Thank you.

\_\_\_ Q. \_\_\_\_: Well, I'll \_\_\_\_\_ for that if that is all you have. But, I was hoping to have a double since one of my friends might stay with me later this week.

\_\_\_ R. \_\_\_\_: Yes, my Mastercard will be fine. Thank you.

\_\_\_ S. \_\_\_\_: I see. Let me look at the 7th floor. (Pause.) Ms. Smythton, we can \_\_\_\_\_ this out. Room 711 has been \_\_\_\_\_ and is ready to go. It's a double room and is on one of our non-smoking floors.

\_\_\_ T. \_\_\_\_: Enjoy your stay at the Smartman. Please visit our \_\_\_\_\_ or front desk if there is anything you need. We'll be happy to do what we can to make your time with us \_\_\_\_\_.

\_\_\_ U. \_\_\_\_: My pleasure. Do you need one \_\_\_\_\_ or two?

**Exercise 6. Critical Thinking**

1. Who at a hotel can help guests? (2 answers) \_\_\_\_\_
2. What information is required to reserve a hotel room? (2 answers) \_\_\_\_\_
3. Who would stay in each of the following rooms: a. single smoking \_\_\_\_\_
- b. single non-smoking \_\_\_\_\_
- c. double smoking \_\_\_\_\_
- d. double non-smoking \_\_\_\_\_
- e. king smoking \_\_\_\_\_
- f. king non-smoking \_\_\_\_\_

## CONVERSATION

### Famous Guests: an actress arrives

*The eyes of all the people in the lobby are turned towards the main entrance. A beautiful blonde enters, followed by her maid and secretary. Wearing diamonds and a gold suit, she shines like the sun. She leads three little dogs on a leash. Bowing, the assistant manager greets her.*

#### Assistant manager & Miss Ilani & Miss Foss & Telephone operator

- It is my pleasure. Miss Ilani, to welcome you to our hotel and our city. We hope that your stay will be a pleasant one.
- Who are you, young man?
- I am Rudolf Hall, the assistant manager, at your service.
- Where is the manager?
- Mr. Morton sends his regrets. He is out of town, attending a convention. If there is anything you want, please call me. I'd be honored to help the most beautiful actress in the world, Elaine Ilani.
- You know that I came here for a rest and do not want to be disturbed. Miss Foss, my secretary, will take all messages. *(Turning to Miss Foss)* What about those reporters and photographers at the airport? They're coming here, aren't they?
- I told them to come here at half-past four. You will be more rested then.
- Miss Ilani, are those your dogs?
- These are my darlings, Mitzi, Bitzi, and Fritz. They were so unhappy on the plane. *(She bends down and kisses them)*
- I'm very sorry, but it is against regulations of the hotel to allow dogs in the rooms. Mr. Morton is very strict about that, because many people are allergic to dogs.
- But I have the Presidential Suite. Surely my pets can come there with me, can't they? Besides, who is allergic to dogs?
- Don't you think they will be happier in a special room we have for them down here?
- Mildred, see about the babies' accommodation, and give the chef their special menus. *(To Mr. Hull)* You won't neglect them, will you, Mr. Hall? You are a very handsome young man. You haven't acted in movies, have you? *(Gifting him the dogs)* Here, you may take the dogs for a walk. While you are out walking, think about being an actor. When you come back, we'll talk about it. You would like to be an actor, wouldn't you? *(She and her secretary enter the elevator. In a few minutes the telephone operator receives a call)*
- Achoo! Achoo! I must speak to Mr... Achoo! to Mr. Hall.
- Mr. Hall? Just a moment, *(A few minutes later)* I'm sorry, Mr. Hall has left.
- Left the hotel? Achoo! Achoo! Call him back! Hundreds of roses are in all the rooms. I'm allergic to roses. Achoo! My eyes! My nose! Oh – and the photographers are coming this afternoon!

#### Narration

Many celebrities and wealthy people expect extra service. They often demand special attention. It is difficult for the hotel staff to please all the people all the time. There are certain rules and regulations in a hotel that all patrons should observe. Some people want to bring their pets with them to hotels, but most hotels have regulations about permitting animals to be brought into the rooms.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

## DIALOGUE «CHECKING IN: THE BROWNS' ARRIVAL»

Mr. and Mrs. John Brown and their three children, Peter, John, and Mary, follow the bellman into the hotel. They go to the registration desk.

### Clerk & Mr. Brown

- Good morning, sir. May I help you?
- Yes, I'm John Brown. Do you have a reservation for my family and me?
- Mr. John Brown... Just a minute, sir. I'll check the list. (*Clerk checks the list*) Yes, I have your reservation. Mr. and Mrs. John R. Brown, two boys and one girl. Two double rooms and one single. One double room has a double bed and one has twin beds. The single room has a single bed.
- That's right.
- Very good, sir. Will you please register? Kindly sign your name on this card.
- What are the rates for the rooms?
- The rates are right here on this card, sir. Double rooms are eighteen dollars per day; a single room is fourteen dollars.
- Is there a special rate by the week?
- Yes, there is a ten per cent discount.
- That's fine.
- May I look at your passports for a moment, sir?
- Yes, here they are.
- Thank you, sir. I'll send them up right away.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.**

### Exercise 2. Answer the questions.

1. Tell some ways to make a guest feel welcome. 2. What are some of the things a registration clerk must check? 3. How do you greet guests in the morning, in the afternoon, in the evening? 4. Why is a guest's first impression of you important? 5. Name some famous people who have stayed at your hotel. 6. Do you think that famous people demand more service? 7. Does your hotel permit clients to bring pets to their rooms?

### Exercise 3. Fill in the blanks with articles where necessary.

1. I need my passport at ... consulate. 2. We've cabled from ... New York. 3. Here you are, ... rooms 217 and 218. – What will it come to all in all? – \$ 30 ... day, sir. 4. ... breakfast in your room is extra, of course. 5. We're leaving for ... Kyiv ... day after tomorrow. Shall we pay in ... advance? – Yes, please. You can pay at ... cashier's desk to ... right. 6. We've engaged two suites by ... telegraph. – What's ... name, please? 7. I'd like ... room, if possible. – Have you reserved ... room? 8. Is it ... inside or ... outside room? – It's ... inside room on ... 7<sup>th</sup> floor. – What's ... charge? – 10 \$ ... night. 9. I've come to London for ... stay of two months. I'm on ... business here. 10. Here's ... check for my trunk. 11. What's ... rate per day? 12. Leave the message at ... front desk. 13. It's on ... house. 14. It's ... popular summer resort.

**Exercise 4. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 5. Add some information & make up a small report and give a talk in class.**

## CONVERSATION «REGISTRATION»

The clerk is explaining to Mr. Brown about the rooms. Mr. Brown & Mrs. Brown & Clerk & Bellman

- Are the rooms next to each other?
- Unfortunately, no. Two are next to each other and one is across the hall.
- That's too bad. I prefer *adjoining rooms*.
- I'm sorry, sir. We can't give you three rooms together today. How about a suite?
- How many rooms are in a suite?
- We have a very nice *suite with two bedrooms* and a living room. The living room has a *convertible sofa*.
- How much does it cost?
- The *daily rate* for this one is \$300, and the *weekly rate* is \$2000.
- Which floor is it on?
- It's on the fifth floor, facing the park. It has a lovely view.
- O.K. Give us the suite for a week. (*To Mrs. Brown*) What do you think about that, dear? (*He signs the registration card*)
- That's fine. John. I'd like that.
- Very well, sir. It's suite 502-A, B, C. I'm sure you will find everything *satisfactory*. If you need anything, please call us. I hope you *enjoy your stay* in our hotel. Bellman, here are the keys to 502. Take the guests up to their rooms, please.
- Yes, sir. (*To the Browns*) This way, please. (*Picking up a briefcase*) Isn't this your briefcase, sir?
- Indeed it is. Thanks. Come, children. Get in the elevator. The *elevator operator* is waiting.

### Narration

Sometimes it is impossible to accommodate guests with everything they want.

The Browns wanted their family to be together. The hotel was full. Fortunately a three-room suite was vacant, and the clerk suggested the suite to them. He explained the price and location to them.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

**Exercise 2. Render the contents of the dialogue in Indirect Speech in English.**

**Exercise 3. Translate the dialogue paying attention to italic phrases.**

**Exercise 4. Answer the questions.**

1. What does the clerk say to Mr. Brown if he doesn't have a vacant suite or adjoining rooms? 2. What do you say to make a guest feel that you are doing everything to accommodate him? 3. Do many guests ask for a room with a view? 4. Do guests sometimes refuse to take a room because of the price? 5. Is it impossible to accommodate guests with everything they want? 6. What is the daily price? 7. What is the weekly price? 8. What kind of room was vacant? 9. Were the rooms next to each other? 10. Who takes the guests up to their rooms? 11. What does the elevator operator do?

**Exercise 5. Translate the single-root words.**

Registrare – registrar – registration – registered – registrar – registry – registry – registering.

**Exercise 6. Add some information & make up a small report and give a talk in class.**



**Exercise 7. Read the text «Looking for a hotel» and make up the dialogue from it.**

It was the Sunday before the August Bank Holiday. We were tired and hungry and when we got to Datchet we started off to look for shelter for the night.

We passed a very pretty little hotel but there was no honeysuckle about it, and for some reason or other, I had got my mind fixed on honeysuckle, and I said:

"Oh, don't let's go in there! Let's go on a bit further, and see if there isn't one with honeysuckle over it." So we went on till we came to another hotel. That was a very nice hotel, too, and it had honeysuckle on it, but Harris did not like the look of a man who was standing near the front door. He said he didn't look a nice man at all, so we went on further. We went a goodish way without coming across any more hotels, and then we met a man, and asked him to tell us the way to a few. He said: "Why, you are coming away from them. There are only two hotels in the place." "Oh, we had been there, and didn't like them. And no other hotel?" - Harris asked.

"None", replied our informant.

"What are we to do?" cried Harris.

Then George spoke up. He said Harris and I could get a hotel built for us, if we liked. For his part, he was going to the hotels we had passed.

We had to follow George. When we came to the hotel we had seen first, the landlord came up and said: "Good evening, gentlemen".

"Oh, good evening", said George, "we want three beds, please".

"Very sorry, sir", said the landlord, "but I am afraid we can't manage it".

"Oh, well, never mind", said George, "two will do. Two of us can sleep in one bed".

"Very sorry, sir", repeated the landlord, "but we really haven't got a bed vacant in the whole house. In fact, we are putting two, even three gentlemen in one bed, as it is.

Three gentlemen sleeping on the billiard-table already, and two in the coffee-room. Can't possibly take you in tonight". We picked up our things, and went over to the other hotel. The people at the hotel did not wait to hear us talk. The landlady met us on the doorstep with the greeting that we were the fourteenth party she had turned away within the last hour and a half. As for our weak suggestions of stables, billiard-room, or coal-cellars, she laughed them all off: All these places had been occupied long ago. Did she know of any place in the whole village where we could get shelter for the night? Well, if we didn't mind it - she didn't recommend it, but there was a little bar half a mile down the road. We waited to hear no more; we picked up our bags and ran.

**Exercise 8. Give answers to the questions on the situations.**

- You are a clerk. A man comes up to the reservation desk. What do you say?
- The man says, "I would like a single room." What is your response?
- A man asks you to explain to him what a suite is. What do you say?
- A man comes to the front desk. He asks if Mr. Brown is in. What do you, the clerk, say?
- Mr. Brown, a guest, calls the telephone operator. He says that he wants to send a telegram. What does the operator say?
  - Mrs. Brown calls the operator and asks for breakfast to be sent up immediately. What does the operator say?
  - Mr. Black complains to the operator that there is no hot water. How does the operator respond?

## DIALOGUE «LOOKING FOR AN APARTMENT»

- *(Mr. Black, speaking to the superintendent of the apartment house)* I understand you have an apartment for rent. I saw your advertisement in this morning's *Time*.
- *(Superintendent leads Mr. Black toward elevator)* The apartment is on the 4th floor.
- I'm glad there's an elevator. We now have an apartment on the 5th floor of walk-up, my wife & I are both getting tired of climbing so many stairs. That's one of the reasons we want to move. How much does the apartment rent for?
- This apartment is \_\_ a month. Here we are now. *(Arriving at apartment, superintendent opens door, leads way inside)* This is the entrance hall; this room to the right is the kitchen. As you see, it's a full size kitchen.
- What kind of refrigerator does it have? That's something my wife will ask me immediately.
- It has a new electric refrigerator, completely modern. There's a special storage space for vegetables.
- The stove is also electric. I don't know whether my wife knows how to use an electric stove.
- They are easy to use. You just have to get used to them.
- Aren't they rather expensive to operate?
- No more than gas. We have one in our own apartment, and my wife likes it very much. It runs us about a dollar and a half a month.
- May I see the other rooms?
- This is the living room. It is a fairly good size & has windows on two sides. You have good cross ventilation.
- You mentioned in your advertisement that there was a view of the Hudson River.
- If you look out this window you can see the river.
- *(Mr. Black, craning neck and looking out)* I don't see a thing. Where did you say it was?
- Look between those two tall buildings – right where I'm pointing. It's some distance away but on a clear day you can see it quite easily. There isn't much sun today.
- What about decorating? I suppose you repaint the apartment when someone moves in.
- On a two-year lease we paint the whole apartment in whatever colours you want. We do the floors. On a one-year lease, however, there is no redecorating. We might wash down the walls for you but nothing else.
- May I see the bedroom?
- *(Superintendent leading the way into the hall)* This is the bathroom to the left. It's completely modern. And this is the bedroom - right off the hall. The bedroom is a little small but there's room for a bed and perhaps a dresser.
- Heavens! I'll say it's small. At first I thought it was the hall closet. How do you manage to get into the bed once you put it in there?
- You just have to place it properly. There's plenty of room for two people. You have no children, I presume. I forgot to mention that we don't allow any children.
- There's just my wife and myself.
- We don't allow any pets either – no pets of any kind. We like to keep the place absolutely quiet. We don't allow any singing, no radios – nothing of that sort.
- I like a quiet place myself. If we decided to take the apartment how soon could we move in?
- It would take about a week to paint the whole thing, assuming of course that you signed a two-year lease.

## DIALOGUE «ON THE FLOOR»

### Floor keeper & Guest

- How do you do. Will you give me you hotel card? So, your room is 678. I shall show you to the room.
- I hope the room is quiet. I hate noise at night.
- I think you'll find it is, sir. *The windows face the courtyard*. Here is your room. How do you like it?
- Well, it suits me. Thanks.
- In order to insure privacy, we suggest you lock the door. Take the key, please. And don't forget to leave it at my desk when you go out. It's a rule with us.
- How can I call a *chambermaid*?
- Oh, if you want a chambermaid to come or if you need anything, you should ring up. Here is the list of telephone connections of the *hotel services*. Your telephone number you'll find on the apparatus. *Direct dialing is available*. Dial 8 for long distance and just the number you need for local calls.
- What's the voltage in the hotel? I use an electric razor.
- The voltage is 220 volt. The *socket* is in the bathroom *at the mirror*. There is hot and cold water day and night. You will have clean linen every other day.
- By the way, can I have an extra blanket? I'm afraid I'll be cold at night.
- Certainly. I'll attend to it. The blanket will be in your room in ten minutes.
- Thank you very much.
- Not at all.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.**

**Exercise 2. Translate the single-root words.**

Plug socket – switch socket – wall socket – AV-socket – T-socket – flush socket.

**Exercise 3. Read the advertising on the Intourist Hotel and make up your own one.**

The Intourist Hotel is just within five minutes' walk of the centre but it stands back from the crossroads. Our hotel offers you comfort and convenience.

A 26-storeyed establishment with accommodation for 2500 guests has its spacious entrance hall and lounges, corners for rest and recreation, dining rooms and bars. In the front lobby you'll find a newsstand and trolleys where drinks and cigarettes, sweets and biscuits are on sale. Should you require a souvenir try the gift shop selling handicrafts, dolls in traditional costumes, toys and other goods.

It's open daily from 9 a.m. to 8 p.m., Monday through Saturday. For information regarding the tours of the city, theatres, cinema times or airline reservations, we invite you to consult the information or ask anyone of our friendly staff. English-speaking visitors can obtain information in English. The information desk is staffed 7 days per week.

The travel agency and the rent-a-car office are located on the main lobby level. The taxicab service is available for our guests; please notify the front desk. If you want advice or assistance in any matter, you'll find the manager and staff of our hotel most happy to do all possible to make your visit to our country a pleasant one.

## CONVERSATION «AN INQUIRY: WHERE ARE THE BROWNS?» »

Mr. Martin comes in the main entrance of the hotel & stops at the information desk.

Clerk & Mr. Martin

- Good afternoon, sir. May I help you?
- Yes, please. I'm *looking for a friend*. Mr. Brown. Can you tell me if he is in the hotel?
- Mr. Brown? Just a minute. I'll see if he is registered. (*The clerk looks over the register*) B-R-O-W-N. There are a lot of Browns here today – Mr. Charles Brown. Mr. D.V. Brown, Mr...
- Mr. John R. Brown from Chicago. Isn't he staying at this hotel? I *recommended* it to him.
- Yes, here's his name – Mr., and Mrs. John R. Brown and family. They are in suite 502. Will you please call his room? I'd like to talk to him.
- You may call him on the house phone. It's over there behind the captain's desk.
- 502. Thanks. (*Mr. Martin dials the number. He soon returns to the desk*) Excuse me, please, but no one answers in 502.
- I'll see if his keys are in the boxes. Perhaps the Browns are in one of the other rooms of their suite, or at *the swimming pool*, or in the coffee shop. Can you wait a few minutes? I'll have the *bellman* page him.
- Thank you, but I can't wait. I have to go back to the office. I'm already late. May I leave a message, please?
- Of course. Here is a piece of paper and an envelope. (*Mr. Martin writes a note*)
- Will you kindly put this in Mr. Brown's box?
- Yes, indeed, sir, *with pleasure*.
- Thank you very much. Good-bye.
- You're welcome, sir. Good day.

### Narration

When a visitor asks for a guest at the information desk, the clerk first has to check the register to find out if the guest has checked in and to get his room number. Then he suggests that the visitor call the guest on the house phone. If the guest is not in his room, the clerk asks the bellman to page him. If the guest does not answer when his name is called, the visitor may leave a message.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.**

### Exercise 2. Answer the questions.

1. How does a clerk help a visitor who is looking for a hotel guest? 2. What does a bellman say when he pages a person? 3. Where does the clerk put the message that a visitor leaves for a guest? 4. Why is the delivery of a message an important responsibility of the clerk? 5. What does the clerk first do at the information desk? 6. What does he find out? 7. What does he suggest the visitor to do? 8. What does the clerk do if the guest is not in his room? 9. What does the visitor do if the guest does not answer when his name is called? 10. Have you ever been in such situation?

**Exercise 3. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 4. Add some information & make up a small report and give a talk in class.**

## CONVERSATION «HOTEL SERVICES: AN INVITATION»

The Browns are getting out of the elevator, and Mr. Brown is coming to the front desk.

Clerk & Mr. John Brown & Mrs. Louise Brown & their children Mary & Peter

- Good afternoon, Mr. Brown. How are you this afternoon?
- Fine, thanks. Here's our key.
- The information clerk put this letter in your box now. *(He hands Mr. Brown the note)*
- Who is it from, John?
- Listen, Louise. *(He reads)* "Dear J. R. Welcome to our fair city. Will you and Louise come to dinner at our house this evening, Monday? Please call my office as soon as you can. I'm in a hurry and can't wait to locate you - Cecil Martin."
- How nice! But look at my hair. I'll have to go to a beauty parlor. *(To the clerk)* Is there a beauty parlor nearby?
- There is a very good one in the hotel. It's on the mezzanine, on the left of the elevators, or you may go up the stairway and turn right.
- I suppose that I'll have to go to the barbershop too. Where is it?
- The barbershop is also on the mezzanine, across from the beauty parlor. Do you like sauna baths? There's one on the right of the barbershop.
- Say, that's an idea.
- But our clothes! They need pressing.
- The valet will give you immediate service, Mrs. Brown.
- I'll go up now and give the clothes to him.
- What am I going to wear tonight, Mommy?
- John, what about the children? Doesn't Cecil say "anything about them? We can't leave them alone at night.
- Mrs. Brown, the housekeeper will arrange for a reliable woman to sit with them.
- We don't need anyone, Mom. I'll take care of John and Mary.
- Mommy, aren't we going with you?
- Children, don't be difficult. Would you please ask the housekeeper as soon as possible?
- You certainly give good service in this hotel. Cecil told me it was the best.
- Thank you, sir. We are always glad to help you.

### Narration

All the hotel personnel try to make things easy and pleasant for tourists and guests. The clerk recommends many services of the hotel, and he is careful to give specific directions. If he can, he speaks the language of the guests. If guests like the service of the hotel, they will come back, and they will recommend the hotel to their friends.

**Exercise 1. Learn the conversation by heart and carry it on with your classmate in class.**

**Render the contents of the conversation in Indirect Speech in English.**

**Exercise 2. Answer the questions.**

1. Direct a guest to the following places in your hotel - beauty parlor, men's room, ladies' room, dining room, and bar, travel bureau. 2. What questions do guests usually ask you? 3. Are guests happy if you can speak their language? 4. What special services does your hotel offer?



## CONVERSATION «THE RESIDENT MANAGER COMES TO THE RESCUE»

Mrs. Murphy, a maid, is taking care of the Browns' children. About 10 o'clock she calls the resident manager.

- Mr. Carter, this is Mrs. Murphy, the relief maid. Tonight I am staying with the children in 502. I'm sorry to disturb you, but ...
- What's the trouble, Mrs. Murphy?
- You see, sir, there are three children. Their mother told them to go to bed at 9:30. Well, first, they wanted to watch TV, but the set was broken.
- Didn't you call the repairman to fix it?
- Yes, he came & fixed it. The toilet won't work. There is water all over the bathroom floor.
- I'll send the plumber up right away, Mrs. Murphy.
- Thank you. But the children also called room service and ordered a lot to eat.
- Perhaps I had better come up. *(Soon Mr. Carter knocks at the door)*
- *(Shouting)* Wait a minute. The door is locked, and I can't open it. *(To Peter)* I know you are behind those drapes. Peter. Come out and unlock the door. *(Peter unlocks the door and Mr. Carter enters).*
- *(Mr. Carter Peter, John and Mary)* Isn't it time for little girls and boys to be in bed?
- I'm not little. Besides, we're hungry.
- He'll have his 12th birthday next week. Mister, we always eat before we go to bed. *(Just then the waiter brings in a tray with food and drinks; puts the tray on the writing desk)*
- Who is going to pay for all this?
- *(Mary to Mr. Carter)* Peter will sign the bill.
- What is your father going to say? Waiter, I had better O.K. this bill. *(To Mary)* Your father won't like that.
- Please put the tray on the coffee table in front of the sofa. We can eat while we are watching the programs.
- Let's see if everything is here. What's on the tray?
- I ordered hamburgers, mailed milk, and pie a la mode's eaten that every night.
- And I do, too.
- *(Mrs. Murphy is going to the door)* Of course. I'm going to tell their parents.
- Miss, you're so nice. You aren't going to tell Daddy, are you? Here, you can have my ice cream.

### Narration

A resident manager is an assistant manager who lives in the hotel. He is usually on duty at night. When there are problems, he is able to take care of them immediately. Mrs. Murphy needed someone with authority to help her with the Browns' children. The resident manager was able to O. K. the bill for room service.

### Exercise 1. Answer the questions.

1. Why is it important that proper signatures are on the bills for room service? 2. What are some problems that resident managers have at night? 3. Are resident managers on duty every night of the week? 4. What is a resident manager? 5. Does every hotel have a resident manager? 6. Do you like to be a resident manager? 7. What are the duties of a resident manager?

### Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

## DIALOGUES «LEAVING THE HOTEL»

### Mr. A. & Hotel Clerk

- Good morning.
- Good morning, sir.
- I'm leaving this afternoon. May I have my bill now? Room 652 (six-five-two).
- Just a minute, sir. Here you are.
- Where can I pay the bill?
- The cashier's desk is to your left.
- May I pay in foreign currency?
- Oh, certainly, sir. How did you find it here in our hotel?
- I've been very comfortable here. Thank you very much indeed.
- You're welcome.

### Mrs. A. & Hotel Clerk

- I'm checking out tonight. Please have the bill ready.
- The room should be vacated by noon; otherwise a further charge will be made.
- I don't need the room any longer. Please take my luggage down and call a car for me.
- Good, ma'am, I'll take care of that.
- Thank you.
- Please hand in your key at the porters' desk before leaving hotel.

### Mr. B. & Hotel Clerk

- We'll check out tomorrow morning. Please make out the bill; I want to settle the account.
- Just a moment, sir. Here's your bill.
- Where's the cashier's desk?
- It's next to the currency exchange.
- Thank you. Will you send our luggage down?
- Certainly, sir. Did you enjoy staying at our hotel?
- Oh, yes. We've enjoyed our stay here.

### Mrs. P. & Hotel Clerk

- My room key, please. 703 (seven-ou-three).
- Here you are, ma'am.
- Did anyone ask for me?
- Oh, yes. There is a message for you.
- Thank you. We'll leave at about noon. Can you make out the bill in advance?
- Certainly, ma'am. Please warn the clerk in advance when checking out so that he (she) can have the bill ready for you in time.
- Thank you so much.
- That's all right.

### Mrs. A. & Hotel Clerk

- Are there any letters for me? Room 573.
- There's nothing for you, ma'am.
- I'm leaving here for London. Please forward my mail to the Intourist Hotel.
- Very well, we'll take care of that.
- Thank you. Not at all.

### **Desk Clerk & Guest**

- You are signing today, aren't you?
- Yes, I'll only pack my suitcase and come down to pay the bill. Have it ready, please.
- Shall I send the porter to help you with the luggage, Mr. S.?
- Yes, please. And have him call the taxi for 11 o'clock.
- Just a minute, Mr. S. Where are we to forward your letters.
- I'm leaving for London.
- Can you give us your address?
- Yes, write please.

### **Mr. B. & Hotel Clerk**

- When does the last train for London leave?
- Just a moment, please. Let me look up the timetable. It leaves at 11.50 p.m.
- Could I have a lower berth?
- I'm sorry, I've only upper berth left. Will that do?
- Well, it can't be helped. I'll take it.
- Single or return?
- Return, please.
- Here you are. Coach 5, compartment 7.
- Thank you.
- You're welcome.

### **Mr. J. & Hotel Clerk**

- Excuse me, ma'am. What time's the next flight to Odessa?
- Well, there is one leaving at 8 p.m., but no reservations are available.
- Save us the first cancellations, please.
- I'll be happy to help you. May I have your name and number, please?
- My name is Jones. Room 210.
- I'll call you later this afternoon.
- Many thanks.
- It's a pleasure.

### **Mr. A. & Hotel Clerk**

- You see, we're leaving for Kyiv. Can we get our coffee at about eight?
- Yes, indeed. Breakfast is served from 8 a.m. to 10 a.m.
- Is there bus service to the airport?
- Yes, the bus runs every half an hour.
- And can I hire a car?
- Certainly, there is a car rental desk in the lobby or the hall porter can get you a taxi.
- I wonder if the food is served on the plain.
- To be sure.
- Many thanks.
- It's a pleasure.

***Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class. Render the contents of the dialogues in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.***

## CONVERSATION «DEALING WITH EMERGENCIES»

Mr. Carter, the resident manager, is with Mrs. Murphy and the children.

Mrs. Murphy & Mr. Carter & John

- And now, Mr. Carter, come into the boys' bathroom, please. The water in the toilet is running over. *(They enter the boys' bathroom. Mrs. Murphy turns on the switch)* Look at the floor. It's like a swimming pool. Can you send someone to fix it?
- Oh my goodness! What a lot of water! I'll call the maintenance department, and I'll also make a report to the housekeeper.
- *(John with interest)* What's a housekeeper?
- She's a very important person. She sees that everything is in good order. *(Mrs. Murphy returns to the living room. and John walks into the bathroom)*
- It was like this, mister. I was brushing my teeth, and I put my little red ball on the washbowl. Peter was in the shower. He opened the shower curtain and threw water on me. I threw the ball at him, but I slipped on the bath mat.
- Oh my goodness! Did you hurt yourself?
- Not much. I hit the bathtub, but the ball fell into the toilet bowl.
- Oh! So that's the trouble. Well, son, you are an honest lad. Don't worry. I believe the plumber can get the ball out. How old are you?
- I'm six years old. My name is John. Mary is older than I am, and Peter is older than Mary. He's the oldest, and he's the smartest.
- You're smart, too. I have a niece whose name is Dolores. She is as old as you. Please, mister, don't tell that lady in there about the ball.
- Mrs. Murphy is a good lady.
- She's O. K. She's better than a lot of sitters. The best ones are the young ones.
- Well, John, I used to be a boy myself. I won't tell anyone.
- Gee, thanks. You're a good guy. Here, take my hamburger.
- Thanks, but I'm not hungry now. I have to go. Good night, John.
- Good night, mister. So long.

### Narration

In an organization like a big hotel, the personnel are like links in a chain. They all work together. Yet each has his own particular job that is important. A housekeeper has many duties. She supervises the cleaning of the rooms and sees that all repairs are satisfactory. She also checks daily all articles in the rooms and orders necessary supplies – sheets, pillows, pillowcases, bedspreads, blankets, towels, toilet paper, soap, etc.

**Exercise 1. Learn the conversation by heart and carry it on with your classmate in class.**

**Render the contents of the conversation in Indirect Speech in English.**

**Exercise 2. Answer the questions.**

1. Do you know how much your hotel spends on soap in a year? 2. What articles does a housekeeper order? 3. What are the duties of a housekeeper? 4. Is the position of a housekeeper easy or difficult? 5. What is the motto of the personnel in a big hotel?

**Exercise 3. Add some information & make up a small report and give a talk in class.**

**Exercise 4. Read the information & pick up the essential details in the form of quick notes.**

**Exercise 5. Study these problem situations. Discuss them.**

I. Late at night you arrive at the hotel with which you have reserved a room. The sleepy reception clerk says he can't find your reservation and the hotel is full. He says you had better wait till morning. Some guests are supposed to sign out at 10 a. m.

When did you arrive at the hotel?      What is your problem?  
What did the clerk tell you?      What will you do?

**Exercise 6. Dramatise your talk with him and describe what you would do.**

II. You have been staying at the Stillwater Hotel for 5 days. And you found that it isn't a very happy place to stay in. Everything here is getting on your nerves: the desk clerk never does what you ask him to. You want to sign out but you have paid in advance.

What hotel are you staying at?      What is your problem?  
What's getting on your nerves?      What will you do?

**Exercise 7. Dramatize your talk with the desk clerk or the manager.**

**Exercise 8. Analyze the table and write a small essay on the topic.**

**Exercise 9. Rea and translate the dialogue,**

**Mrs. B. & Hotel Clerk**

- I'll sign out tomorrow. Can I have the bill ready for 10 o'clock?
- Certainly, ma'am.
- Will you send for my bags and call a taxi for me?
- Don't you worry, ma'am. I'll attend to it. The taxi will be at the door.
- Thanks a lot.
- That's all right.





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## UNIT III. HOTEL FACILITIES

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### INTRODUCTION

When you come to another country or city you can stay at your friend's house or flat. But if you haven't got any relatives or friends you may stay at a hotel.

There are 2 sorts of hotels: at the seaside and in the city. The hotels at the seaside usually occupied big territory. The services and facilities are usually better there then in city hotels. You can get more things free. At the seaside hotels food is served usually 2 of 3 times a day and in city hotels you can get only breakfast. Before you arrive somewhere you can make arrangements about a room of the hotel you'll choose.

You can call at the hotel or send them a fax or telegram which numbers you can find in the advertisement. If you haven't done it, when you arrive at the hotel it is necessary to come up to the reception desk. There a person can order a room.

First you must fill in an arrival card. In this card you must give information about yourself. Your name and surname, telephone number and address besides it is necessary to point out how long you are going to stay here. Also among the seaside hotels the best are with club system. Usually on the territory of such hotels there are 4-5 storied building with single rooms, double rooms, and suites and separate there are family cottages. The area of such hotels is usually very big about 50 hectares. Club system allows taking free any, soft drinks, food 24 hours a day, because everything is included into the price of the tour.

There are all day room services, dry cleaners, laundries. In the rooms there is a refrigerator, bathroom, a satellite TV and direct dial phone. Also such hotels have their own place on the beach with comfortable sun beds. You can spend time riding horses, playing tennis, golf, polo, visiting shops, which are usually situated in the territory of the hotels. In the evenings you can go to the disco or to the restaurant.

The menu in the restaurants including different cuisines such as: French, Spanish, Chinese, Turkish, Russian and so on. You can order a yacht tour to some historical places (if any) or something like that. After visiting such hotels you'll return home happy and refreshed. laundry shop and ample parking space.

### HOTEL FACILITIES

24-hour Concierge & Room Service	Transfer
Laundry, Dry cleaning, Pressing	Concert & Theatre ticket reservation
Underground parking garage	Luggage store
Business Center	Wireless internet connection
Catering & Banquet services	Non-smoking or smoking room
Car rental	Doctor (on request)
	Baby sitter (on request)

### Swimming Pool

It's one of our favourite places in the world. We suggest: Forget the time and lounge all day. No need to get up, we'll bring you a cocktail or a nice cold beer. Stress relief is guaranteed.

### Travel Agency

Hotel takes advantage of our face-to-face assistance: We are experts in tailor-making tours for individuals and groups according to your interests & preferences.

### Barber Shop

The Hotel offers a barber shop that fits your hair style.

### Jewellery Shop

Show your thoughtfulness toward family, friends, or business associates. Treat your favourite people to a memorable experience at one of Iloilo City's premiere landmarks.

### Hotel Services

- Laundry Services
- Car rental Desk
- Valet Parking
- Safety Deposit Box

### Business services

- Wireless internet connection with own laptop in the rooms & in the public areas.
- Possibility of sending faxes and copying papers.
- Discounted phone calls within the country.
- Secretary service.
- Early check in and late check out.

HOTEL FACILITIES	ROOM FACILITIES
<ul style="list-style-type: none"><li>▪ 2 sitting rooms</li><li>▪ TV room</li><li>▪ coffee-bar</li><li>▪ pool bar</li><li>▪ safe deposit boxes</li><li>▪ mini market</li><li>▪ restaurant</li><li>▪ 2 large pools for adults</li><li>▪ 3 separate children pools</li><li>▪ play ground</li><li>▪ mini club for children</li><li>▪ room for disable people</li></ul>	<ul style="list-style-type: none"><li>▪ balcony or terrace with a sea view</li><li>▪ bathroom with shower or bath,</li><li>▪ telephone</li><li>▪ music</li><li>▪ air conditioning</li><li>▪ refrigerator</li><li>▪ hair dryer</li><li>▪ television</li></ul>



## CONVERSATION «A MEDICAL EMERGENCY»

### Clerk, Dr. Smith & Mr. Wilson

- Dr. Smith! Dr. Smith, please wait! A man in room 817 has just reported that he heard someone *groaning* and *moaning* in room 815. Our old friend Mr. Wilson *occupies* that room. Will you please go up with me to see if he is all right?
- I'll go if you think he's really sick. You know, of course, that I do not have a license to *practice medicine* in this country. But I can tell you whether the man is ill.
- Good. Let's see what the trouble is. Do you have your medical bag? (*They go upstairs. The clerk unlocks the door of room 815. They see a man lying on the bed*)
- Mr. Wilson. Mr. Wilson, can you hear me?
- Oh, oh, the pain. Oh! Oh!
- (*Dr. Smith quickly examines him*) Call an ambulance immediately. His appendix is very bad. I'll go with him *to the hospital*. Will you *write out a permit* for his admittance and assume responsibility for payment?
- Yes, indeed. He is an old client of ours, a very fine man. (*While the doctor is examining the man, the clerk carries out the doctor's orders*) The ambulance is on its way. I'll have to notify his family. Is he in a very serious condition, Doctor?
- I don't know exactly how *dangerous* it is now, but I believe he'll have to have an emergency operation. Is the hospital far from here?
- No. It's straight ahead, five blocks up the street, then west about three blocks. It's on the corner. As soon as he leaves.
- I'll have the maid pack his clothes and clean the room. She'll change the mattress and put on clean linen. The room will be ready for you when you return, Doctor.
- It's too bad that we have to send a man to the hospital so that I can get a room. Meanwhile, please pull the drapes and curtains and open the window. We need fresh air in here. The air-conditioning is turned off.
- You certainly arrived at the right time, Doctor.

**Exercise 1. Learn the conversation by heart and carry it on with your classmate in class.**

**Exercise 2. Render the contents of the conversation in Indirect Speech in English.**

#### Narration

Many emergencies arise in a hotel. People become ill or even die. Once in a while someone tries to commit suicide (kill himself). Sometimes noise and quarreling, especially when people have been drinking, disturbs other guests. Clerks are trained so that they know what to do when there is trouble. Fortunately, when Mr. Wilson became ill, a doctor was talking to the clerk.

**Exercise 3. Answer the questions.**

1. Can you give an example of an emergency that recently happened? 2. Are there resident doctors in large hotels? 3. What do you do if a person becomes ill, and you can't find a doctor available? 4. What would a clerk do if a guest committed suicide? 5. Do many emergencies arise in a hotel? 6. Do people become ill? 7. Do people die at a hotel? 8. What disturbs other guests at a hotel? 9. Are clerks trained to get people out of trouble? 10. How can clerks help in such situations? 11. Have you ever been to such situations? 12. What did you do in such situations? 13. Can you name some people who died at a hotel?



## DIALOGUE «CALL IN A DOCTOR»

### Floor Keeper & Mrs. L.

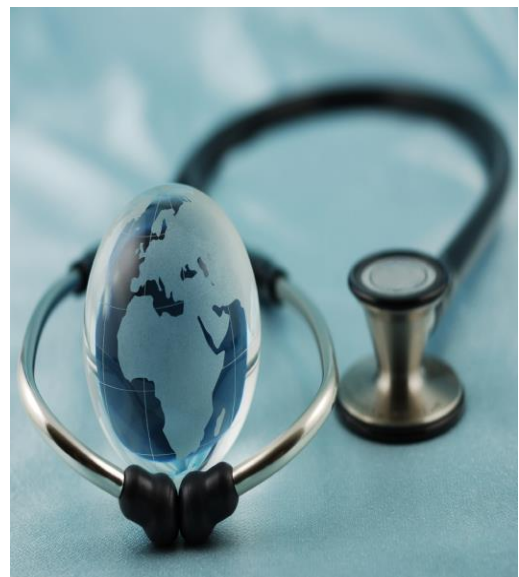
- May I come in?
- Do, please.
- *What's the matter with you, Mr. L.? You don't look at all well.*
- I'm not well indeed. I think I *caught a cold*. Yesterday I had a rather bad cough that I couldn't get rid of, and a headache. Now I have a sore throat.
- Did you *run a temperature*?
- Yes, I did. The temperature was very high. It was 38 point 3. So I decided to consult a doctor, but it was already too late. I took 2 pills for my headache and fell asleep. Will you call in a doctor for me? I want a good examination.
- Certainly, madam. He will come in 20 minutes and *examine* you: he will feel your pulse, listen to your heart, sound your lungs, *take your temperature* and *prescribe some medicine*.
- How much must I pay for his visit?
- Oh, you needn't pay for the treatment. Our medical assistance is free of charge. And you shouldn't worry about the medicine. It's very cheap. The maid will go to the chemist's and buy some mixture or powders for you. An American who put up in our hotel not so long ago came down with a *serious illness*. We took him to the hospital. The doctors *prescribed an operation*.
- For several weeks, before and after the operation, he was in bed, and when he recovered enough to attend his business, the doctors sent him to *a sanatorium* to rest there. He paid nothing for the *hospital services*, the operation, *day and night nursing*, medicines, and the food he received throughout his illness.

**Exercise 1.** Learn the dialogue by heart and carry it on with your classmate in class.

**Exercise 2.** Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.



An emergency physician at the Hotel Dieu





## DIALOGUE «LOST & FOUND: EXTENDED SERVICES»

The housekeeper has just come to the information desk.

She shows the clerk a little locket.

- Mr. John, the maid just gave me this little locket. She found it under the bed in suite 502. The occupants have checked out.
- That's a pity. Let's see who occupied that suite. Oh yes, the Browns and their three children. They left about an hour ago, I believe. *(He opens the locket)* Here is a picture of a little girl. Yes, that is the Browns' daughter. *(The telephone rings.)*
- Hello, is that the information desk?
- Yes, it is, sir. What may I do for you?
- This is Mr. J. R. Brown. I just checked out of suite 502.
- Yes, Mr. Brown. Good morning. How are you this morning?
- I don't feel very well myself. I've caught a cold. But my little girl feels worse than I do. She has lost her locket. I wonder if she left it in her room. Perhaps she dropped it someplace in the hotel.
- Mr. Brown, your little girl is lucky. A locket was found by the maid and was given to me just now. I'm sure it's the one your daughter lost. It has her picture inside.
- Oh good! Mary will be very happy. It was given to her on her last birthday. How can we get it? They are announcing our flight now.
- We have your home address. Mr. Brown. We'll send it to you today.
- That's very kind of you. I'll tell my friends about your hotel. We have had very good service. We will always remember what you have done. Let me know the postal charges, and I'll send you a check.
- Don't worry about that, Mr. Brown. We're glad to do that for you. The locket will be taken to the post office today and sent registered mail to you. Have a nice trip home.
- Thanks a lot. We won't forget your courtesy. Oh, by the way. I found a key to one of the rooms in my pocket.
- Just drop it in the mailbox in the airport, and we'll get it. The name of the hotel is on the tag of every key.
- I'll do that now. Good-bye.

### Narration

Hotel service often extends beyond the hotel. It is not unusual for a traveller to leave a toothbrush or some small article behind. When maids, janitors, and housekeepers find articles, they take them to the clerk. If he can find out whose they are, he sends them to the owner.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

**Exercise 2. Answer the questions.**

1. What ordinary things are often left in hotels by guests after they leave? 2. What unusual things have guests left? 3. Do people often write to hotels for things they have forgotten? 4. Did a guest ever leave without taking his pet? 5. Did you ever leave anything at a hotel? 6. What was it? 7. How did you get it again? 8. Does hotel service often extend beyond the hotel? 9. What do the hotel clerks do when they find articles of the guests? 10. When do the clerks send the articles to their owners?

## DIALOGUE «AT THE BANK»

- I'd like you to cash this check for my \$50 for me, please.
- Have you an account with us?
- Yes, my husband and I have a checking account. I also want to deposit these other checks in our account at the same time.
- I see. Have you made out a deposit slip?
- (*Mrs. Green hands teller deposit slip with checks for deposit*) I hope that I have made it out correctly.
- It seems to me all right. How do you want this other *check cashed*, Mrs. Green? Will five tens be all right?
- That will be fine. (*Accepts bills*) I also want to ask you about starting a saving account. My husband and I have been thinking of opening a small saving account in which we could perhaps *put aside a few dollars each week*.
- The procedure is very simple. You can open a saving account at any time with an initial deposit of five dollars or more. Five dollars is the minimum original deposit. After that you deposit or withdraw money as you wish. You bring your bankbook with you each time and the deposit or *withdrawal* is entered in your book. The *amount carries* interest of 2 1/2%, and the interest is added to your account every six months. That's about all there is to it. If you'd like to open an account, you can talk with the manager or with one of his assistants. They will be glad to take care of you.
- Thank you! But I don't believe we are quite ready just yet. However, I do want to speak with someone about another matter. I received a notice a few days ago from the bank saying that our *checking account* was overdrawn. With whom should I speak about that?
- You can talk with the manager if you like. There he is, seated at that desk over near the window. He seems to be free at the moment.
- (*Mrs. Green goes over to manager's desk*) How do you do! I am Mrs. Green. About a month ago my husband and I opened a checking account here, and a few days ago I received a notice from the bank saying that our account was overdrawn.
- (*Manager, reaching for the telephone*) Just a minute, Mrs. Green. I'll get the record of your account. (*Telephones, record of Mrs. Green's account is brought to him*) Yes, your account was overdrawn four dollars on the twenty-third of the month.
- But you didn't return the check to me.
- No, the overdraft was only four dollars so the bank honored the check. In such cases we simply send the client a notice and assume that he will reimburse the bank for the amount paid. Of course, if the amount is very large, the bank will return the check and *refuse to pay it*. Apparently, you took care of the matter because your record shows that on the twenty-fifth a deposit was made which easily covered the *shortage*.
- Then there is nothing further I have to do about it; is that correct?
- You will find a charge of \$2 on your next monthly statement, which you will have to pay. That is a *standard charge* made by all banks in this case of an *overdraft*. But otherwise everything has been taken care of. We just hope that in the future you won't *overdraw your account*.
- I really can't understand it. I kept a very careful record of my checks and the total was much less than we deposited.

- But perhaps your husband also wrote some checks.
- It's possible. I didn't say anything to him about the account being overdrawn because I was afraid he might be angry.
- It's a joint account, Mrs. Green, and carries two *signatures*. That means that either you or your husband can write checks against it.
- I don't suppose it's possible *to have joint account* where my husband would just *deposit money* and I would write the checks.
- I'm afraid not.
- It might be a very good idea. You should think about it. Anyway, I'm dreadfully sorry to have bothered you. It was very stupid of me.
- It was no bother at all. We are always glad to help you. Why don't you take one of our little booklets along with you? They describe the *various services*, which the bank offers. We have a *personal loan department*, a saving department, and we *sell travelers' checks*. Perhaps some day you or your husband may wish to make a personal loan.
- I'm afraid that's my husband's department. He takes care of getting the money; I just spend it. Anyway, my husband says that a bank is a place where they *lend you money* only when you can prove that you don't need it. Is that correct?
- Not quite. But tell your husband that we shall be glad *to do business* with him whenever he has need of our services.
- Thanks. I'll do that. Good-bye.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

**Exercise 2. Render the contents of the dialogue in Indirect Speech in English.**

**Exercise 3. Translate the dialogue paying attention to italic phrases.**

**Exercise 4. Find synonyms to the following ones.**

To lend, account, to cash, check, to deposit, to be glad, to do business, department, to offer, dreadfully, to suppose, to bother, to overdraw, overdraft, to refuse, to return, to be angry, to make out, slip, correctly, manager, to receive, to reimburse.

**Exercise 5. Find antonyms to the following ones.**

To cash, to be glad, correct, to lend, dreadfully, to overdraw, to refuse, to return, to be angry, to receive, to deposit, easily, to cover, to manage, to take care of.



## DIALOGUE

### «BAD DEBTS: THE GUEST WHO DOES NOT PAY »

**Mr. Morton, the manager, meets an old friend, Mr. Black, in the bar.**

- Ah, Mr. Black. How are you today?
- Fine, thanks, and you?
- Not so well. I'm certainly glad to see you.
- Yes? What can I do for you?
- Well, it's like this. You remember your wealthy friend, Mr. Miller, who always stayed here at least a week or more every month, don't you?
- Oh yes, didn't you...
- You remember how elegantly he dressed and what expensive cufflinks, watch and diamond stickpin he always wore, don't you?
- And we always gave him a large suite and the best service.
- Oh, yes, only the best for old Miller. But let me...
- I believe his last reservation a week ago was made by you, wasn't it?
- I suppose so. He usually called me to reserve a room. But didn't you...
- You remember when he was here last, don't you? He was more extravagant than before. He always entertained a lot of people. But last week he gave a big cocktail party in his room. His bar bill alone was more than my monthly salary.

#### ***A cocktail party in a suite***

- There's nothing cheap about Miller. He entertains like a king and spends money like a millionaire. However, I don't like him. But yet...
- Between you and me, neither do I. But I always thought that he was a millionaire. His long distance calls are in the four figures. Here is his last bill.
- Whew! This is the biggest bill that I've ever seen. I've never seen one like this. But don't...
- I haven't either. You know I seldom take a personal check from anyone, and I never give credit. But I trusted him. He has always paid on a credit card. But this time I allowed him to pay by check. Now, look at this. It's a letter from his bank. His check was returned. It says, *Lack of funds*.
- Well, as we say, *Easy come; easy go*. But don't worry, Jim. I've been trying to tell you that it's all right. Send the check back to the bank. Mr. Miller is a rich man now. His uncle died yesterday and left him an oilfield in Alaska.

#### **Narration**

A hotel manager seldom gives credit or cashes a personal check. Once in a while he may give special privileges to an old client. He, of course, trusts the person to whom he gives credit. If a check is returned for lack of funds, it is difficult for the hotel to get its money.

#### ***Exercise 1. Answer the questions.***

1. If an old client cashes a personal check and it is returned to the hotel because of lack of funds, who pays the bill – the hotel or the manager? 2. Can you usually distinguish the very rich guests from those who are not so rich? 3. Do the wealthiest people always spend the most money or give the biggest tips? 4. Are many checks returned to the hotel because of *lack of funds*?

## DIALOGUES

- Excuse me, could I see the manager? I have an appointment.
  - His office is on the third floor. The lift is next to the cloakroom.
  - Pardon. When can the manager see me?
  - Probably this afternoon. Can you come at 2 o'clock?
  - No, I can't, but I can at three.
  - All right. He'll be waiting.
  - Thank you.
- 

- Excuse me. This is my first time in London. I'd like some information.
  - Inquire at the information bureau (window), they'll answer all your questions & give you all the information you need.
  - Many thanks.
  - Not at all.
- 

- I am a theatregoer. I'd like to find out what's going on in the city.
  - You can get details of the week's events from the service bureau. The people in the office will tell you where to go and what to see. I believe, our city offers you such a galaxy of ways to spend your evenings – dramas, comedies, shows, concerts, opera, ballet, *first-run* films.
  - When do the evening performances start?
  - At 7 or 7.30 p.m.
- 

- Good morning. Does anyone here speak English?
  - Good morning, sir. I speak a little English.
  - Where can I change some English money?
  - The currency exchange is next to the reception desk.
  - Thank you very much.
  - Not at all.
- 

- I wonder if there is a newsstand in the hotel.
- Oh, yes. It's in the main lobby.
- I believe I can buy an English newspaper there.
- Yes, of course. They sell both Russian and foreign newspapers and magazines.
- Thanks a lot.

### Chambermaid & Guest

- Did you ring, sir?
- Yes, there's something wrong with the bath. It doesn't hold water. Then I have some laundry here. Will you please take it?
- Certainly, sir.
- When can I have it back?
- Well, it depends on how many things you have got to wash. There are two shirts here, two pairs of socks. I think we can manage it by tomorrow morning.
- That's all right. Tomorrow suits me.



**Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class.**

**Exercise 2. Answer the questions.**

1. Where do people usually stay when they arrive at a town in which they don't live?
2. Have you ever stayed at a hotel?
3. What hotel in your town would you recommend to your friend?
4. Why is it good to reserve rooms in advance?
5. Why do some people like their suitcases to be labelled?
6. In what ways do people usually reserve rooms with hotels?
7. What are guests required to do first when they arrive at a hotel?
8. What information is required from those who are signing in at a hotel?
9. What services does a guest get at a modern hotel?
10. What is meant by the term "bed and breakfast"?
11. Can meals be served in his room?
12. What is the usual rate for a single (double) room with bath in our town hotels?
13. What rules for hotel guests do you know?
14. What are duties of the reception clerk (desk-clerk, chambermaid, bell-boy, porter, steward)?
15. What facilities are generally found in a modern hotel?
16. On what floors are the best rooms usually found?
17. What kind of hotels do you know?
18. What offices and establishments are generally found in the lobby of a big modern hotel?
19. do you like to stay at a small or a big hotel?
20. Do you like to stay at a modern or an old hotel?
21. Where do you like to stay abroad?
22. Have you ever stayed in a motel?
23. Where do your usually stay in Moscow?
24. Where do you prefer your friend to stay at a hotel or with you?

**Exercise 3. Fill in the blanks with words and expressions given at the end.**

1. When you enter a large lobby, ... you'll see the service bureau.
1. The Metropol Hotel is ... the Kremlin and Red Square.
3. They'll ... for you at the theatre or concert.
4. Our hotel restaurants ... at noon.
5. We hope you'll ... your visit.
6. The currency exchange is ... the reception desk.
7. The post office is ... the entrance.
8. I'd like ... to the manager.
9. We've kept you a table ... . This way, please.
10. May I pay ...? –Certainly, sir.
11. Our bars are open until ... or 2 p.m. for after theatre supper.
12. The night bar is ... .
13. The hairdresser's is open ... 8 a.m. ... 8 p.m.
14. Shall I pay ...? – Yes, please. You can pay at the desk ... .
15. The banking office is ... .
16. The ladies' room is ... the cloakroom.
17. You can ... at the buffet upstairs.
18. You may ... your coat and leave it in the checkroom.

---

*within 10 minutes' walk of, right in the centre, to book seats, to open, to enjoy, next to, to the right of, to speak, by the window, in pounds, until midnight, upstairs, from ... to ..., in advance, on your left, on the ground floor, next to, to have a snack, to take off.*

**Exercise 4. Fill in the blanks with prepositions where necessary.**

1. ... the disposal ... our guests are excellent bars, tearooms and folk-style restaurants.
2. Our restaurants are popular ... our guests.
3. You can sample a few ... our local dishes.
4. There are a lot ... outdoor cafés ... summer.
5. You can have meals ... any hour ... the day.
6. Lunch hours are ... 12 ... 3.
7. Many bars stay open ... 2 or 3 ... the morning.
8. Will you help me to order breakfast ... my room?
9. What kind ... jam?
10. We're ... a great hurry.
11. Dining-room ... the 4<sup>th</sup> floor is available ... buffet lunch.
12. They have a good variety ... dishes.
13. I'd like to reserve a table ... a party.
14. I'll be glad to help you ... any way I can.
15. Many happy returns ... the day.
16. Shall I pay ... advance? – Yes, please. You can pay ... the cashier.
17. Drop ... our supper buffet ... theatre dining.
18. The night bar is ... the cellar.

**Exercise 5. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 6. Fill in the blanks with prepositions and adverbs where necessary.**

1. Visitors have a choice ... many first-class hotels ... London. 2. The Intourist Hotel is ... five minutes' walk ... Flower Square. 3. I can give you a few tips ... our hotel. 4. When you enter ... a lobby, right ... the centre you'll see the service bureau. 5. I don't know the way ... the town. 6. They'll book seats ... you ... the theatre. 7. Cigarettes, sweets and biscuits are ... sale here. 8. ... souvenirs try the gift kiosk. 9. There are cosy restaurants ... Kyiv. 10. Visitors ... many countries come ... Kyiv. 11. Drop ... one ... our cosy cafeteria and take a cup ... good coffee. 12. The currency exchange is next ... the reception desk. 13. Can you direct me ... the banking office? – Follow ... me, please. It is ... the ground floor. 14. There is a newsstand ... the lobby. 15. The post office is ... the right ... the entrance. 16. The barber's is open ... 8 a.m. ... 8 p.m. 17. What can I do ... you? – I want to leave these bags ... a while. 18. Our bars are open ... midnight or 2 a.m. ... after-theatre snacks. 19. Shall I pay ... advance? – Yes, please. You can pay ... the desk ... your right. 20. May I pay ... franks? – Certainly, you can. 21. Speak ... the headwaiter, please. 22. We've kept you a table ... the window.

**Exercise 7. Fill in the blanks with articles where necessary.**

1. You'll have no problem finding ... place to eat. 2. At ... disposal of our guests are excellent folk-style restaurants. 3. You can sample ... few of our local dishes. 4. You can have ... cup of good coffee. 5. There are ... lot of outdoor cafés in ... summer. 6. You can have your meals at any hour of ... day. 7. Do you have ... toast or ... bread? 8. Where can we have ... quick lunch? We're in ... great hurry. 9. Will you do me ... favour, please? – I'd like to reserve ... table for ... dinner party. 10. They'll keep you ... table in ... hall two. 11. I have ... birthday. Can I reserve ... hall for banquet? 12. Many happy returns of ... day. 13. You can pay to ... cashier. 14. What ... pity! 15. ... night bar is in ... cellar. 16. How is cooking here? – I'm on ... diet.

**Exercise 8. Translate Ukrainian parts into English.**

- Good morning. Does anyone here speak English?
- Доброго ранку, сер. Я говорю не багато по-англійськи.
- Where can I change some English money?
- Бюро обміну валюти на першому поверсі поряд з бюро обслуговування.
- Thank you very much indeed.
- Не варто подяки.

- 
- I wonder if there is a newsstand in the hotel?
  - Газетний кіоск у вестибюлі, наліво від входу.
  - I believe I can buy an English newspaper there?
  - Так, звичайно. Там продають російські, англійські, французькі газети і журнали.

- 
- Чим можу бути Вам корисний, мадам?
  - I want to leave these bags for a while.
  - Камера зберігання в вестибюлі поруч з гардеробом.
  - Thank you.
  - Не варто.

**Exercise 9. Add some information & make up a small report and give a talk in class.**

**Exercise 10. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 11. Make up sentences using the following tables.**

I'd like	to place a call to New York for 6 a.m.
I'd prefer	to make a call to London from here.
	to leave a message
	to send a telegram to Kyiv
	to order bottled water
	to have supper in my room
	to speak to the manager
	to get seats for "Swan Lake"
	seats as near the front as possible

**Exercise 12. Make up short dialogues using the following words combinations.**

Can I help you? I wonder if there is a **newsstand** in the hotel.  
Oh, yes, it's **in the lobby**.

a banking office	on the ground floor
a gift kiosk	to the left of the service bureau
a barber's	next to the hairdresser's
a beauty parlour	on the second floor
a book-stall	in the lounge
a night bar	in the lobby
a post office	to the right of the entrance
a buffet	downstairs

Where can I **change some dollars**?  
**The currency exchange** is next to the reception desk.

cash traveller's checks	the banking office
buy some envelopes	the post office
buy an English newspaper	the news-stand
buy some souvenirs	the gift kiosk
change some pounds	the currency exchange
have a snack	the refreshment room
have a drink	the night bar
book theatre tickets	the service bureau
telephone	the public telephone
leave my bags	the left-luggage office

What can I do for you? I want **to leave these bags for a while**.  
**The left-luggage office** is in the entrance hall..

to book seats for a concert	the service bureau
to buy some handicrafts	the gift shop
to take a cup of good coffee	the coffee-room
to change some English money	the currency exchange
to cash traveller's checks	the banking office
to buy a guide book	the book-stall
to buy some picture postcards	the post office

**Exercise 13. Make up short dialogues using the following words combinations.**

Where can we have a **quick lunch**?

**Cafeteria** on the ground floor is available for **buffet lunch**.

breakfast	café – breakfast
after theatre dining	bar – supper buffet
a cup of tea	tea-room – good idea
a glass of juice	refreshment room – soft drinks

I wonder if the **restaurant** is open now?

I'm afraid, it's already closed. **It's too late.**

coffee shop	it's about 11.30 p.m.
tea-room	it's open until midnight
refreshment room	it remains open until 9 p.m.

Is the **night bar** on the **second floor**?

Oh, no, it's **on the third floor**.

night bar	ground floor	in the cellar
tea-room	first floor	ground floor
gift shop	main level	second floor

**Exercise 14. Complete the dialogues using words and expressions given at the end.**

**1. – Where can we sample your national cuisine?**

At the disposal of our guests are ...

a folk-style restaurant, a varied floor show, to be popular with, to enjoy, a local dish, a cup of coffee, a cosy cafeteria, a tasty cheese tart, light evening meals.

**2. – Where can we have a quick breakfast?**

The snack bar on the ground floor is available for buffet breakfast ...

continental breakfast, tea, coffee, with milk, to have, toast, a roll, what time, from 8 to 10.

**3. – I'd like to reserve a hall for a birthday party.**

I'll be glad to help you.

to speak to, a head-waiter, what time, hall four, to pay in dollars, how much, in advance

**Exercise 15. Answer the questions.**

Would you	mend my suit as soon as you can?
	wake me up at 7.30?
	bring me some towels?
	bring me an extra blanket?
	call me up at about 9?
	secure the seats for me?
	wash my things for me?
	repair my watch?

## DIALOGUE «SERVICE CHARGE»

**Robert & Teller**

- Yes, I hope so. I'd like *to buy some travellers' checks*. Can I pay for them with an eurocheque?
  - An eurocheque? I'm not sure... let me ask my superior... yes, that'll be fine, as long as you have proper identification.
  - Of course. Here's my passport. I'd like to write two checks for fifty pounds each. All right?
  - Fine. Just make them out the First Community Bank of Colorado Springs. Now, travelers' checks... what *denomination* would you like fifty, twenty, or ten-dollar checks?
    - Twenties will be fine. *What's the service charge?*
    - It's 2%.
    - Okay.
    - All right, here you are. Sign a check here on this line. I'll have your change in a minute.
    - Fine, thank you.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

**Exercise 2. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.**

**Exercise 3. Make up short dialogues using the patterns.**

What's wrong with you?  
Thank you for coming so quickly. **I don't feel very well.**

- |                              |                             |
|------------------------------|-----------------------------|
| I've got a pain in my heart  | I have a splitting headache |
| I have an awful stomach-ache | I have my temperature taken |

Would you like me to call a taxi?  
Oh, I'll be very grateful to you.

- |                          |                                 |
|--------------------------|---------------------------------|
| to go to the drug-store  | to send for a doctor            |
| to call for an ambulance | to bring you a hot-water bottle |

**Exercise 4. Make up sentences using the tables.**

Would you mind	booking two double rooms?	Do you mind	waiting for us?
	staying at the motel? bringing my umbrella?		going downstairs? ordering supper for me?

Thank you so much for	helping us.	I don't feel like	going to the night bar.
	coming so quickly being helpful		reading the guide-book



**Exercise 5. Remember the topical vocabulary.**

Balcony, bathtub, bedspread, bidet, desk, dressing table, faucets (taps), hair-dryer, light switch, mini-bar, mirror, night stand (bedside table), pillow, radiator, radio-alarm, reading light, sheets, shower, sofa, towels, waste bin.

**Exercise 6. Fill in the blanks with prepositions where necessary.**

1. Where can I change dollars ... roubles? – The banking office is housed ... the ground floor. 2. They serve breakfast ... 8 ... 10. I'd prefer it ... my room. 3. I wonder if I could have a word ... you? – ... your service. 4. Press the button once ... the chambermaid, twice ... the porter, three times ... the waiter. 5. Will you wake me ... ... 7 o'clock? – We shall call you ... ... that time. 6. When will my dress be ready? – ... an hour's time. 7. Our hotel runs a special laundry service ... our guests. 8. There is a laundry ... our hotel, the things are washed, ironed and delivered ... 24 hours. 9. Anything else I can do ... you? – No, that will be all. 10. Could I have an extra blanket? I'm afraid I'll be cold ... night. – I'll attend ... it. 11. There are two shirts and three pairs ... socks. – I think we can manage it ... tomorrow. – I'd like to have it ... noon. 12. Don't wash it ... hot water. 13. What can I do ... you? – Can we drink water ... the tap? – Certainly, ma'am, but if ... doubt, order bottled water. 14. The lock ... the door doesn't work properly. – Don't you worry. I'll attend ... it. 15. What's the postage ... airmail letter ... London? – It's 50 kopecks. And ... postcards? - 30 kopecks. – And if I send them ... regular mail? – It's 40 kopecks ... letters and 20 kopecks ... postcards. 16. I want to send a telegram ... London. 17. May I speak ... Mrs. A., please? – Just a minute. Hold ..., please. I'll see if she is ... . – I am sorry, Mrs. A. is ... ... the moment. 18. Please book a call ... me ... London ... 6 p.m. ... my room. I'll call you back ... a few minutes. 19. I can't find the number. – You can look it up ... the telephone book. 20. How do I make a call ... London ... here? – Pick ... the receiver. Dial the number and ask ... long distance. Shall I pay ... advance or ... the end? 21. I want to book a call ... New York. – Just a minute. Don't hang ..., please. 22. What's ... ... the Drama Theatre tonight? – Tickets ... the better events are usually sold ... far ... advance. Talk ... the clerks ... the service bureau. Thank you ... the information. 23. I'd like two seats ... "Swan Lake" ... tomorrow if possible. – There are two seats ... the second row ... the front. 24. Have you got any seats ... the Drama Theatre? – We've got seats ... the pit. – Is it too ... ... the stage? – It's ... the middle ... the first row.

**Exercise 7. Imagine that you are a member of the Hotel Staff are showing the room and its facilities. Explain where everything in the room is and how it works.**

Here we are, this is your room: number 101.

The door locks like this ... .

And over there is the ... .

It works like this ... .

If you want to adjust the... .

The restaurant is ... .

The bars are ... .

The swimming pool is ... .

The exchange counter is ... .

There is a king-size bed ... .

The information desk is ... .

If you would like to order dinner ... .

## DIALOGUE «PERSONAL SERVICE»

### Clerk & Woman

- Ah, good morning, Mrs. Scott. What can I do for you?
- Good morning. I've got a suit I'd like to have it cleaned by tomorrow. Could you see to that?
- Yes, the hotel has a laundry and cleaning service. There's a laundry and cleaning slip in the room for you to fill out. Just leave the suit in your closet with the laundry slip where the maid can see it. Or you can give it to her if you see her; your suit should be back to you in the morning.
- Wonderful! Thank you.

**Exercise 1. Make up sentences using the following tables.**

I'd like	you to get accommodation for me.
	her to reserve a single room
	the doctor to consult me
	the clerk to book me a seat
	you to call a taxi for us

We expect	them to stay at our hotel.	Do you expect	them to stay at your hotel?
	her to come tomorrow		the manager to see you?
	him to visit London		the travel agent to book you a room

**Exercise 2. Look at the phrases. Match them to the situation in which you would say them.**

- If you know the answer to a question...
- If you have to check before answering a question...
- If you can't answer a question...
- If you want to give someone some extra information...

- 
- Certainly, I'll just explain...
  - Excuse me a moment. I'll have to check...
  - I'll just have to find out...
  - I'm afraid I don't know...
  - I'm not quite sure, I'm afraid...
  - I'm sorry, I don't really know...
  - Just one moment, please, I'll ask one of my colleagues...
  - Yes, certainly. Well, ... Yes, certainly, one moment please...
  - By the way, you might be interested to know to that...
  - Can you help me, please? I'd like to know ...
  - I wonder if it's possible for me to...
  - Yes, certainly, there's a flight...
  - I'm afraid it's not possible to...
  - Certainly, it is possible ...
  - Wait a moment, please ...
  - I'm not quite sure, there is ...

**Exercise 3. Fill in the blanks with necessary questions or replications.**

Where can I change dollars into hryvnas here? .....	What time's breakfast here?.....
Is it open now? .....	Could I have it sent up?.....
Thank you. ....	Will there be an extra charge for that? .....
May I have my dress pressed?.....	I'd like to have my shoes polished. ....
When will it be ready?.....	Thank you.
Fine, thank you.	
Can you launder this for me?.....	Could you mend this coat for me?.....
When can I have it back?.....	Would you kindly do it as soon as you can? .....
There are three shirts, some pairs of socks and handkerchiefs.....	Thank you very much.....
Well. Thank you. I'd like to have it before noon.....	
I'm sorry to trouble you.....	I want to have my linen washed.....
Could I have my suit cleaned?.....	How soon can I get it again?.....
Thanks a lot.....	Thank you.....

**DIALOGUE «AT THE SERVICE ROOM »**

**Maid & Martha**

- Excuse me, you be leaving soon or can I *do the room* now?
- Oh, yes, come right in ... by the way, this blouse needs *to be ironed*. Could you see that it gets done?
- Well, no, we don't *have a pressing service* here.
- Oh, I see. Is there an iron I could use, then?
- Yes, ma'am, there's one in a room down at the end of the hall. Just help yourself.
- Okay, which way is it?
- To the right and down past the elevators.
- Thanks.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

**Exercise 2. Render the contents of the dialogue in Indirect Speech in English.**

**Exercise 3. Translate the dialogue paying attention to italic phrases.**

**Exercise 4. Complete the sentences.**

1. The banking office is housed ... 2. Breakfast is served ... 3. A 15% service charge is added ... 4. If you need something, there is ... 5. I'll ring the bell for a waiter, he'll ... 6. I'll make a note and we'll ... 7. A 48 hour cleaning service is ... 8. On each floor there is ... 9. Our hotel runs ... 10. The maid who does your room will ... 11. You can have your suit ... 12. There is a laundry ... 13. I think we can manage it ... 14. I might have it ready ... 15. It might be ready ... 16. Stamp combinations are available ... 17. You'll find telegram forms ... 18. I'll call you back ... 19. If you want to call London, ... 20. Long distance to New York is ... 21. What's on ... 22. Tickets to the better events are usually sold out ... 23. The clerks will take your order and ...

**Exercise 5. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 6. Fill in the blanks with articles where necessary.**

1. ... banking office is housed on ... ground floor. 2. What time's ... breakfast, by ... way? 3. I wonder if I could have ... word with you? – At your service. 4. There is ... electric bell in the room. 5. Couldn't you possibly do me ... favour? – Certainly, ... sir. 6. I'll make ... note and we shall call you up at that time. 7. When will my suit be ready? – In ... hour's time. 8. I wonder if ... restaurant is open now? – Yes, sir, ... restaurant serves ... dinner from 6 to 8. 9. On each floor there is ... key desk and attendant. – Thanks ... lot. 10. Our hotel runs ... special laundry service for our guests. 11. ... maid who does your room will also take your washing. 12. There is ... laundry in ... hotel. Things are washed, ironed and delivered within 24 hours. 13. Ring for ... chambermaid, she'll take your washing. 14. Could I have an extra blanket? I'm afraid, I'll be cold at ... night, as ... weather is damp. 15. I think we can manage it by ... tomorrow. 16. Can we drink water from ... tap? – Certainly, ma'am. 17. What's ... trouble, ma'am? – ... lock in ... door doesn't work properly. 18. What's ... postage for ... airmail letter to ... London? – It's 50 kopecks. 19. I want to send ... telegram to ... New York. – You'll find ... telegram forms over there. 20. You've got ... wrong number. This is 203-15-60. – I'm sorry. I made ... mistake. 21. May I speak to Mrs. A., please? – Just ... minute. Hold on, please. – I'm sorry. Mrs. A. is out at ... moment. Will you leave ... message? 22. Please book ... call for me to ... London. – Well, ma'am. I'll call you back in ... few minutes. – Thanks ... lot. 23. I can't find ... number. – You can look it up in ... telephone directory. 24. How much is ... phone call to ... New York? Shall I pay in ... advance or at ... end? – At ... end. Please. 25. I want to place ... call to ... London. – What's ... number, sir?

**Exercise 7. Make up short dialogues using the following patterns.**

Can I get long distance telephone call? Certainly, sir (ma'am).  
How much is a phone call to **New York**?  
Long distance to **New York** is 12 \$ per 3 min.

place a phone call	London	...
make a phone call	Kyiv	...
book a call to New York	...	
call London from here	...	

I want to have my **linen washed**. When can I have it back?  
Things are washed, ironed and delivered within **24 hours**.

suit cleaned	a 48-hour cleaning service is available.
dress pressed	I can do it right away.
laundry done	We can manage it by tomorrow morning.
jacket mended	It'll be ready in an hour's time.
blouse washed	I might have it ready at 3 p.m.

I'm sorry to trouble you. Oh, no trouble at all.  
Could I have my **coat cleaned**?  
Certainly, sir. **A 48-hour cleaning service is available.**

shirts washed	A 24-hour laundry service is available.
linen washed	Our hotel runs a special laundry service for our guests.
jacket mended	Ask your floor attendant.
boots cleaned	Ring for the boots.

I want to have **dinner in my room**.  
 Very good, sir (ma'am). I'll ring the bell for a **waiter**; he'll take your order.  
 It's very nice of you.

my shoes cleaned  
 my dress ironed  
 my laundry done  
 breakfast sent up

the boots  
 the chambermaid  
 the maid who does the room  
 a waiter

**Exercise 8. Read the instructions below. How would you rephrase them to make them softer? Practise with a partner.**

- Get it done by Friday.
- Tell her to come and see me.
- Mail it to my home address.
- Don't waste your time on that.
- Enter all that on the data base.
- Bring me a towel.
- Repair my shower.
- Do my room.
- Bring everything in order.
- Fix my TV set.



**Exercise 9. Look at the situations. Imagine that you are a person's manager. How would you approach these situations? What would you actually say to the person in each case?**

I. Bill Irvis is a young engineer who has only been with your organizations for four months. He has an independent approach to doing his work. You asked him to hand in a report three days ago. he has not responded to the several emails you sent him to remind him.

II. Janet Feynman is a young junior manager in your department. She gets on with most people in the office. however, she has recently had some conflict with Katia, one of her colleagues. A new project has come up and you need Janet to work on it with Katia.





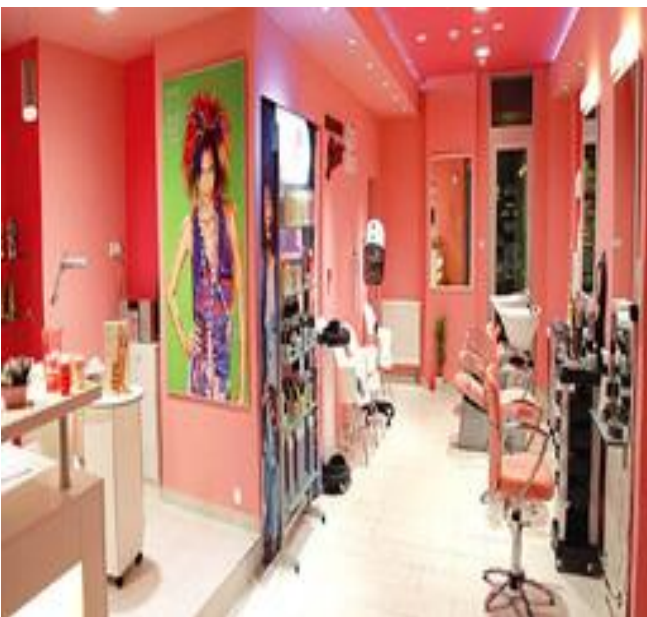
## DIALOGUE «AT THE BEAUTY PARLOR»

- I'm sorry, Grace. I'm afraid I'm a little late for my appointment. It was nice of you to take me on such a short notice. As you know, I usually try to call you up at least a day ahead.
- It's all right, Mrs. Riggs. We're not busy today.
- My husband & I are going out tonight, I simply had to have my hair done. It looks a wreck.
- Sit here, please.
- I've been meaning for weeks to come in and get a new permanent. My last one has all grown out. But I've been just too busy to get around to it. Perhaps some day next week I'll telephone you and make an appointment.
- (Proceeding to shampoo Mrs. Riggs' hair) Shall I touch up your hair today or would you rather wait until you come in next week for a permanent?
- Does it look very bad? Every day I seem to be getting more gray hairs.
- They don't show up too much. I can use a dark rinse if you prefer. That takes ja few min.
- I'd love to have my hair dyed. Do you think I ought to dye it, Grace?
- What color would you dye it?
- I'd like it blonde – but I don't know whether I have the courage to try it.
- Why don't you come in some day and let us test your hair to see how it would take? You leave two or three samples of your hair and we dye them several shades of blonde. In that way you can see how it would turn out. Some hair doesn't stand bleaching very well. Other hair takes it beautifully. It all depends upon the texture of the hair.
- Of course, I'd have to ask my husband first and get his permission. Some husband, you know, like blonde hair, but only on another woman.
- How do you want your hair set, Mrs. Riggs – the same as usual?
- Just the same as always. You might set the waves a little looser as usual. I want to look very nice tonight. Since I'm coming in anyway for a permanent next week, it doesn't matter if they come out right away.
- How do you like the new poodle cut some of the young girls are wearing this season?
- You're not suggesting. Grace, that I try a poodle cut – a woman of my age! It's cute, though, on some of the younger kids. I'd really love to change the way I do my hair, but I can't seem to find another style that suits me. It seems that I have very little imagination when it comes to doing my hair.
- I like the way you do your hair, Mrs. Riggs. It's original and always looks very nice.
- Thank you, Grace. It's sweet of you to say so. How have you been lately? The last time I was in you were saying something about getting married. What happened?
- Nothing happened. My boy friend and I have a quarrel and broke up.
- Don't worry. Someone will come along.
- You're pulling my hair - or else you have one of those curlers wrapped too tightly.
- I'm sorry. I'll loosen it a little. Are you planning to get a manicure later, Mrs. Riggs? If so, I'd better speak to the manicurist so that she can take care of you while you're under the dryer.
- I don't have time. I did my nails myself a day ago, and they still look fairly good.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

**Exercise 2. Render the contents of the dialogue in Indirect Speech in English.**

**Exercise 3. Translate the dialogue paying attention to italic phrases.**



## DIALOGUE «AT THE BARBER»

- All right. Who's next?
- I believe I am. A haircut, please.
- I'm sorry that you've had to wait so long. Saturday is our busy day. It seems that everyone needs a shave or wants a hair cut on Saturday.
- Most People works and I suppose that Saturday is their only free time.
- How do you want your *haircut*? Any particular way?
- Don't cut it too short on the sides. Just trim it up a little.
- (Starts cutting hair) Shall I use the clippers?
- You can use the *clippers* on the back but not on the sides. Leave the sides long.
- Apparently you don't like the new crew haircut that some of the young fellows are getting these days.
- No, thank you. I'm afraid I'm not the type.
- How about on top? Shall I take some off the top?
- You can take a little off the top. But be careful – there isn't too much left up there.
- Yes, your hair's getting a little thin. You're a young man to be losing your hair that way.
- My Dad was bald when he was 25 years old. It seems to be something that runs in our family. I have three uncles who are also as bald as bats.
- Are you doing anything for your hair?
- I've tried half a dozen *hair tonics & dandruff removers* – but nothing seems to help.
- You know what's good to keep falling hair in? *An old cigar box!* That's why my father used to tell me. I'm pretty bald myself, as you can see.
- Yes, you're not a particularly *good advertisement* for the hair tonics you have to recommend to your customers.
- I get around that easy enough. I just tell them that my mistake was in not taking care of my hair when I had it. If I had started using some of these products early enough, I wouldn't be bald today.
- That sounds *rather convincing*. Does your customer fall for it?
- Yes, they fall for it. In most cases their hair keeps right on falling too. Frankly, I'm *of the same opinion* as you. There isn't very much anyone can do about it. (Finishes cutting hair) Will there be anything else today – *a shampoo* or *a sun lamp treatment*? The sun lamp will give you a good healthy colour. *The ultra-violet rays* also stimulate the *scalp*.
- I get plenty of sun every weekend at the beach, but I haven't noticed any particular improvement. (*Getting out of barber-chair*) How much do I owe you?
- That will be \$75.
- \$75? But there's a sign in your window says: "First class hair cut – \$ 60."
- That's right. But your hair isn't first class. Even you have to admit that. Of course, I'm kidding. Our rates are sixty cents for a haircut, but on Saturday it goes up to seventy-five. It's the same in all barbershops.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

**Exercise 2. Render the contents of the dialogue in Indirect Speech in English.**

**Exercise 3. Translate the dialogue paying attention to italic phrases.**

**Exercise 4. Write down all words and phrases accordingly to the topic.**

**Exercise 5. Answer the questions.**

- Do young women seldom or often visit hairdressers?
- Where do women go to have their hair cut if they don't go to hairdressers?
- Do most men today go to a barbershop to get a shave or a haircut?
- Do most men today go to a barbershop to get shaved or do they shave themselves?
- What are the advantages or disadvantages of shaving oneself rather than going to a barbershop to be shaved?
- What is the difference between "trimming" the hair and cutting the hair?
- What are "clippers"?
- What are some of the treatments which men use today to avoid or correct baldness?
- What are some of the current theories regarding the cause of baldness?

**Exercise 6. Remember how to say English phrases.**

I want a shave, please.	Будь ласка, поголити мене.
I want a haircut and a shampoo.	Мені треба постригтися і вимити голову.
How do you want your haircut?	Як Вас постригти?
How do you comb your hair?	Як Вас причесати?
Any shave lotion?	Вас освіжити?
Have you a manicure service here?	У Вас можна зробити манікюр?
Do you want your hair set with a fan?	Вам зробити укладання феном?
Do you want a hair spray?	Покрити волосся лаком?
What colour do you want your hair tinted?	У який колір Вам пофарбувати волосся?

**Exercise 7. Read the joke and try to remember.**

John liked to wear his hair very long. Some of his friends thought that it looked like a girl's hair; some of them said that it was out of fashion, but none of them ever made jokes about it. John was a big, strong young man, who was going in for sport, and he did not think jokes about his hair funny.

Twice a month he used to go to the barber's to have his hair cut and washed. One day the barber said to him. "Now why don't you let me cut most of this hair off and make your head tidy? Nobody would recognize you if I did that, I am sure."

John said nothing for a few seconds. He seemed to be thinking. Then he said: "Perhaps you are right – but I am sure that nobody would recognize you either if you did that to my hair."

**Exercise 8. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 9. Add some information & make up a small report and give a talk in class.**

**Exercise 10. Supply verbs in the right forms.**

Mr. Hunt, the manager of a small company (to produce) bathroom showers (to speak) to his very important customer. Mr. Stanley, the manager of a hotel.

- Well, I (to give) one last chance. Look at this order again. No more mistakes. You last (to deliver) the shower, which I even (not to order).
- Oh, do forgive me. We never (not to repeat) that.
- I (to hope) so. But remember. I would (to like) to see that I must (to get) this order next week by Thursday. It (to be) very important. I cannot (to accept) any other delivery time.
- Sure, sir. We (to send) it in time. We always (to deliver) your orders in time, ...we?
- No, you...Once I (to receive) the order with a delay of two months. Besides, packing should be excellent.
- Certainly. I guess you (to agree) that this (to be) one thing we always (to do) before.
- However, twice my surname (to write) Bereditto by your people.
- Oh, I (to be) sorry. This time I myself (to write) your name clearly.
- One last thing. (to call) me on Tuesday and (to inform) about the state of the order.
- Right, I (phone) you myself. For sure the goods (to come) to right address and at the time you (to need) them.

**Exercise 11. Give answers to the questions on the situations.**

- The president of the Rotary Club comes to the information desk and says that he would like to arrange a banquet. What does the clerk say?
- There is a big convention in the hotel. The public relations director wants a picture of the important guests. What does he do?
- Mr. Jones rushes into the office of the assistant manager. He says that he can't find his billfold. He thinks he put it on the dresser before he took a shower. It was not on the dresser when he returned to his bedroom. What does the manager do?
- Mr. Borden goes to the cashier's desk and says, *I need some cash. Will you kindly cash my personal check?* What is a good response?
- Peter calls the telephone operator and asks, *Where can I buy a pair of shoes?* What is a good response?
- Mrs. Jones goes to the front desk. She says, *I can't find my key. Will you please give me another one?* What would a clerk say?
- Mr. Smith called the operator and complained that the people in the next room were making too much noise. What do you think the operator said?
- Miss Turner asked the information clerk where she could get tickets for a sightseeing tour. What did the clerk say?
- Mr. Martin asked the clerk how he could get to the airport. What did the clerk say?
- Mrs. Brown asked the clerk when the shops opened. What did he say?
- The cashier asked a guest, "Did you enjoy your stay with us?" What do you think the guest replied?
- Mrs. Grant asks the telephone operator, *Where is the nearest church?*
- What is a good reply?
- Mr. Martin asks the public relations director. *What are your duties?* What is a good answer?



## CONVERSATION

### «TRAVELLERS' CHECKS: THE CASHIER PREVENTS A FORGERY»

A well-dressed man walks up to the cashier's desk. There is a white bandage on his right hand. Man & Cashier & Detective

- Good evening. I want to *cash travellers check*. I'm going to buy a few things in the shops here. I'd like the money in local currency instead of dollars, please. What is the rate of exchange today?
- It is – per dollar. There is a small service charge. May I see your passport or identification, please?
- (*Searching with his left hand in all his pockets*) Oh, dear! I didn't bring it. I changed my suit and left my passport and other things in my room.
- This is the first check in your book. You haven't cashed any other checks yet.
- No, this is the first one.
- Just a minute, please. (*Cashier calls the front desk and asks if Mr. John R. Brown is registered. The clerk replies that Mr. John R. Brown occupies suite 502. He also says that the Browns were going to the beach for a couple of days but were keeping their rooms. The cashier turns to the man*) Very well, Mr. Brown. You may sign the check with this pen.
- I can't write very well with my left hand. I had an accident and hurt my right hand. I couldn't tie my necktie, you see. (*The cashier's telephone rings*)
- Yes... Yes... Yes... Thank you. Now, Mr. Brown, how do you want the money – *in bills, small currency*, or both? This check is for \$100. The service fee is \$30.
- I'd like the money in – (*Just then the detective takes hold of his arm*)
- Let's go quietly, mister.
- What's wrong? I only want to cash my *travellers check*.
- Your check! Mr. Brown called and reported that he lost his book of travellers' checks from the National Trust Bank of Chicago.
- That's impossible!
- You weren't fast enough. Mr. Brown *bought a newspaper* just before he and his family *got into the taxi*. When he took out his *wallet* to pay the taxi driver, he saw that his book of checks was not there. So he called the hotel. He dropped his checkbook in front of the hotel when he bought the paper.
- Didn't he go to the airport?
- How did you know he was going to the airport?
- He told the cab driver. I heard him.
- Let's go quietly, mister. Take that bandage off your hand. Why did you try to forge a check?

#### Narration

Cashiers are responsible for all the money they take in or change. They are well informed about personal checks, travellers' checks, cashiers checks, and credit cards. They should be able to recognize good checks from bad checks, and real signatures from false signatures. Cashiers accept personal checks only when the manager gives his approval. Because the rate of exchange varies, cashiers have the most recent information about the value of money of different countries.

**Exercise 1. Learn the conversation by heart and carry it on with your classmate in class.**



- A guest calls the operator and asks if the water in the pitcher is purified. What does the operator answer?
- Mr. Brown calls to say that the toilet doesn't work. Whom does the manager send to fix it?
- After the family registered, the son brings in a dog and starts to go upstairs with it. What does the clerk say to him?
- A guest put in a long distance call. Before he could get the call, he went to the coffee shop and was not in his room when the call came through. What did the operator do?
- The boys were playing in their room and broke a lamp. Who had to pay for the damage?
- An agent comes to the hotel to arrange a convention. He asks the manager what special services the hotel has. What does the manager tell him?
- Mr. John Black asks the reception clerk, "Was there a message left for me by a friend of mine? I'm in room 601." The reception clerk looks in box 601, but doesn't find anything. Just then a lady asks for her key to room 603. The clerk gives her the key and a note. She reads the note and says, "Who left this note? My name isn't 'John', and I don't know anyone named Henry, who signed this note." How does the clerk explain the error?
- A guest who is checking out asks the cashier, "Please give me my separate bills, the ones that I signed. I want to take them with me." What does the cashier do?
- Mr. Smith brought a briefcase to the information desk. He said, "I found this briefcase in my closet." What would the clerk say?
- The manager trusted a very good client and told the cashier to accept the guest's personal check. The check was returned later, marked "lack of funds". What would the manager do?
- Mr. Smith reserved an expensive room for the evening of Saturday, March 22. That night at ten-thirty he called the reservation desk and said, "I'm very sorry, but I cannot come until tomorrow, Sunday, March 23." Will Mr. Smith have to pay for the room for Saturday, March 22?
- A customer who is looking over his account sees an item "Tax". He asks the cashier to explain. What does the cashier say?

**Exercise 3. Answer the questions.**

1. What happens if a cashier gives money to a person who forges a signature?
2. What is the difference between a cashier and an accountant?
3. What kind of checks do most tourists use nowadays?

**Exercise 4. Translate the sentences into Ukrainian.**

1. We specialize in catering for tourist bus tours.
2. It needs to be reminded that businesses need to cater to consumers if they want to make money.
3. He lives in lodgings.
4. The regular progress of cultivated life is from necessities to accommodations, from accommodations to ornaments.
5. We don't entertain.
6. This is a business that caters banquets and weddings.
7. The bakers specialize in catering for large parties.
8. Politicians should learn to cater for the man in the street.
9. The band caters for all tastes in music, from 60s rock'n'roll to modern day.
10. This movie caters to the worst side of human nature.
11. He catered a lunch for 20 people.
12. The scheme caters for interest rate fluctuations.
13. He catered to her every whim.
15. The school caters for children with learning difficulties.

**Exercise 5. Remember the topical vocabulary.**

**entertainment allowance** (hospitality cost) – норма представницьких витрат (сума, яка може бути витрачена на організацію прийому та обслуговування потенційних клієнтів)

**entertaining** (amusing, funny) – кумедний, цікавий, курйозний

**to entertain** – to provide amusement for (a person or audience); to show hospitality to (guests); to hold in the mind to entertain an idea; приймати до розгляду

to entertain a suggestion – відгукнутися на пропозицію

to entertain a proposal – схвалювати, підтримувати пропозицію

to entertain a request – задовольнити прохання

to entertain hope – плекати надію

**Exercise 6. Translate Ukrainian parts into English.**

- Доброго ранку, сер. Чим можу бути Вам корисна?
- We'd like two single adjoining rooms with bath.
- Ви забронювали номери?
- Yes, we cabled from London.
- Як ваше прізвище?
- My name is Mrs. Black .
- Так, мадам. Ваші номери: 305 і 306. Третій поверх. Номери дуже зручні.
- What will it come to all in all?
- 10 доларів на добу, за сніданок у номер потрібно платити додатково.
- Thank you. Where can we pay?
- Каса наліво, спасибі.
- Good evening. I'd like a room.
- Номер для одного або двох.
- Single, please.
- Ви забронювали номер?
- Oh, yes, of course.
- На чиє ім'я?
- Mr. Wood, please.
- Так, ми забронювали Вам номер.
- I wonder if there is a private bath in this room.
- Так, цей номер з ванною.
- Is it an inside or an outside room?
- Вікна номеру виходять у двір, восьмий поверх, номер 832.
- And what's the charge?
- \$15 на добу. Скільки часу Ви у нас пробудете?
- I've come to Kyiv for a stay of two months. I'm on business here.
- Сподіваюся, Вам у нас сподобається.
- Thank you. I hope so too.







**Dear Sirs,**

We are writing to you to complaint about the Inferno Hotel, which you recommended to us and booked for us. We have just returned from our holiday and we didn't enjoy ourselves. We booked a family room for three people (there are two of us and our son Kevin, aged 16. We were given a small, dark room on the top floor with a double bed and an uncomfortable camp bed, which partly blocked the door to the bathroom. We were promised a sea view, but our room overlooked the back yard and you could only see the sea if you leant out of the window. Because of the cooking smells from the kitchen, we had to keep our windows closed.

The air-condition was so noisy that we couldn't sleep unless we turned it off at night. We complained to the management about our room, but the hotel was completely full and no other rooms were available. The staff was very apologetic but there was nothing they could do. Another problem was that the food was disappointing. The portions were enormous but the dishes on the daily menu were monotonous and tasteless.

The headwaiter advised us to order a la carte if we wanted better food, but this would have been expensive. The swimming pool was not cleaned once during our week there. The water became dirty with more and more leaves sinking to the bottom.

There was an extra charge for the use of sunbeds, which seemed unreasonable to us, but the alternative was lying on the concrete. It made things worse when we found out in conversation with other guests that everyone we talked to had paid less than we had. One couple who had made a last-minute booking had paid half what we had for a similar room!

*Yours sincerely, Edna and Nigel Wild*

**Dear Sirs,**

We have recently returned from a weekend break in New York with Utopia Holidays. Our enjoyment was seriously spoiled by the low quality of the Rotterdam Hotel and its facilities. Our room was clean and newly decorated, but it was very cold and there were repeated problems with the hot water, so that we were unable to have a warm shower on several occasions. When we complained at the front desk about this we were told that the boiler was out of order and 'being fixed'. We were offered extra blankets to keep us warm in bed. The television in our room was very old and only showed four channels. Although the hotel is in a fine central position, it is very run down and once you have left the lobby to make your way upstairs, the corridors are dirty and dark. We urge you not to use the Rotterdam Hotel again. *Yours sincerely, Mrs. H. Rosser*

**Exercise 3. Analyze the letters of complaints and translate them into Ukrainian.**



**Exercise 4. Analyze the letters of complaints and try to understand them.**

**Dear Mrs. Rosser,**

Many thanks for your letter dated 21<sup>st</sup> October. It is our wish; of course, that all our clients thoroughly enjoy their holidays and that all aspects are entirely to their satisfaction. I was very sorry to hear of your dissatisfaction with certain aspects of your recent holiday.

It is sometimes difficult for us to keep completely up to date with all the hotels featured in our brochures, and so we reply primarily on the hotel to advise us of any changes or reductions in facilities. We also strongly welcome feedback from our clients to keep us accurately informed. Your comments have been noted with extreme concern and are now being taken up with management at the property. I cannot apologize enough for the disappointment that you experienced.

In view of the problems you incurred on this occasion, I would like to offer you compensation of \$50.00 per person. Our cheque for the sum of \$ 100.00 is enclosed in full a final settlement. I hope you will accept this with my sincere apologies.

Despite your recent experience, I hope that you will allow us to assist with your travel arrangements again as we would welcome the chance to restore your faith in our services and I am certain you would not be disappointed. As a gesture of goodwill and a token of our apologies on this occasion, I have enclosed a 10% discount voucher, which can be used against your next Utopia Holiday.

Should you wish to take advantage of this offer, please contact me directly and I will personally deal with your travel arrangements.

Thank you for taking the time to write to us. I hope that despite some dissatisfaction you enjoyed your Utopia Holidays and that we will have the pleasure of welcoming you back again soon. *Yours sincerely, A. Brown, Customer Services Manager*

P.S. Unless you know a client very well and he or she is the same age as you are, it's better to be polite and formal rather than familiar and over-friendly. However, if you sound too formal, people may think you're being unfriendly! Some complaints may be unreasonable or unjustified, or they may not be your fault. But it's usually best to apologize and offer to take action. In a service industry *The customer is always right* (even if he or she is wrong).

An apology costs nothing & can help the client to feel better.

**Dear Sir,**

I recently had the bad luck to stay in your hotel, and I am now forced to write to you to express my disgust with the service you provided.

From the moment I arrived I was treated in an unfriendly manner. I also found that the promises you made in your advertisement were not true. The hotel was not relaxing – it was noisy and uncomfortable. The restaurant was not romantic, and indeed it was hardly a restaurant, as it offered very little variety of food.

Furthermore, there was no transport into town. When I complained about this I was simply told there was a bus strike. Surely you could have provided a taxi service for your guests. I am a fairly reasonable man, and I am quite prepared to put up with a little inconvenience, but this was too much for me. If I do not receive a satisfactory explanation and appropriate compensation, I shall be forced to take the matter further.

I am sending a copy of this letter to my solicitor and to the local tourist board.

*Yours faithfully, P. Pryke.*

**Dear Sir,**

I am writing to you concerning my recent stay at your hotel. My wife and I arrived on Saturday 15<sup>th</sup> May and stayed for a week. Although we were treated well and found the service and your staff excellent, there are one or two matters, which we feel we should bring to your attention. Firstly, we had hoped for a complete break from our busy work lives, and indeed your advertisement promised *peace & quiet* and the chance to relax.

However, we were surprised to find that there was a lot of noisy building work. I understand that repairs are sometimes needed, but is it really necessary to start at seven o'clock in the morning? Secondly, we had hoped to make use of the *luxurious pool*. To our astonishment, we found that this was closed for the entire period of our stay.

I hope you do not mind me writing to you about these things, but I would be grateful if you could give me some explanation. As I said at the start, it is a pity when your service is so excellent in other areas. I look forward to hearing from you. *Yours faithfully, Mr. Bradley.*

**Exercise 5. Remember the topical vocabulary.**

to **complain** (of, to) – скаржитися (на що-л.) *Syn. beef, bewail, gripe, grouse (about, at), grumble, whine, bellyache*

complainant – скаржник

complaining – пхикання *Syn. snivel, snivelling, whimper, whimpering*

complaint – скарга, протест *Syn. discontent, dissatisfaction, lamentation, plaint, beef*

complaint book – книга скарг

a legitimate gripe – законна / обгрунтована скарга

to gripe about high prices – бурчати, скаржитися на високі ціни

annoyed – fairly angry cope with – deal successfully with

filthy – very dirty unacceptable – not good enough

appalling – shocking or terrible disastrous – very bad or harmful

threatened to – warned that weed – remove the unwanted plants from the garden

**SOME «GOLDEN RULES»**

*(For writing letters & faxes)*

- Decide what to say before you start to write. If you don't, the sentences are likely to go on & on until you can think of a good way to finish. Make sure that you plan ahead.
  - Put each separate idea in a separate paragraph.
  - Use short sentences.
  - Use short words that everyone can understand. You may be writing to people whose English isn't as good as yours.
    - Think about your reader. Your letters should be...
    - Clear – make sure the reader knows exactly what you mean.
    - Complete – make sure you give the reader all the necessary information.
    - Courteous – write in a sincere, polite tone.
    - Correct – the reader may be confused if there are too many mistakes in grammar, punctuation or spelling.
      - Check your letter through before you print it – and correct any mistakes you find.

**Exercise 1. Read these extracts from five other letters of complaint. Match them with the extracts from the tour operator's responses, which follow.**

## COMPLAINTS

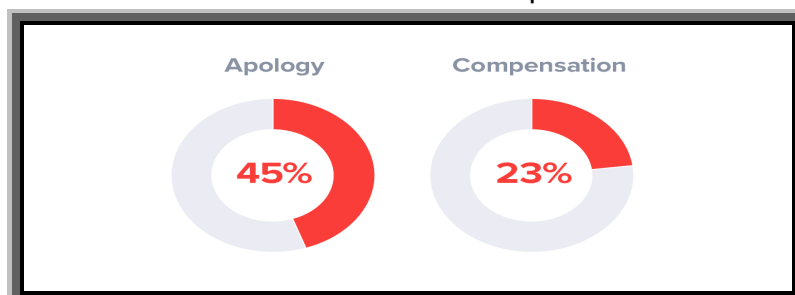
1. Not only was that but the bottom of the pool damaged, with badly chipped tiles. I heard of at least three children who suffered cuts as a result.
2. Imagine how we felt when we found that we had been abandoned in the middle of a dangerous part of the city.
3. The room was dirty and the sheets were not changed at all during the two weeks we were there. We didn't want to bother the rep at the time as she seemed very busy, but having returned we feel we ought to complain.
4. The hotel we were eventually put in was of a greatly inferior quality with none of the facilities we had booked. We were offered no explanation and no discount. Indeed, we had to pay a surcharge for half-board as there were no self-catering facilities. Unless I receive a satisfactory explanation and full compensation I shall have no alternative but to take legal action.
5. The transfer to our hotel, advertised in your brochure as taking approximately twenty minutes, in fact took over an hour.

## RESPONSES

- a. I am very sorry that you received a less than satisfactory service. However, there is very little we can do to put things right after the event. You should have mentioned the situation to our representative, who could easily have sorted out the situation for you.
- b. It is most regrettable that your accommodation had to be changed at the last minute. The representative at the resort should certainly have offered a full explanation. Please accept my sincere apologies for this unfortunate incident.
- c. Unfortunately, from time to time repairs to facilities have to be made, although we try to keep any description to a minimum.
- d. We will look into this matter and get back to you. Please note, however, that our brochure clearly states that all timings are approximate and cannot be guaranteed.
- e. This really should not have happened and appropriate action has been taken with the tour guide in question.

**Exercise 1. There are five people dealing with complaints. Read and match the comments to the people who say them.**

- Complaints give us a chance to prevent the same problem happening again.
- Clients don't like to feel their complaint has been ignored.
- Don't take complaints personally. Ask the duty manager to deal with the situation.
- People get cross when something goes wrong if they have saved all year for their holiday.
- The staff of a hotel is a team with shared responsibilities.



## DIALOGUE «COMPLAINTS: THE DIFFICULT GUEST»

Mr. Parker, an unhappy guest of the hotel, calls the manager, Mr. Morton.

- Listen, Mr. Morton. I have a complaint.
- Who is speaking, please? My secretary couldn't understand your name.
- Parker is my name. And I haven't slept all night.
- I'm very sorry, Mr. Barker. Aren't you feeling well?
- My name isn't BARKER. It's PARKER, like the city *park*, and I'm not feeling well, either. I put a "Do Not Disturb" sign on my door last night, and it didn't do any good. I've been disturbed all night.
- Please tell me what happened, Mr. Park.
- My name is Parker, P-A-R-K-E-R. Put E-R *on park*, please. The people in the next room, 604, have been making so much noise that I haven't been able to sleep.
- That's too bad. Nobody else *reported a disturbance*. Tell me what they did.
- There was a lot of *singing and shouting*.
- Why haven't you reported the disturbance before, Mr. Parker?
- Well, you weren't here.
- I'm sorry, but the clerk and detective have been *on duty* all night. They *received no complaints*. One moment, please. I'll find out who is occupying that room. (*The manager checks with the room clerk*) Mr. Parker, the desk clerk *has informed* me that the people in room 604 checked out an hour ago. Why don't you take a sleeping pill and try to rest?
- That won't do any good. I've counted a thousand sheep, but I couldn't put myself to sleep. Now I'm so *nervous* that I can't sleep.
- How long are you staying?
- Since I can't rest, I'm going to leave soon. I'll pack up my clothes when I feel better. But I'm feeling worse. While I am lying in bed here trying to sleep, the lady across the way is annoying me.
- What lady? In what room? I would like to know how she *is annoying* you.
- In front of my window is a young lady in a bikini, taking a sunbath on the terrace. I can't sleep.
- I have a remedy, Mr. Parker. Close your blinds.

### Narration

Some people are not happy anywhere. They are not contented at home, and they are not satisfied in a hotel. They are called *chronic complainers*. They like to complain about everything - the service, the meals, and even the weather. It is difficult to be pleasant to those people, but hotel personnel have learned how to be courteous to all kinds of people, even to the complainers.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

**Exercise 2. Render the contents of the dialogue in Indirect Speech in English.**

**Exercise 3. Answer the questions.**

1. What things do patrons most often complain about – the room, the noise, the bill, the food, efficiency of the employees, or lack of courtesy?
2. Have you ever had to ask a guest to leave because he disturbed other guests?



## CONVERSATION «DAMAGE PROBLEMS»

Mr. Brown is calling the telephone operator. He is very upset.

- Operator, this is Mr. Brown in 502. I want *to speak to the manager right away*.
- Yes, Mr. Brown... I'm sorry, Mr. Brown, but the manager's line is busy. I'll call you back when it is free. (*In three minutes she calls Mr. Brown*) I'm ringing Mr. Morton's office for you, Mr. Brown.
- Mr. Morton's office. Who's calling, please?
- Mr. Brown in 502. I want to speak to Mr. Morton.
- I'm sorry, Mr. Brown. Mr. Morton is not in his office now. Would you like to speak to Mr. Carter, *the assistant manager*?
- No. I must speak to Mr. Morton personally. Isn't he in the hotel?
- Just a minute. Mr. Brown. I'll try *to locate* him. Hold on. Don't hang up.
- (*On the telephone*) Mr. Morton speaking.
- Mr. Morton, this is Brown in 502. I have some *bad news to report*.
- Oh? What is the news, Mr. Brown?
- It's a rainy day, and the boys are staying in their room. They have colds and can't go out.
- Oh, that's too bad. *It's nothing serious*, I hope.
- Well, it's serious enough. While Mrs. Brown, Mary, and I were out, the boys broke a window, a mirror above the dresser, and a lamp beside the bed. They were playing ball, I guess. Can you *get a repairman to fix the window* and someone *to clean the room*? There is a lot of glass on the rug.
- Yes, Mr. Brown, I'll *inform the maintenance department* and the *housekeeper*. Thank you for calling.
- I'm very sorry. I'll pay for the damage, of course. The *responsibility* is mine. Usually the boys behave quite well.
- Don't worry, Mr. Brown. Boys will be boys.

### Narration

Sometimes guests are careless and break or damage things in their rooms. Usually they report the damage, and the manager decides if the guest must pay. The manager uses good judgment because he doesn't want to lose good clients. He also has to consider how much the hotel must pay for the repairs.

**Exercise 1. Learn the conversation by heart and carry it on with your classmate in class.**

**Exercise 2. Answer the questions.**

1. Do guests usually report the damage they are responsible for? 2. What in your opinion is *little damage* and what is a *lot of damage*? 3. What is the most common damage that guests do to a room? 4. What must the manager do in such situations? 5. What must guests do in similar settings? 6. A maid reports to the manager that a big hole was burned in the rug in Mr. Grey's room. Mr. Grey says that he did not burn the rug. The hole, he insists, was there when he came. What would you, the manager, do? 7. Have you ever do damage at a hotel? When? Where? 8. Who decides if the guest must pay? 9. The manager uses good judgment because he doesn't want to lose good clients, does he? 10. Who considers how much the hotel must pay for the repairs? 11. Who must control such situations?

## DIALOGUE «RECEPTIONIST & GUEST»

- Good evening. Can I help you?
- Well, I hope you can. I'm in room 607 and frankly, it's disgusting. I'm extremely annoyed.
- Oh, dear. What exactly is the problem?
- Everything. For a start, the room is ridiculously small. I specifically requested a large room.
- I see. Is there anything else?
- Yes, there is! It's absolutely filthy. Yesterday, when I arrived, it was dirty, and it's quite obvious that it hasn't been cleaned for days-the bath's got dirty marks all over it and there's dust everywhere.
- Well, that's strange: they should have cleaned it this morning and yesterday. Are you sure?
- Of course I'm sure! I know dirt when I see it! And another thing: the sheets haven't been changed.
- Oh, dear. I'll send room service up with some clean sheets, and I'll make sure the room is cleaned first thing tomorrow morning.
- Tomorrow! I'm afraid that's not good enough. I want it cleaned now, immediately, do you hear?
- Well, I'm terribly sorry, but that's not possible. The cleaning staff have all finished now. You should have complained earlier.
- What? This is totally unacceptable! If you can't clean my room then I want to move.
- I'm awfully sorry, but we're fully booked.
- I don't believe this. I demand to see the manager.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

**Exercise 2. Here are some things that clients might say to you.**

- How to deal with each complaint.
  - What you will actually say to each client (your exact words).
1. I'm terribly sorry about that, sir.
  2. I'm really very sorry about this, madam.
  3. I'll do it right away, sir.
  4. I'll see to it right away, madam.
  5. I'll look into it right away, Mr. Brown.
  6. I'll make sure it doesn't happen again.
- a. The heating in my room isn't working.
  - b. You forgot to wake me at 6 a.m.
  - c. There's no hot water in my room.
  - d. The TV in my room only shows two channels and they're both in Hungarian.
  - e. The pool attendant told me I couldn't reserve a sunbed before breakfast.
  - f. The trams going past my room kept me awake all night.
  - g. There is no water in my room at all.
  - h. The TV set is not in order.
  - i. I can't find Russian channels on TV.
  - j. I don't like the view from my room.

**Exercise 3. Read the information & pick up the essential details in the form of quick notes.**

## DIALOGUE

- I must tell you about this one hotel we stayed in, about three years ago.
- Where?
- Well, it was just a little place in the country. We went for our *anniversary* – thought it would be *relaxing* and *romantic*. We'd seen it *advertised* in a magazine and it looked *really quiet and peaceful*.
- And wasn't it?
- Well, not exactly, no! For a start, when we arrived on the Friday evening, there was no one at the desk, so we rang the bell and waited, but nobody came. Then we heard voices in the back room, shouting and getting louder and louder, so we rang the bell again and eventually this little red-faced man popped out and shouted, "Yes? What do you want?"
- Ha-ha.
- Well, we were a bit taken aback, but we explained we had a reservation and he calmed down and we checked in. He told us the room number – 106...
- You've got a good memory!
- Well, there's a reason.
- Anyway, he gave us key and off we went, only to find that the key didn't fit the door. It turned out that he'd given us the right key but the wrong room – we should have been in room 107.
- And was the room OK?
- Yes, it was fine – the bathroom was a bit small, but OK. There were no towels, though. I went down to ask for some and he just said, "You want towels? You didn't bring one?" *I was furious!* Anyway, he apologized and brought us some.
- *Sounds awful.*
- Well, it doesn't end there! It went *from bad to worse*. Dinner was *a disaster*. The *service was appalling*. The waiter was drunk and could barely stand upright, let alone carry the food. He dropped my soup all over the floor. And the food was *vile, tasteless and overcooked*.
- Did you complain?
- We were sick of complaining! *It was more trouble than it was worth*. We just left and walked along the river to the local pub, which was lovely. But then we went back to the hotel to spend the night.
- Oh, no! What happened then?
- We got back and went to bed. So far so good. But then after about ten minutes a *horrible screaming noise* started. We didn't know what it was. It sounded like someone *being murdered*, but we *came to the conclusion* it must be to do with the water pipes. Well, whatever it was, it went on all night and we hardly slept at all. By the morning we'd had enough. There was no way we were going to spend another minute there. We got our things together, had breakfast, which was surprisingly good, and asked for the bill. He got all upset and asked why we were leaving, at which point we complained about everything. He got really annoyed and said we'd have to pay for the second night because we'd *made a reservation*. Well, he eventually backed down after we threatened to write to the *local tourist board* and the *local newspapers*, but he still tried to charge us for some newspapers we never had.

- Did you go to another hotel?
- Oh, no, we just gave up and went home. Our weekend was already *ruined*. But anyway, the final chapter in the *horrible saga* happened about a month later.
- I came across a story about a murder in a country hotel. Guess which hotel?
- No!
- Yes! There were photos of it plastered all over the paper. The hotel owner had killed his wife after a blazing row and hidden the body in one of the bedrooms. But a guest was given the wrong key by mistake and found the body by chance.
- Oh, no, that's horrible!
- And worst of all: guess, which room the body was hidden in.
- Oh, not yours. I don't believe it.
- Yes, number 107!

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

**Exercise 2. Render the contents of the dialogue in Indirect Speech in English.**

**Exercise 3. Translate the dialogue paying attention to italic phrases.**

**Exercise 4. Title the passage.**

Management is often about getting people to do things effectively and on time.

Direct orders can demotivate subordinates as they give them no choice but to do as they are told. A softer approach is to focus on the positive outcome of an employee completing a task: *It should be a great help if you could get the report done by Friday*. By phrasing instructions as questions, an employee feels respected and involved in the decision-making process. *Would you mind working late next week?*

**Exercise 5. Translate word-combinations with the keyword «management»**

Management of the economy, management of natural resources, absentee management, advertising management, event management, personnel management, human resource management, poor management, general management, day-to-day management, day-to-day (daily) management, be appointed to management, in the judgement of the management, to join the management, incumbent management, top (higher) management, assessment of management quality.



## DIALOGUE «TOUR REP & GUEST»

- Hello. Have you settled in OK? Is everything all right?
- Well, seeing as you ask, no it's not. I'm afraid we're very happy with the hotel so far. In fact, to be honest, it's a disgrace.
- Oh, dear, I'm sorry to hear that. What exactly is the problem?
- The noise for a start. There was disco music until three o'clock this morning – right under our room! And then at 8 o'clock the builders started with their drills. I didn't pay all this money to stay in a building site, and frankly I want to know what you're going to do about it! Your company certainly didn't mention anything about building work in their brochure.
- Oh, yes, it's Mr. and Mrs. Pratt, isn't it.
- That's right. Now can you do anything or not?
- Well, I'll see if I can sort it out. I know the hotel is very full at the moment, but I'll talk to the management and see if we can move you to a quiet area over on the other side of the pool.
- That would be something, I suppose.
- If you wait here I'll go and talk to the manager right away. Perhaps you'd like a coffee on the house while you're waiting?
- OK.
- I'll be right back.

### John Fraser & Mike Stakis

- Hello.
- Hello, Mike Stakis here from the Opal Beach Hotel. Is that John Fraser?
- Yes, it is. How are you, Mike?
- Fine, John, I'm sorry to trouble you but there seems to be a problem. Have you got a moment?
- Sure. What's up?
- I've just been looking at your new brochure.
- Oh, yes do you like it?
- It looks very nice, but I don't like the way you've featured the Opal Beach.
- Really? I'm sorry to hear that. What do you mean exactly?
- I thought we'd agreed that you'd make us the main hotel for the resort but in the brochure you've got the Coral Sands at the top – and with a bigger picture.
- Mike, I'm sorry you feel like this, but I don't remember agreeing to anything like that – I remember proposing it, if we got a better room rate – but you said you couldn't bring the price down.
- John, you know me, I'm not one to complain, but I've got my notes here in front of me – you agreed to give us a special promotion anyway.
- And my notes appear to say something different. Look, I don't want to argue about this. I'll tell you what I'll do. I'll change it for the next print run – we only did a small run this time in any case. I'll put you at the top, next to the Coral Sands. Unless of course you can reconsider that proposal about room rates – then you can have the top slot to yourself
- You don't miss a trick! Well, I'll think about it.



**Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class.**

**Exercise 2. Render the contents of the dialogues in Indirect Speech in English.**

**Exercise 3. Read the jokes and translate them into Ukrainian. Play the jokes out in class.**

"So you've been a sailor all your life?" said the old lady.

"Were you ever boarded by pirates?"

"Indeed I was, madam. I spent a week last summer at a seaside hotel."

"Are you the manager of this hotel?"

"Yes, sir."

"I have a serious complaint."

"Good heavens, don't come near me – it might be catching."

Traveller: "This is my first visit to the town. Could you tell me how many hotel are there?"

Local man: "We have two."

Traveller: "Which of the two could you recommend?"

Local man: "Well, frankly speaking, it's like this, sir. Whichever one you go to, you'll be sorry you don't go to the other."

**Exercise 4. Repeat what your partner says making a small change in utterances.**

*Model:* When a visitor arrives at a hotel, he has to register.

Yes, (when) arriving at a hotel a visitor has to register.

- When you leave the hotel, do not forget to tell the desk clerk the address where your letters are to be forward.
- You must pay the hotel bill when you leave the hotel.
- The visitors must answer all the questions when he fills in the registration form.
- Please leave the key with us when you go out.
- When you post a letter check whether you have written the address in the right way.
- When I returned I found my luggage packed and labelled.
- When you travel in summer it is best to reserve rooms beforehand.
- If the service is good I find time to express my thanks to the hotel manager.
- When I arrived at the Savoy Hotel I saw a big line at the reception clerk's desk.
- When I was getting into the taxicab I remembered that I had left my bag on the table in the hotel room.

**Exercise 5. Make up sentences using the words combinations and translate them.**

**The cashier's desk is to your left.**

- |                       |                                 |
|-----------------------|---------------------------------|
| The cashier's desk    | – next to the porters' desk     |
| The porter's desk     | – to your right                 |
| The currency exchange | – on your left                  |
| The banking office    | – in the lobby                  |
| The car rental desk   | – next to the service bureau    |
| The post office       | – next to the currency exchange |
| The receptionist      | – in the lobby                  |
| The medical service   | – round the corner              |
| The theatre cashier's | – next to the cashier's desk    |

**Exercise 6. Answer the questions.**

Where's the	cashier's desk?	Will you	send our luggage down?
	currency exchange?		take my luggage down?
	banking office?		call a car for me?
	car rental desk?		take care of that?
	porters' desk?		call a taxi?
May I	have my bill now?		
	pay in foreign currency?		
	have your name?		
	have your room number?		
	call you late this afternoon?		
	call you back in a minute?		

**Exercise 7. Fill in the blanks with prepositions where necessary.**

1. The cashier's desk is ... your right. 2. May I pay ... foreign currency? – Certainly, sir. 3. The room should be vacated ... noon. 4. Please call a car... me. – Good, ma'am. I'll take care ... that. 5. Please hand ... your key ... the porters' desk ... leaving hotel. 6. The cashier's desk is next ... the currency exchange. 7. Can I have the bill ready ... 9 o'clock? –Certainly, ma'am. 8. Will you send ... my bags and call a taxi ... me? I'll attend ... it. 9. There is a message ... you. 10. We'll leave ... noon the day after tomorrow. Can you make ... the bill ... advance? – Certainly, sir. 11. Please warn the clerk ... advance when checking ... so that she can have the bill ready ... you ... time. 12. When does the last train ... Kyiv leave? – Let me look ... the timetable. It leaves ... 10.30 p.m. 13. What time's the next flight ... New York? 14. We are leaving ... London. Can we get our coffee ... 8.30? – Yes, indeed. Breakfast is served ... 8 ... 15. There is a car rental desk ... the lobby. 16. I wonder if the food is served ... the plane? – To be sure. 17. Please forward my mail ... this address ... London. – Very well. We'll take care ... that. 18. Any mail ... me? –Just a moment, sir. Here's a letter ... you.

**Exercise 8. Make up dialogues using the words.**

- To leave the hotel; a bill; a cashier's desk; to pay; foreign currency.
- To check out; to settle the account; to send down; luggage; to enjoy staying at the hotel.
- To have the bill ready; to vacate the room; to call a car; to hand in; a key; the porters' desk.
- To sign out; to have the bill ready; to send for...; bags; to attend to.
- A room key; to ask; a message; to leave; to make out the bill; in advance.
- The train for; to leave; to look up; the timetable; a lower berth; you're welcome.
- A flight to...; to leave; to get a reservation; to call back; to have cancellations.
- Mail to check; just a moment; to leave for...; to forward to...; to take care of.



**Exercise 9. Make up sentences using the tables and words combinations.**

**I'm leaving this afternoon.** May I have the bill now? Room 853.  
 Just a minute, sir (ma'am). Here you are.  
 Where can I pay the bill? The cashier's desk is **to your left**.

I'm checking out tonight.	to your right
We'll check out tomorrow morning.	next to the post office
I'll sign out tomorrow.	in the lobby
We'll leave at about noon.	on your left

I'll check out tomorrow. **Please make out the bill.**  
 Just a moment, sir (ma'am). **Here's your bill.**  
 May I pay in foreign currency? Certainly, sir (ma'am).

May I have the bill now?	Here you are.
Can I have the bill ready?	I'll attend to it.
Please have the bill ready.	Here's your account.
I want to settle the account.	Here's your bill.
Can you make out the bill?	I'll warn the clerk.

**Please take my luggage down** and call a car (a taxi) for me.  
 Good, sir (ma'am). **I'll take care of that.** Thank you.

Please send my luggage down	I'll attend to it.
Please send my bags down	Don't you worry.
Please take my bags down	We'll attend to it.
Will you send for my bags	I'll warn the hall porter.
Will you send for my luggage	We'll take care of that.

My room key, please. **952.**  
 Here you are, ma'am (sir).  
**Did anyone ask** for me?  
**There's a message** for you.  
 Thank you.

731	any mail	here's a letter
410	are there any letters	there's nothing
608	is there any mail	here're two postcards
1021	were there any calls	there's a message

**Exercise 10. Complete the sentences.**

1. The cashier's desk is ... .
2. The room should be vacated ... .
3. Please hand in your key ... .
4. Please warn the clerk in advance when ... .
5. The seats are all taken, but we ... .
6. Breakfast is served ... .
7. There is a car rental desk ... .
8. I wonder if the food is served ... .
9. I'm leaving here ... .
10. Please forward my mail ... .
11. Please send my bags ... .
12. Please take my bags ... .
13. There's a message for ... .
14. We'll take care ... .
15. Call a car (a taxi) for... .
16. Please have the bill ... .
17. I want to settle ... .
18. Here's your ... .
19. Can you make out... ?
20. May I pay in foreign ...?
21. Are there any letters for ...?
22. Were there any calls for ...?
23. There's nothing for ... .

**Exercise 11. Answer the questions and make up short dialogues.**

- |     |  |    |   |
|-----|--|----|---|
| I   | 1. May I have my bill now?<br>2. Where can I pay the bill?<br>3. May I pay in foreign currency?<br>4. Will you call a car for me?                  | II | 1. When should the room be vacated?<br>2. Will you make out the bill?<br>3. Where can I settle the account?<br>4. Will you send for my bags?                                |
| III | 5. Can I have the bill ready for 11 o'clock?<br>6. Where's the cashier's desk?<br>7. Will you send our luggage down?<br>8. Where can I hire a car? | IV | 5. Can you make out the bill in advance?<br>6. Shall I hand in the room key at the porters' desk?<br>7. Will you warn the hall porter so that he can take our luggage down? |
| V   | 9. Are there any letters for me?<br>10. Will you forward my mail to this address in New York?  | VI | 8. Is there any mail for me?<br>9. Can you forward my mail to the Intourist Hotel in ...?   |

**Exercise 12. Fill in the blanks with necessary questions or replications.**

- |     |  |    |  |
|-----|--|----|--|
| I   | I'm checking out tonight. Please have the bill ready. ....<br>I don't need the room any longer. Call a car for me, please. ....                  | II | May I have my bill now? .....<br>Where can I pay the bill? .....<br>May I pay in foreign currency?.....                              |
| III | Please make out the bill, I want to settle the account. ....<br>Will you send out luggage down?.....   | IV | Can I have the bill ready for 8 p.m.?.....<br>Will you call a taxi for me? .....<br>Thank you so much. ....                          |
| V   | What time's the next flight to K.?.....<br>Can I get a reservation? .....<br>Can you call me back if you have one?....<br>Room 753. Mrs. P. .... | VI | When does the last train for London leave? .....<br>Could I have a lower berth? .....<br>Well, I'll take it. ....<br>Single, please. |

**Exercise 13. Fill in the blanks with articles where necessary.**

1. Where can I pay ... bill? ... cashier's desk is to your left. 2. Please have ... bill ready. 3. Very good, ma'am, but ... room should be vacated by ... noon, otherwise ... further charge will be made. 4. I don't need ... room any longer. 5. Please call ... car for me. 6. Please hand in your key at ... porters' desk before leaving hotel. 7. Where's ... cashier's desk? It's next to ... currency exchange. 8. There is ... message for you. 9. We'll leave at ... noon ... day after tomorrow. 10. ... last train for London leaves at 11 p.m. 11. Let me look up ... timetable. 12. What time's ... next flight to Kyiv? 13. Can I get ... reservation? - ... seats are all taken. 14. There is ... car rental desk in ... lobby or ... hall porter can get you ... taxi. 15. I wonder if ... food is served on ... plane? To be sure. 16. Many thanks. It's ... pleasure. 17. Please forward my mail to ... Intourist Hotel in ... Kyiv. 18. Any mail for me? Just ... moment, sir. Here's ... letter for you.



.....

## UNIT V. POST-OFFICE

.....

### INTRODUCTION

There are post-offices in every town and nearly every village or a settlement. Every hotel has its own post-office counter. As a rule, the post-office has many duties and has hundreds of thousands officials: postmasters who are in charge of post-offices, post-office clerks and a lot of postmen and officials.

The Post-Office not only delivers and sends letters and other mail, but it controls the telegraphs and telephones. It issues postage stamps in honour of every significant event or marking the memory of outstanding personalities in the country and in the world. Besides, it sells you postal orders (money orders). If you want to cash a money order, take your passport with you. If you want to send a wire just ask for a telegraph form at the counter and fill it in. A wire reaches the addressee in some hours. If you want to post an ordinary letter or a postcard you needn't go to the post-office, you can drop it into the nearest pillar-box. And very soon the postman will deliver your letter or postcard to the addressees.

The other day I went to the General Post-Office, because I had to send a parcel to my aunt and buy some postcards, envelopes and stamps. As the post-office offers many services, for instance, it pays pensions and family allowances, issues licences for televisions and radios, sells stamps either separately or in booklets with several stamps of various values, makes trunk calls, there are various counters there. First, I directed my steps to the Parcel Post counter. I handed my parcel to the clerk, she weighed it on the scales, gave me necessary stamps and I paid money for it. You see, the amount that you have to pay depends on the weight of the parcel. After that I went to the Post Cards counter and bought some postcards there.

### DIALOGUE

- Can I send a letter by air to this town in the Litva?
- I'm afraid not. The letter will go by air as far as Vilnius and then by ordinary delivery.
- It won't do then. I'll have to send a cable. What is the rate per word?
- It is thirty kopecks per word.
- Isn't there a reduced charge for telegrams sent late in the night?
- No, not now. In a fortnight's time there will be a reduced charge for cables of greetings for the Birthday. Wouldn't you try a photo-telegram?
- No, a photo-telegram will be too slow, for it will not reach my addressee direct. Please give me a telegraph form.
- Here you are. Please don't forget to write your full name and address.
- Very good, thank you. Here is my telegram.
- I'm afraid you'll have to rewrite it. I cannot decipher the sender's name and address.
- I'm sorry. I'll try to be more legible now.
- Now that's better, thank you. Five hryvnas thirty kopecks, please.
- Here you are. Here is your receipt and change.
- Thank you. By the way, where can I send a parcel?
- Apply to Parcel Post, round the corner.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**



## TOPICAL VOCABULARY: POST-OFFICE.

addressee – одержувач, адресат  
postal order – грошовий переказ (на невелику суму), що пересилається як лист  
payee – одержувач грошового переказу  
power of attorney – довіреність проху – довірена особа, довіреність  
printed form – бланк  
to obliterate – погасити  
receipt – квитанція  
saving-bank – ощадна каса  
to draw money out – одержати вклад  
money order – грошовий переказ  
telegraphic money order – грошовий переказ по телеграфу  
to cash – отримувати гроші (з перекладу, по чеку)  
cash on delivery – післяплатою  
air-mail – авіапошта  
ordinary delivery – звичайна пошта  
reply-paid telegram – телеграма з оплаченою відповіддю  
by air-mail – авіапоштою by air-mail – авіапоштою  
to put money in – зробити грошовий внесок  
Customs Declaration - супровідний документ (заява про наявність речей, які обкладаються митом)  
per word – за слово  
printed matter – бандероль  
insured and otherwise – з оголошеною цінністю і без оголошеної цінності  
rate – тариф, тарифна ставка  
reduced charge – знижений тариф  
at lower rate – за пільговим тарифом  
sender - відправник  
to send – посилати, відправляти  
picture post-card – кольорова художня листівка  
registration and insurance fee – плата за відправку та оголошення цінності  
plain post card – звичайна поштова листівка

### **Exercise 1. Analyze the topical vocabulary.**



## ADDITIONAL EXPRESSIONS

Where is the General Post Office?	Де знаходиться Головне поштове управління?
Where is the mail box (letter box, pillarbox)?	Де знаходиться поштова скринька?
I want to send a money order (parcel, telegram).	Я хочу відправити грошовий переказ (посилку, телеграму).
I'd like it registered and insured.	Я б хотів послати це замовленим.
How much is the postage for letter to...?	Скільки коштує марка для письма в ...?
Please, give me an envelope with a stamp.	Дайте мені, будь ласка, конверт з маркою.
Please, send this air-mail.	Надішліть це авіапоштою.
I'd like to send a registered letter.	Я б хотів відправити замовлений лист.
At what window do I send a registered letter?	У якому вікні (відділі) я можу оформити замовлений лист ?
Where can I pick up letters sent general delivery?	Де я можу отримати лист до запитання?
I want to send this express mail.	Я хочу відправити це терміновою поштою?
How should I wrap the parcel (package)?	Як потрібно упакувати посилку?
What is the weight limit for a parcel?	Яка гранична вага посилки?
How long will it take by parcel post?	Скільки часу буде потрібно на пересилання звичайною поштою?
Fill in the form, please.	Заповніть бланк, будь ласка.
Here's your receipt.	Ось Ваша квитанція.
I want to send a telegram (an express telegram, a reply prepaid telegram, money by telegraph.)	Я хочу послати телеграму (термінову телеграму, т. з оплаченою відповіддю, грошовий переказ по телеграфу).
What is the rate per word?	Скільки коштує слово в телеграмі?
Drop me a few lines.	Черкніть мені пару слів.
There was a photo enclosed in the letter.	У лист була вкладена фотографія.

## TOPICAL VOCABULARY: TELEPHONE

telephonist, operator – телефонист	Extension – додатковий номер
to answer a telephone – відповісти на телефонний дзвінок	to call smb. to the telephone – покликати кого-л. до телефону
to disconnect a telephone – відключити телефон	to hook up (install) a telephone – встановити телефон
to speak on (over) the telephone – говорити / розмовляти по телефону	a telephone rings – дзвонить телефон
cordless telephone – бездротовий телефон, радіотелефон	pay telephone – телефон-автомат <i>Syn. automatic, public telephone booth / box</i>
to telephone to a friend – позвонити другу	telephone in – посилати повідомлення по телефону
the Local Telephone Exchange – комутатор	wall set telephone – настінний телефон
desk set telephone – настільний телефон	stationary telephone (extension) – стаціонарний телефон
telephone extension or hand-phone – переносний телефон	dial (tele)phone or automatic telephone – автоматичний телефон
house phone or interphone – телефон внутрішнього сполучення	have a telephone installed in one's house – встановити дома телефон
call box = telephone booth (Am.) – телефонна будка (автомат)	on the telephone – по телефону
emergency call – екстрений виклик	at the phone – у телефона
	to put a coin in the slot – опустити монету в

dialling tone – гудок		автомат
to dial a number, to ring the number – набрати номер		to press (to push) the button – натиснути кнопку
telephone subscriber – абонент		telephone directory (book) (Am.) – телефона книга
a wrong number – неправильний номер		
to phone (to ring up, to call up, to make a call) – дзвонити комусь по телефону		
to ring back (to call back, to ring up again) – передзвонити, подзвонити знову		
to lift the receiver (to lift the phone)	]   ]	⇒ зняти трубку телефона
to take up (off) the receiver		
to take up the tube		
to take the phone		
to pick up the receiver (the phone)		
to reach for the telephone	]	
	]   ]	⇒ покласти (повісити) телефону трубку
to replace the receiver (the phone)		
to hang up the receiver		
to replace the phone on its cradle		
to put the phone into its cradle		
to put the phone back	]	
to put down the telephone	]	
to be cut off	]   ]	⇒ перерватися (про телефону розмову)
to be disconnected		
to be interrupted (by)		
to speak (to talk) to someone	on the telephone	розмовляти з кимось по телефону
	over the telephone	
to be connected with the number – з'єднатися з ..		
"Hold the line!" – Не вішайте трубку!		
"Hold on, please!" – Покладіть, будь ласка, трубку!		
The telephone bell rings! – Дзвонить телефон!		
to use one's telephone – користуватися чийось телефоном		
to go and answer the phone – підійти до телефону і відповісти		
telephone message – телефонограма		
to take a message from – прийняти телефонограму		
to give (to leave) a telephone message for – передати телефонограму		
to get (to reach) somebody on the phone – додзвонитися будь-кому по телефону		
the number is engaged = the line is busy (crowded) – зайнято, лінія зайнята		
the line is clear – лінія свободна		
Repair Bureau – бюро ремонту		
Inquiry Bureau (office) = Information Bureau (office) – довідкове бюро		
The Trunk Service (Eng.) = The Long Distance Telephone Service (Am.) – міжміське або міжнародне (телефоне) обслуговування		
The Trunk-Call Office – переговорний пункт		
trunk-call = long-distance call (Am.) – виклик по міжміському або міжнародному телефону		
to put a trunk-call through (to...) – замовити міжміську розмову		
to book a trunk-call (to...) – викликати по міжміському телефону		
trunk (long-distance) operator (Am.) – телефоніст(ка) міжміської (міжнародної) телефонної станції		
Inter-Continental Telephone Service – міжконтинентальний телефонний зв'язок		
automatic (trunk) telephony – автоматичний (міжміський) телефонний зв'язок		

**Exercise 1. Analyze the topical vocabulary, learn it and make up sentences with it.**

## ADDITIONAL EXPRESSIONS

Where is the nearest call box?	Де найближчий телефон-автомат?
I have to ring up to my friend.	Мені потрібно додзвонитися до мого друга.
Has he a telephone at home?	У нього є вдома телефон?
May I speak to Boris, please?	Запросіть, будь ласка, Б. до телефону.
Hold on (wait) a moment, please.	Зачекайте хвилинку, будь ласка.
Sorry, he is not at the moment.	Вибачте, його зараз немає.
Is there any message?	Що-небудь передати?
No, thank you. I'll call back later.	Ні, дякую. Я подзвоню ще раз.
Tell Mr. Smith, please, P. was calling.	Передайте пану Сміту, що дзвонив П.
Ask Mr. Smith to call me back, please.	Попросіть пана Сміта передзвонити мені.
Put down (take, write down) my number, please.	Запишіть мій телефон, будь ласка.
The line is engaged (busy).	Номер зайнятий.
Can you hold on?	Ви можете почекати?
There is no reply at this number.	Цей номер не відповідає.
The telephone is out of order.	Телефон не працює.
You are wanted on the phone.	Вас просять до телефону.
London is on line.	Вас викликає Лондон.
I can't get him on phone.	Я не можу дозвонитися до нього.
Your call has been put through.	Вас з'єднали.
Can I dial direct to Germany?	Можна подзвонити прямо до Німеччини?
How can I find a telephone number in the directory?	Як мені знайти потрібний номер в телефонній книзі?
I didn't know his telephone number, so I called up the Information.	Я не знав його номера і подзвонив в довідкове бюро.
Thanks for calling.	Спасибі, що подзвонили.
You speak too quietly. Can you speak up?	Говоріть голосніше.
You are speaking quickly. Can you slow down?	Говоріть повільніше.
She spoke to him by telephone.	Вона поговорила з ним по телефону.
I enjoyed our chat on/over the telephone.	Я була рада поговорити з тобою по телефону.
He is always on the telephone.	Він сидить на телефоні.
He is wanted on the telephone.	Його кличуть до телефону.
She telephoned us to return home.	Вона подзвонила і попросила нас повернутися додому.
The reporter stopped for only a few minutes to telephone his story in before rushing home.	Репортер зупинився лише на кілька хвилин, щоб продиктувати по телефону свою статтю, і потім бігти додому.
I telephoned them when to come.	Я повідомив їм по телефону, коли прийти.
He telephoned us that he would be late.	Він подзвонив і попередив, що повернеться пізно.

**Exercise 1. Analyze additional expressions and remember them.**

**Exercise 2. Remember that.**

Projecting an enthusiastic, natural, and attentive tone while on the **phone** can help a customer feel comfortable during a **conversation**. When you answer the **phone**, smile as you greet the person on the other line. Although it may be a bit of a cliché, a smile can truly be heard through the **telephone**.

## SHORT CONVERSATIONS

- Please, how much is airmail to London?
- \$6, sir.
- Give me two \$1 stamps, please.
- Here are the stamps, but I can offer you an *airmail envelope*.
- No, thank you. I want the stamps.

- Can I send *a parcel* from here?
- By all means, sir.
- Do I have the parcel *wrapped*?
- We can do it for you, sir. You've got to tell us the address.
- Thanks.
- I hope you'll *drop me a line* about yourself.
- I'd gladly do, but how shall I know your address when you are travelling?
- You know which towns we'll stop, don't you?
- Yes, I do, and the dates, too.
- Very well. So address your letters *poste restante*, General Post Office.

- Is that you, Sam? Hello.
- Hello. That's me. What is it you want to tell me? Just *in nutshell* (in short) if you please. I must be going.
- Where are you going?
- I'm going to the stationer's.
- To the station? Are you going away?
- I said I was going to the stationer's. I have to buy two or three envelopes. I want to write some letters today.
- You want to write some letters at the station?
- No, at home. – Will you be at home? But you said you are going to the station.

**Exercise 1.** Learn the conversations by heart and carry them on with your classmate in class. Render the contents of the conversations in Indirect Speech in English.

### Telephone Phrasal Verbs

**Pick up**  
To answer the phone

**Speak up**  
To speak louder

**Get through**  
To contact by telephone.

**Hang on**  
To wait for a short time

**Cut off**  
To interrupt a telephone conversation.


**Put through**  
To connect by telephone with someone else

**Call back**  
To return a phone call

**Hang up**  
To end the telephone call by breaking the connection

**Hold on**  
To wait for a short time

**Break up**  
To be inaudible over the mobile phone





## SUBSTITUTION PATTERNS

1. Where can I **hand** in this **letter**?  
post parcel  
book parcel  
printed matter

They deal with it on the first floor, **Window 5**, please.  
Counter 8  
Book Post window

2. Is this the right window for **posting registered letters**?  
sending telegrams  
receiving parcels  
poste restante letters  
stamps and post-cards  
booking a trunk-call

No, sir (madam), you have to apply to the next window.

3. What is the charge for **a registered letter**?  
An air-mail letter  
An express telegram  
a trunk call to London

It will cost \_\_\_\_\_.

4. When will the addressee receive **this letter** if I send it right?  
book parcel  
money order

It will be delivered in two hours (two days).

5. Hey, Jack, the postman has brought an urgent telegram  
Where is it? I'm looking forward to it. an unstamped letter

6. What shall I do with this form?

You just **write your name in full here**.  
write your name legibly  
fill it in  
fill in the reverse side  
sign here write the address in block letters

7. Can I book a call through **to London** now?  
to New York

I'm sorry, but **the line is engaged now**.  
the line is out of order  
there's no connection with that city

**Exercise 1. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 2. Add some information & make up a small report and give a talk in class.**

## AT THE POST OFFICE

I study in Kyiv and I often get letters from my parents who live in Odessa. I get my letters poste restante at the post office close to our Institute. I chose this post office because I can drop in here twice a day: on my way to the Institute and another time on my way back to the hostel.

The procedure is the following: I come up to a window that has the notice: Letters Poste Restante, Stamps, Postcards, Telegraph Forms on Sale. I ask the official sitting behind the window if there are any letters to my name. I often get letters, telegrams, parcels and remittances. If a remittance is received to my name I'm given a printed form to fill in. I write my full name and address, go to another window and say that I am the addressee of the remittance. The official asks for my passport, checks it up with the printed form, returns me the passport and hands me the money.

Sometimes I write letters at the post office. I put the letter into an envelope, address it (write the address on it), put a stamp on it and drop it into the pillar-box (letter-box). If I want to send my letters by airmail and registered I buy a rouble worth of stamps and give it to the official behind the window with the notice "Registered Letters". The clerk weighs the letter, obliterates the stamps on it, and writes out a receipt.

There are always many people in our post office. It is small wonder since our post office is quite a convenient place. You can buy there all kinds of stamps, post cards, and envelopes. You can send all kinds of telegrams (photo-telegrams, express-telegrams, reply-paid telegrams) and letters. You can get your letters poste restante there.

You can send parcels insured and otherwise. You may have your parcels wrapped and tied then and there. Besides you can subscribe there to different papers, gazettes, journals, and magazines. There is also a saving-bank where you can put in or draw your money whenever you want. You may also book a trunk call to any city in our country and abroad. Our post office is quite a big place.

There are a number of windows there with signs: Air-Mail, Money Orders, Book Post, Printed Matter for Subscription, Parcel Post, etc. You may sit down comfortably and write a letter or telegram. Tables and chairs are provided for that purpose. There is ink, blotting paper and glue provided there free of charge.

**Exercise 1. Read the text and render its contents briefly in English. Write out all the words and phrases according to the topic.**



## DIALOGUE «AT THE POST OFFICE»

- I need some airmail stamps. Do you have those small packages, which contain about twenty or twenty-five airmail stamps?
- We have packages of thirty-six airmail stamps.
- May I have one, please? How much are they?
- One dollar eighty-five cents.
- Are these stamps also good for airmail going out of the country?
- These are domestic airmail stamps, but you can use them for letters going anywhere in the world. If you are sending a letter out of the country, you simply add more stamps.
- Do you happen to know the airmail rate to Venezuela?
- I can easily look it up. (Postal clerk consults postal rate bulletin) Airmail to Venezuela is ten cents a half ounce.
- How long does it take a letter to get there by airmail?
- It shouldn't take more than two or three days at most. If the letter is going to some small town in the interior of the country it may take a little longer.
- How long does regular mail take?
- Regular mail to Venezuela will take anywhere from three to four weeks. It goes by boat and sailings are irregular. Sometimes there are also other delays caused by weather conditions, etc.
- I also want some ten-cents stamps. Give me 100. I'm going to use them this year in sending my Christmas cards. I understand if I don't seal the envelopes I can use two-cent instead of three-cents stamps.
- You simply turn the flap of the envelope inside, instead of sealing it. Then it goes as second-class mail and costs only two cents. Many people now send their Christmas cards that way.
- I also need a couple of special delivery stamps. How much are they?
- Fifteen cents each. Anything else?
- I want to register this letter, but I believe I have to go to another window.
- Go to the third window on your left, marked "Registry".
- John (at registry window) I want to send this letter by registered mail.
- (Clerk weighs letter, stamps it "Registered", etc.) Do you want a return receipt?
- What is return receipt?
- When the addressee receives the letter, he signs a receipt, which the Post Office Department returns to you by mail. It is your proof, in case you ever need it, that the letter was delivered.
- I don't think it is necessary in this case. The letter simply contains a certified check, which I didn't want to get lost. Is there a charge for a return receipt?
- It costs five cents extra. But if you don't heed it, why spend an additional five cents?
- (John pays for registry of letter, received regular receipt, goes next to parcel post window.) (At parcel post window) I want to send these two packages parcel post.
- (Parcel post clerk, examining packages) One of these packages is sealed with scotch-tape. We can't accept packages sealed with scotch-tape.
- What's the objection to using scotch-tape? The package is very well sealed.
- It's a regulation of the Post Office.

They won't allow us to accept any parcel post packages sealed with scotch-tape. Maybe it's because they're so easy to open. Anyone can rip off the scotch-tape and then the package is open.

- But anyone can also open a package tied with cord if he really wants to do so.
- I'm sorry, my friend, but those are the regulations. Incidentally, you forgot to put a return address on this other package.
- I'm sorry. I'll put it on right now.
- Do you want this package insured? What does it contain?
- Nothing but books. Insure it, please, for twenty-five dollars.
- That will be fifty cents. Here's your receipt and here are your stamps.
- Did I stick the stamps on myself?
- No, it's much better if you stick them on the package.
- A joker, eh?

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.**

**Exercise 2. Answer the questions.**

1. What is the advantage of buying stamps in small packages as John does here? 2. How much does it cost today to send a letter by airmail? 3. How much does it cost to send a letter by regular mail? 4. What is the difference between "first class" and "second-class" mail? 5. How long does it take, approximately, for a letter to go airmail from New York to California? From New York to Paris. 6. What do we mean by the "flap" of an envelope? 7. What is the cost today of a special delivery stamp? 8. What is meant by "Registered Mail"? 9. What is a "return receipt"? 10. What is a "certified check"? 11. Why does the parcel post clerk in this dialogue refuse to accept John's package, which is sealed with scotch-tape? 12. Why is it always advisable to put a return address on all mail and all packages sent by parcel post? 13. Does it cost very much or very little to insure packages sent by parcel post? 14. Upon what does the cost depend? 15. Where does the parcel post clerk tell John to stick the stamps?

**Exercise 3. Answer the questions.**

1. What are the duties of the Post-Office? 2. What services does each post-office offer our citizens? 3. What must you do if you want to send a wire? 4. How long does it take a wire to reach the addressee? 5. On what occasions do you get and send telegrams? 6. When did you send a telegram last? Did you send it with the reply pre-paid? 7. Did you send it by telephone or did you go to the nearest post-office? 8. How do you cash a money order? 9. How do you send a parcel? 10. What can you buy at the post-office? 11. Where does a postman drop your letters and newspapers? 12. When do you usually receive your correspondence?



## AT THE POST-OFFICE

Many of us do not appreciate the tremendous job the post-office does in getting our mail to us (and morning papers). When we drop a letter in the post-box (pillar-box) on the corner or in the hotel, we take it for granted that the postman will deliver it to the right address, wherever it might be. Nowadays you can send a letter to the most out-the-way places and it will get there. Now let us pay a visit to our local post-office.

There are a number of windows with a notice in big letters showing the operations handled. The first one is marked *Parcel Post*, the next one is *Money Orders*. Then there is one marked *Poste Restante* (General Delivery). Going down the line you'll see: *Stamps*, *Postcards*, *Stamped Envelopes*, *Registered Letters*, *Airmail*.

In some conspicuous place you'll find a board with a postal rates. This will give you all information about how many stamps are needed for inland or foreign letters that is how much postage must be paid on those letters. Then somewhere near the entrance, you'll see a notice giving the hours of delivery.

The window marked *Parcel Post* handles all parcels and packages. Don't forget to insure your parcel if you have got something really valuable in it. This makes delivery double sure. The larger post-office even maintain a wrapping and packing service. If you want to send printed matter (newspapers, magazines or books), you'll have to the window marked *Book Post*. There are found, true enough, only at larger post-office.

At smaller post-office, the window taking care of general mail service (usually the one marked *Stamps*, *Registered Letters*) will handle book post too. The *Poste Restante* window keeps mail until called for. The post-office maintains this service for those who prefer to pick up their mail in person. Letters in England and America are addressed in a different way. When sending a letter of particular value you should have it registered (with or without declared value). The advantage of this service is that registered letters are not left with the ordinary mail in the letterbox, but delivered personally. The sender is given a receipt at the post-office, so he can always trace the letter.

The *Money Orders* window needs almost no explanation. You may send money orders by mail or by telegram. The important thing when making out a money order is to write legibly (a good thing to do in general, by the way). Illegible handwriting leads to delay in delivery. Whatever you do, don't lose the receipt.

In the USA people write the sender's address (return address) in the upper (top) left corner. English people sometimes write the sender's address on the back of envelope.

The addressee's name and address are written somewhere below in the centre of the envelope. Now a few words about telegrams. There are three types of telegram service in our country: ordinary, urgent, express. The service differs from country to country. In the USA, for instance, you'll find Night Letter and Day Letter telegraph messages. The Night Letter (NLT) is a telegram sent when the wires are least busy.

There's a reduced charge (discount) for this form of service. The Day Letter is sent off almost immediately and must be delivered the same day it is sent. As you pay by the words it is advisable to use a special telegraph English or what is known as *telegraphese*. All prepositions and articles are omitted. At the big post-office machines read addresses; sort the mail, which is then automatically taken to the lorries running to the railway stations and airports.



In the USA, if one wants to send some money by post, one asks for a form at the *Money Orders Window*, fills it out (fills it in), hands it to the clerk, who makes out a money-order for the specified amount and returns the form to the sender. The sender pays, goes to the window marked *Stamps*, buys an ordinary (or registered) stamped envelope, addresses the envelope, inserts the money order, seals the envelope and mails the letter in the slot marked *Outgoing*. Money orders are cashed at any post-office.

In England, one of the principal functions of the Post Office is to serve as a saving bank. Every depositor has a bankbook and can withdraw any sum up to 5 pounds from any post-office on presenting this book.

**Exercise 1. Choose the keywords and phrases that best convey the gist of the information.**

**Exercise 2. Answer the questions.**

1. When did you last go to the local post-office? 2. How many mail deliveries are there daily where you live? 3. Do you get your morning papers with the first delivery? 4. What happens to a letter marked "Poste Restante" if it has not been called for a month's time? 5. What can you learn from the postmark stamped on an envelope? 6. What service does your local post-office offer the public? 7. How much is the postage on an ordinary letter (registered)? 8. Does the postage depend on the weight of the letter? 9. Is there any difference between the postage on plain and illustrated post(al) cards? 10. What is the advantage of the airmail service? 11. What kinds of letters does our post service handle? 12. Is there any weight limit to parcel post deliveries by us? 13. When is it more advisable to have your letter registered? 14. What happens to letters whose addressees cannot be found? 15. Are they returned to the sender? 16. What should be done to make this possible? 17. Is there any charge for the address of a telegram? 18. Why are postage stamps of interest to collectors? 19. Is there a charge for the regulation telegram form? 20. What does payment for photo-telegrams depend on?

**Exercise 3. Complete the sentences.**

1. The window marked *Parcel Post* ... . 2. All letters marked *Poste Restante* are left ... until ... . 3. The post mark not only obliterates the postage stamps, but also shows ... . 4. *General Delivery* is a USA postal term while *Poste Restante* is used ... . 5. At the window marked "Stamps, Post Cards, Registered Letters" the following services are rendered: ... . 6. Receipts are given to the senders by the post-office in the following cases: ... . 7. This is the standard form of addressing a letter in English-speaking countries ... . 8. Post Office Ltd. provides a wide ... of products including postage stamps and banking to the public through its nationwide network of post office branches. 9. You simply turn the flap of the envelope ... . 10. The letter simply contains a certified check, which ... .



## DIALOGUE «AT THE POST-OFFICE»

*George walks into his neighbourhood post-office. First he takes out a pocketful of letters that he has been intending to mail for the past week. As he drops them into the letterbox he sighs with relief and walks over to the Parcel Post window.*

### George & Clerk

- I beg your pardon, how do I go about sending this book to P.
- It should be sent by book post. We'll wrap it up carefully into a neat package and write the addressee's name and address legibly in the centre. The sender's name and address should be written at the bottom.
- Must I write out the name in full, or are the *initials sufficient*?
- I should advise you to write it out in full to avoid any *misunderstanding*. Write the surname first, then the first name and patronymic.
- I'd like to have this insured for \$50.
- Certainly.

*The clerk then weighs the book, pastes on the necessary stamps, then obliterates them with a big hammer-like stamp which marks the city, the post-office, the date and even the hour of mailing. He then writes out a receipt, which he hands George.*

- \$ \_\_\_\_\_, please.
- Here you are. Thank you.
- Thank you.

*George then walks over to the next window marked Money Orders.*

- I'd like a *money-order form*, please.
- Postal or telegraph?
- What is the difference?
- The telegraph money order will reach the *addressee* today.

**The postal m.o. takes longer-patricianly as long as the delivery of a letter to the same address.**

- I see. What is the difference in rate?
- It might be as much as \$30.
- In that case I'll take what is slower and cheaper.

### The clerk gives him a postal money-order form.

- Please fill this blank in legibly and do not abbreviate or use initials. The name and the address must be given in full. And don't forget the *reverse side of the form*. It must be filled in, too.

*When George has made out the money order he hands it to the clerk who makes out the necessary forms and finally gives George his receipt. George next stop was at the Postmaster's window.*

- I'm leaving town for the summer and I'd like my *mail to be forwarded* to this address.

### He hands the postmaster a slip with his summer address written on it.

- Shall we *forward* your newspapers?
- No, there's no need to. Keep them here until I get back. I'll call for them *personally*.
- Very well, we'll *take care of* that. *Have a nice time!*
- Thank you.

George next stop was at the telegram window. He asked for a form and sat down to write a telegram to Nina. Writing the address was easiest of all.

What to say next was not so easy. Buy once started he found it hard to stop and the result was a letter on a telegram form. The clerk smiled and suggested that he send a photo-telegram since it would be cheaper. As George looked questioningly she explained, "In regular telegrams the rate is per word, while on a photo-telegram you can *squeeze* in all you want, you only pay for the form. It makes no difference how many words you have."

George then re-wrote everything on a *photo-telegram form*. He ended as *customary* in such cases by sending love and kisses and promising to write every week.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.**



Going postal London particulars



Post-office interior



Corsham Post Office

## LETTERS IN THE MAIL

In general, almost everybody likes to receive mail and probably nobody in the whole town of Stillwater liked to get letters more than Ray Buffin.

However, the fact was that Ray received fewer letters in his box at the post-office than anybody else. It had been like that almost all his life. Nobody wrote letters to him except that once a month he did get a bill from the gas and electric company & occasionally he found advertising matter in his box like everybody else in town. Of course, since he did not correspond with anybody, he never wrote a letter himself.

However, once, many years before, he had written a letter to a young girl in town. He had written to tell her how beautiful and lovely he thought she was and how much he loved her. He ended the letter by asking her to marry him, but he had received no answer.

In Stillwater, mail was delivered once a day. Every afternoon, except Sundays, the bus from New Orleans stopped in the town before the post-office and delivered two or three mail bags full of letters, magazines and newspapers.

Soon after they were put into the letterboxes, Ray always closed his shop, where he made a living repairing radios, and hurried to the post-office. He was very disappointed if there was no mail for him, but he always had a feeling that one of these days he would get some. Two of the younger men in town, Guy Hodge and Ralph Barnhill, decided to play a joke on Ray. They would send him a letter signed by a girl.

When he received it, someone would ask him if it was a love letter, and someone else would take it from him and read it to everyone who wanted to listen.

They asked Grace Brooks, the switch operator at the telephone company to write the letter. Grace was a pretty girl although not very young any more. At first Grace said she would have nothing to do with their plan. "I would never do such a thing", she said.

The men did not know that it was Grace who had received the love letter from Ray a long time ago. At that time she was very young and had no thoughts about marrying any man. That was why she had not answered the letter.

In recent years there were times when she was sorry she hadn't. She thought it was because of her that they were both lonely all these years. "Please, Grace", said Ralph. "Be a good girl and write the letter for us or we will ask someone else to do it."

"No, do not do that. I don't want anybody else to do it. I'll write the letter tonight. I think I know what to say." After the men left, Grace cried for a long time. Then she wrote a letter and in the morning mailed it in the letterbox at the post-office. What was the surprise of Ralph, Guy and the other people who came to see Ray get the letter, when they saw that after reading it he ran straight to the telephone exchange. When Guy and Ralph followed him they found Ray and Grace together.

"Why did the joke work out like that? Do you suppose Grace signed her name by mistake?" asked Ralph.

"I think it was not a mistake", said Guy. "Just think of it. He had been waiting for this letter most of his life and got it only because of us!"

"A joke can go wrong sometimes; that's all right", said Ralph. "But the next time we play a joke, let us be sure it is going to work."

**Exercise 1. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 2. Add some information & make up a small report and give a talk in class.**



**Exercise 3. Choose the right variant.**

1. Don't forget to ... the letter before you post it.  
a) do up b) fasten c) seal d) shut
2. They ... my letter by return of post.  
a) acknowledged b) posted c) registered d) thanked
3. He was always ... about addressing letters.  
a) carefree b) careless c) free d) reckless
4. If you send the letter here, my mother will ... it to my new address.  
a) advance b) forward c) transfer d) transmit
5. I had to sign for this letter because it came in a ... envelope.  
a) receipted b) recommended c) registered d) sealed
6. She ... the letter carefully before putting it in the envelope.  
a) bent b) curved c) folded d) turned
7. In Britain the ... on a letter is now about 40 pence.  
a) post b) postage c) postal d) posting
8. It is very easy to lose one's ... with post-office officials.  
a) humour b) mood c) temper d) nature
9. I would be ... if you could answer my letter by return.  
a) cheerful b) glad c) good d) kind
10. Would you ... the stamps on the envelope for me, please?  
a) lick b) spit c) stick d) suck
11. Mail is ... to one's house by a postman.  
a) delivered b) launched c) posted d) sold
12. Stick this ... that says "Fragile" on the parcel.  
a) advice b) advertisement c) label d) sign
13. He opened the letter without ... to read the address on the envelope.  
a) bothering b) caring c) fearing d) worrying
14. What time does the next post ...?  
a) depart b) go c) remove d) take
15. The postman usually comes at about 9 o'clock with the first ... .  
a) courier b) delivery c) distribution d) postage
16. Can you deliver this letter ... hand?  
a) by b) in c) to d) with
17. The initials "PS" ... "postscript".  
a) fill in b) make up c) mean to d) stand for
18. Just lick the gummed part of the ... and stick the envelope down.  
a) flap b) frame c) slot d) tray
19. The postal services were ... for several weeks by the strike.  
a) deranged b) disarrayed c) disrupted d) perturbed
20. The post office is open ... for the sale of postage stamps.  
a) a day b) daily c) daytime d) in day

**Exercise 4. Translate the sentences in the previous exercise.**

**Exercise 5. Define the key points.**

**Exercise 6. Summarize your findings on post-office and issue in a short presentation (75 words).**



## DIALOGUES «AT THE TELEGRAPH OFFICE»

### Agent & Arthur

- Next please. What can I do for you?
- Yes, I'd like to wire some money to my son in Springfield, but I don't have any cash with me. How do I go about it and what's the upper limit.
- Well, just take this money order form and fill it out. You got a credit card on you?
- Sure.
- Well, you can wire up to 1,000 with this form.
- Okay... uh, what do I put here where it says "id. Question"?
- Just write in what you want your boy to answer before he's handed the money. Be sure to call him and give him the right answer!
- Okay. How long will it take for the money to get to Springfield?
- I suppose it'll be there by this evening if we send it regular.
- Oh, that'll be fine.

### Agent & John

- Can I help you?
- My parents are wiring some money from Washington State. How long will it take to get here?
- It should be here by tomorrow, but maybe not until the next day. It depends on how they send it.
- I see. I won't need it until this weekend, so I'll check back with you on Friday.
- Fine.

### Agent & Valerie

- Next please.
- Hi. How long does it take a telegram to get to Fort Worth?
- Well, that depends on what kind it is. A regular telegram would be there by this afternoon, and a night letter by tomorrow.
- This doesn't have to be there until tomorrow, so a night letter would be fine.

**Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class.**

**Exercise 2. Supply suitable prepositions where necessary.**

1. Your letter came ... the second delivery. 2. The postal rates board will give you information ... the postage ... inland and foreign letters. 3. The postage ... a "Collect" letter must be paid ... delivery. 4. They take ... and send ... telegrams ... day as well as ... night ... most of the telegraph office. 5. What do they charge ... a word ... a telegram marked "Urgent"? 6. May I have this parcel insured ... 100 roubles? 7. The clerk weighed ... the letter, pasted the stamps due ... postage, obliterated them ... his stamp, wrote ... a receipt and handed it ... George. 8. I'll walk ... the window marked "Book Post" and will be waiting ... you there. 9. When filling ... a money order one is not allowed to use initials. 10. The name and address ... both the addressee and the sender must be written ... full. 11. Telegrams may be sent ... all parts ... the Ukraine ... the rate ... 50 kopecks per word. 12. Ordinary telegrams here are sent when the wires are free. Telegrams marked ... "Urgent" are given priority ... ordinary telegrams, while "Express" telegrams are sent ... immediately and delivered ... special messenger, if necessary. 13. How long will it take ... the money ... get ... Springfield? 14. A regular telegram would be there ... this afternoon.

## SHORT CONVERSATIONS

- Hullo!
  - Will you please call Robert to the phone?
  - Sorry, he isn't in; he's gone on holidays.
  - When do you expect him back?
  - In about a week, I think.
- 

- Speaking.
  - Hullo. It's Bob Brown calling. May I ask to Ann?
  - Ann is out. Would you like *to leave a message*?
  - No, thank you, I'll call later.
- 

- St. George's Hospital.
  - May I speak to Doctor Nelson Brown?
  - He's busy at the moment. Who shall I say is calling?
  - Oh, never mind, I'll call up later.
- 

- Where there any calls today?
  - Yes, there was one.
  - Who was calling? Did he leave a message for me?
  - Oh, no, that was *a wrong number call*.
- 

- I must get in touch with Harry. How can I do it?
  - You want to see Harry, you ought *to go and visit him*. But he is also *on the phone* and I can give you his *telephone number*.
  - Do you think a visit is better than a telephone conversation?
  - Well, it depends. For a serious matter it certainly is.
- 

- Hello, Lizzie. That you? I say, why didn't you come yesterday?
  - I was waiting for you for no less than two hours.
  - I'm awfully sorry, Paul, but I didn't feel well. I couldn't give you a call as (for) our *telephone was out of order*.
  - Yes, I was trying to get you on the phone but I failed. What do you say to going to the pictures tomorrow?
  - Well, I don't know if I'll be all right by then. Anyhow, *ring me up tomorrow* morning, will you?
  - Certainly, Liz.
- 

- Is this Dr. Jones' flat?
- Yes, it is. *Who's speaking*?
- Tony Richards. I'm Mary's friend. Is Mary at home?
- Yes, she is. She's having lunch at the moment.
- I'll ring her up in twenty minutes *if you don't mind*.
- *You're welcome*, Tony.

**Exercise 1. Learn the conversations by heart and carry them on with your classmate in class. Render the contents of the conversations in Indirect Speech in English. Translate the conversations paying attention to italic phrases.**

**Exercise 2. Pick up all the phrases according to the topic.**

**Exercise 3. Read the passage on telephoning and give a brief summary of it.**

I want to make arrangements with my friend about a meeting. I think best to telephone to him. But O have mislaid his telephone number and I cannot find it. I look up his number in the telephone directory. It is D-1-10-00, extension 203.

I go into a telephone booth. I take up the receiver and hear a buzz (buzzing). I dial D-1-10-00. Very soon I hear frequent buzzing. It means the line is engaged. I put down the receiver (hang off) and wait a couple of minutes.

I try again. This time I hear a prolonged buzzing. It means the line is free. I hear a voice: "Exchange here, number, please!"

I say: "Extension 203, please."

A click follows. I hear my friend's mother saying: "Hello, who is calling?" I say: "Simonov is here. Can I speak to Boris?"

I hear his mother calling out: "Boris, you are wanted on the "phone", and to me she says: "Hold on, he'll be here in a minute". I thank her and soon my friend answers the telephone. We make arrangements about a meeting in the evening.

**Exercise 4. Read through the following conversation. Choose the correct option from the words in italics. The first one has been done for you.**

- Good morning. Mediterranean World. Can I help you?
- Yes, Could I speak to Mr. Travers?
- Yes, I'll try and **put / connect** you through May I ask who's **calling / talking**?
- Yes, **this is / there is** Paul Hunter.
- I'm afraid that extension is **occupied / busy**. Would you like to **hold / stay**?
- Yes, that's fine.
- It's **ringing / calling** for you now.
- Hello, reservations. Jenny Rathbone **talking / speaking**. Can I help you?
- Yes, is Mr. Travers there, please?
- No, I'm **regret / afraid** he's out at the moment. Would you like to **give / leave** a message?
- Yes, could you ask him to call Paul Hunter as soon as possible?
- I'm sorry; I didn't **catch / have** that. This is rather a bad **line / extension**. Could you **relate/ repeat** that?
- Yes, could you tell him that Paul Hunter rang and ask him to **call / get** back to me as soon as possible. He **has / holds** my number.
- Ok. I'll make sure he **gets / listens** the message. Goodbye
- Goodbye.



**Exercise 5. Choose the right variant.**

1. If you don't remember the number, you can look it up in the telephone ... .  
a) dictionary b) directory c) index d) register
2. Mr Suspicious alleged that his phone had been ... .  
a) connected b) encoded c) planted d) tapped
3. Can you ... a pound? I need some money for the telephone box.  
a) change b) exchange c) offer d) spend
4. Can you ... Prof. Brown's telephone number?  
a) call to mind b) recall c) remember d) remind
5. His phone must be out of order. We've been unable to ... him.  
a) arrive at b) meet c) reach d) transmit
6. Would you ... a minute, please. I'll try to connect you.  
a) hold on b) keep on c) stay on d) stop on
7. Can I ... London direct from here, or must I ask the operator to get the number for me?  
a) choose b) dial c) reach d) select
8. The human voice often sounds ... on the telephone.  
a) deformed b) distorted c) irregular d) twisted
9. My telephone is ... so I shall have to ask my neighbour if I can use his.  
a) off duty b) off limits c) out of order d) out of use
10. Where are you calling from? I can hardly hear you. Your voice is terribly ... .  
a) dull b) fade c) faint d) pale
11. I'm sorry. No one called Mimi lives here. You must have ... the wrong number.  
a) dialled b) fingered c) pressed d) pushed
12. Mrs Hello works as an operator at the local telephone ... .  
a) centre b) exchange c) headquarters d) office
13. I phoned him this morning but when I said who I was he ... .  
a) hung up b) rang up c) shut down d) shut up
14. The telephone operator said she would put the caller ... when the line was free.  
a) forward b) in c) through d) up
15. I let the telephone ring several times before I ... the receiver.  
a) lifted away b) picked up c) raised up d) took out
16. Jenny! Your boyfriend called and asked me to give you a ... .  
a) greeting b) message c) news d) notice
17. It is very difficult to phone you in London as your number is always ... .  
a) busy b) engaged c) occupied d) taken
18. I was in the middle of phoning Pete when we were ... .  
a) cut down b) cut in c) cut off d) cut up
19. In the middle of the call the line went ... . a) dead b) deaf c) dumb d) flat
20. Is there a phone ... anywhere near here, please?  
a) box b) compartment c) room d) shop
21. Hello! The University? Could I speak to Prof. Wise on ... 233, please?  
a) branch b) exchange c) extension d) system
22. "All the telephone lines are ...," said the operator.  
a) detached b) disconnected c) disunited d) severed

**Exercise 6. Translate the sentences in previous exercise.**

## **DIALOGUE «GIVE ME THE TELEPHONE NUMBER»**

- Information. Can I help you?
- Could you please give me the telephone number of the manager's office at Travel Ltd?
- Just a moment, sir... Hello. The number is 01-977-3324.
- Oh, one-nine-seven-seven-three-three-two-four?
- That's right.
- Thank you very much.

### **City, please**

- Operator.
- City, please.
- Yes, what number?
- Well, can't I dial the telephone number myself?
- Sorry, but guests can't dial the city numbers from their rooms. Give me your number and I'll put you through.
- All right. Put me through with the city Information.
- Go ahead, sir. You're (put) through.

### **Hold on, please**

- Brington 24121.
- Hello. Does Mr. Lawrence live here?
- That's right.
- I'd like to speak with Mr. Lawrence.
- Well, hold the line, please. He's just coming to the telephone.

### **Can I take a message**

- Good morning. Mr. Dixon's Office. Can I help you?
- Oh, good morning. My name is Alexei Rogov. Could I speak to Dr. Dixon, please?
- I'm sorry, Mr. Dixon is in conference now. Then he'll be out for lunch. Would you like to leave a message for Mr. Dixon?
- Yes, please. Tell him that Rogov, from Kyiv, is now in London. I'm staying at the Europe Hotel, Room 312. He can ring me up as soon as he's time. May be I'll ring him up later in the day.
- Thank you, Mr. Rogov. I'll let Mr. Dixon know about your call.

### **Is that really you?**

- Frank speaking.
- You Frank? This is Rogov from Kyiv.
- Oh, Alexei. Is that really you? Where are you speaking?
- I'm in London. I'm speaking from the Europe Hotel, where I'm going to stay for a fortnight or so. I arrived this morning. This is one of my first calls.
- How nice. But why didn't you warn me by a letter or a telegram that you were coming? I could have met you at the airport and have given you a lift. By the way, did you come by plane or by sea?
- By plane.
- Good. What would you say to coming to my place right now? Susan and I shall be very glad to have you.
- Thank you. I don't know how I can fit it in. I have an appointment tonight. I'll ring you up.



### Received your message

- Hello. Is that Peter Dixon? Rogov speaking.
- Yes, it is. Alexei, is that you?
- Yes, it is. I'm so glad to hear you. You have received my message, haven't you?
- Yes, my secretary told me you had telephoned. How are things, Alexei?
- Everything is all right with me.
- Have you come for long?
- I have come for business and I'll be in London a month or so. When shall we meet, Pete? There's a lot to talk about. Can you call on me at around 8 p.m.?
- Let me think. Yes, I think I'll come. Your room is 312, isn't it?
- That's right. Well, so long then. See you later.
- So long, Alexei.

### You're got the wrong number

- Hullo, hullo!
- I'd like to speak to Mr. Frank Lawrence.
- Mr. Lawrence? Frank Lawrence? There's nobody of that name here. What number did you dial?
- Isn't that 348-44-98?
- Oh, no. You have got the wrong number.
- I'm sorry to have to trouble you.

**Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class. Render the contents of the dialogues in Indirect Speech in English.**

**Exercise 2. Read the passage on the history of Post Office in UK.**

The Post Office, along with postal service Royal Mail, was formerly part of the General Post Office. There are currently around 12,000 Post Office branches across the UK, of which 373 are directly managed by Post Office Ltd (known as Crown Offices).

The majority of other branches are either run by various franchise partners or local subpostmaster or operators, as *sub-postoffices*. The Post Office has a wide variety of services throughout the network of branches. Products and services available vary throughout the network; main post offices generally provide the full range of services.

The Post Office provides information on services and accepts postal items and payment on behalf of the two collection and delivery divisions of Royal Mail Group, Royal Mail and Parcelforce. These include a variety of ordinary and guaranteed services both for delivery within the UK and to international destinations. Postage stamps (commemorative stamps and other philatelic items) are sold, while applications for redirection of mail are accepted on behalf of Royal Mail. Post Office Local Collect is a scheme whereby undelivered mail can be redirected at customer request to a post office for convenient collection. Poste restante mail can be held for collection by people travelling.

**Exercise 3. Transfer the given information from the passages onto a table.**

No	Activity			
	Notion	Where	When	Score

## CONVERSATIONS

- Hello, who is calling?
- It's Pete speaking (Pete is here), hello!
- How are you, Pete? I've not seen you for ages. Where have you been all this time?
- I'm fine, thanks. Boris, I telephoned to you several times but I could not get you on the phone. Whenever I rang you up there was frequent buzzing & nobody answered the phone.
- Oh, I remember now. Our telephone was out of order for a couple of days.
- I thought your number was changed and looked it up in the telephone directory.
- No, it was not changed.
- Is your father in? My father asked me to give him a message.
- Unfortunately, he is out. Leave the message with me. I'll give it to him as soon as he returns.
- Very good, thank you. Please tell your father he needn't come to the office today. The meeting is off. Be sure to remember it.
- Certainly I will. Pete, wouldn't you come round to see me today?
- Pardon?
- I say, wouldn't you come over to see me today?
- No, I'm sorry. I have a very busy day today. Let us make arrangements to meet on other day.
- What about Sunday?
- Sunday suits me perfectly.
- It's go then. I'll be expecting you on Sunday.
- I'll drop in about noon.
- Very good. Thanks for calling.
- Good-bye.
- Good-bye (so long, cheerio).

- 
- You look worried this evening, dear. What's the trouble?
  - I'm going through the telephone account. It's over \$\_\_\_ this quarter.
  - I don't think we've often used the telephone, have we? How's the account made up?
  - There's the usual charge for rent, of course. Then there are the local calls, about the same as usual. But long-distance calls and telegrams are very high. Who made all these expensive calls to Hastings? I don't remember making them. Do we know anyone in Hastings?
  - Oh, they must be Jack's calls. Anne was staying in Hastings with her uncle in October. Jack rang her up nearly every evening.
  - Oh, did he? Well, he can pay for the calls, then.
  - How much do they amount to, dear? Jack's only earning \$60 a month.
  - The totals are about \$70. What long talks they must have had!
  - Yes, but do remember that when two young people are in love, they like to talk. I'll pay for Jack's calls to Anne.
  - I suppose you'll pay me out of the housekeeping money I give you.
  - No, dear, you needn't be afraid of having to go without your eggs and bacon for breakfast. Father sent me a cheque for Christmas, you remember. I haven't spent it all yet.
  - I wasn't serious, dear. Use your father's money for yourself. I'm sure there are lots of things you'd like.
-

## INVENTION OF THE TELEPHONE

"Mr. Watson, come here, please; I want you". With these commonplace words a new era was ushered in. That sentence marked the achievement of a man who changed the face of the world in his lifetime. For the speaker was Alexander Graham Bell, and the sentence was the first to be spoken over the telephone.

Alexander Bell was born on March 3, 1847 in Edinburgh. His genius was inherited from his father, who was a famous teacher of elocution, and an expert on phonetics. Even as a boy, his mind was inventive but in 1870, Bell's health began to fail and there were fears of consumption. So, with his father he left his native country and went to Canada.

Two years later, he was in Boston where he set up a school for training teachers of the deaf; he gave instruction in the mechanics of speech. Here he started experimenting on a machine, which he believed would make the deaf *hear*. He had been doing this for some time when accidentally came across the clue for the correct principles of telephony.

By February 15, 1876, Bell had filed an application for a patent for his *improvement in telegraphy* at the United States Patent Office. Only two hours later Elisha Gray of Chicago filed an application for almost the same invention. Edison & many others were all working in the same field: all claimed the invention or part of the invention of the telephone.

The great telephone war was on. There was hardly any time to spare. Bell and his assistant, Watson, hid themselves in two rooms of a cheap Boston boarding house and worked day and night trying to transmit and receive sentences spoken by the human voice over the telephone.

On the afternoon of March 10, 1876, Watson was in the basement with the receiver to his ear. Suddenly he started. Words – real distinguishable words - had come through at last. Sharply and clearly the sentence came through, "Mr. Watson, come here, please. I want you ". Watson rushed up the stairs like a schoolboy and burst into Bell's room, shouting, "I heard you; I could hear what you said".

That year Bell exhibited his telephone at the Centennial Exposition at Philadelphia. Bell soon withdrew from active work on the telephone and settled down in a country home at Baddeck, Nova Scotia, and devoted himself to invention.

He interested himself in dynamic flight, sheep breeding and universal language based on the phonetics of the English language. He perfected a hydroplane and claimed he had invented a breathing apparatus for explorers and travellers through the deserts.

Although nothing has come of any of these inventions, work is still being carried out on the telephone. Inventors have been making experiments on a telephone/television called Picture phone for some time. The equipment is a television screen, a television camera and the usual telephone. The camera will be able to look at the area of a room, or a close-up of a person, or focus on papers on a desk or wall. This picture phone should be useful for business situations but possibly embarrassing for social occasions sometimes.

Years after Bell's invention, there is a story told of a woman whom he met at a social gathering. When she was introduced to the great inventor she expressed pleasure in meeting him and then said smilingly, "But often I wish you had never been born".

Bell looked startled and hurt and then he smiled and said, "I sympathise. I never use that beast myself". The most extraordinary thing is that Bell hated the telephone, he hardly ever used it.

**Exercise 1. Analyze the passage and render the contents of it briefly in English.**

**Exercise 2. Read the text «On not answering the telephone» & give the main idea of it.**

Why don't I have a telephone? Not because I pretend to be wise or pose as unusual.

There are two chief reasons: because I don't really like the telephone, and because I find I can still work and play, eat, breathe, and sleep without it. Why don't I like the telephone? Because I think, it is a pest and a time-waster. It may create unnecessary suspense and anxiety, as when you wait for an expected call that doesn't come; or irritating delay, as when you keep ringing a number that is always engaged.

As for speaking in a public telephone box that seems to me horrible. You would not use it unless you were in a hurry, and because you are in a hurry, you will find other people waiting before you. When you do get into the box, you are half asphyxiated by stale, unventilated air, flavoured with cheap face-powder and chain-smoking; and by the time you have begun your conversation your back is chilled by the cold looks of somebody who is fidgeting to take your place. If you have a telephone in your house, you will admit that it tends to ring when you least want it to ring – when you are asleep, or in the middle of a meal or a conversation, or when you are just going out, or when you are in your bath.

Are you strong-minded enough to ignore it, to say to yourself, "Ah well, it will all be the same in a hundred years' time?" You are not. You think there may be some important news or message for you. Have you never rushed dripping from the bath, or chewing from the table, or dazed bed, only to be told that you are a wrong number? You were told the truth. In my opinion, all telephone numbers are wrong numbers. If, of course, your telephone rings and you decide not to answer it, then you will have to listen to an idiotic bell ringing and ringing in what is supposed to be the privacy of your own home. You might as well buy a bicycle bell and ring it yourself...

**Exercise 3. Read the passage «Sorry, Wrong Number» and translate it in writing.**

I. Mrs. Stevenson is a wealthy, nervous woman who constantly thinks that she is sick. She is married to Mr. Stevenson, but he is rarely at home and she gets lonely. In recent years, her telephone has become her best friend. One evening she picks up the telephone to make a call and accidentally overhears two men planning the murder of a woman. They have been hired by the woman's husband to kill her at midnight just as the train is passing by so that no one will hear her scream.

II. When Mrs. Stevenson hears this conversation, she is very upset and decides that she must try to help the unfortunate woman who will be murdered. She first calls the police. They receive many joke calls each night and don't believe that this one is real.

III. After the reaction of the police, Mrs. Stevenson is terribly nervous. She calls the hospital to ask them if they will send a nurse. The receptionist at the hospital is used to Mrs. Stevenson's calls and doesn't think that she really needs a nurse.

IV. Mrs. Stevenson begins to get more desperate. She simply must prevent that woman's murder! She calls the police once more. This time they are more convinced by her story and promise to do something about the planned murder.

V. The time is approaching midnight. Mrs. Stevenson is thinking about the woman who will be murdered. At midnight, the train passes her house and there is a scream.

The phone rings. It is the police calling for Mrs. Stevenson. Someone picks up the phone and says. *Sorry, wrong number.*

**Exercise 4. Read the passage «In the Office»; render its contents shortly in English.**

A businessman needs to communicate with other businessmen. He can do this by using the telephone. He can also do it by writing, but the modern businessman does not write his letters by hand. He dictates them to a shorthand typist, usually a woman. She types the letters on her machine and later takes them to be signed. When all the letters have been signed, they are put in envelopes and are ready for the post.

Small offices employ a boy to stick stamps on envelopes, but large offices today have a machine, which, as envelopes are passed through it, automatically prints a stamp on them in ink. There is a meter in the machine. This is set and locked by a Post Office official according to the amount of money that is paid in advance.

When this amount is reached the machine no longer works and must be reset. It is not necessary to type an address on an envelope. There are envelopes with a *window* of transparent paper, and the letter can be folded so that the name and address typed on the letter can be seen through this *window*. The telephone is an important part of the communications system. The head of a large department usually has two telephones on his desk.

One is connected, through a switchboard, to the Post Office system. The other is connected to a private internal system. This makes it possible for members of the staff in different parts of the same building to talk to one another without leaving their rooms.

Telephone bells are noisy, so in most offices telephones usually have a quiet buzzer instead of a bell. The loud ringing of bells does not help a man to think about his work.

**Exercise 5. Read the message «A Telephone Call» and give the main idea of it in English.**

When Americans answer the telephone, they say, *Hello*. Not so in other countries. Germans methodically answer with their last names. Russians say, *I'm listening*. The curious French say, *Hello, who's on the line?*, Italians greet callers with *Ready*, the English answer with their phone number, and the Chinese say, *Hey, hey, who are you?*

A telephone call from a friend is a joy, unless you are in the middle of a meal, having a bath or on the point of going out to an engagement for which you are already late. But even when you have time, a telephone conversation cannot be savoured and rerun several times as a letter can. You cannot put a blue ribbon around a sentimental telephone call and keep it for years. A letter sender in effect is saying, "I am setting aside some of my time for you alone, I am thinking of you. This is more important to me than all the other things that I could be doing."

**Exercise 6. Answer the questions.**

1. What is the number of Information? 2. Is it the same or different in different towns? 3. What is your telephone number? 4. Where is the nearest public phone? 5. Where and how can we make a trunk call? 6. What are the conversational formulas, which we use to begin a talk over the telephone? 7. How many times a day do you make calls over the phone? 8. Is it possible to tell in what district a person lives or works by the first figures of his telephone number? 9. What does the long (short) buzz mean? 10. Is the telephone a convenient thing? Why? 11. Do you have mobile phone? 12. Do you use mobile phone or home phone oftener? Why? 13. Do you have one or two mobile phone? 14. How much time do you speak over your phone?



## TELEPHONE ETIQUETTE

Talking with a customer on the phone can often be a difficult task. Without seeing an individual's face, messages can become muddled and meanings misinterpreted. To improve your telephone communication skills, be sure to master the following tips:

### **Adopt a Positive Tone**

Projecting an enthusiastic, natural, and attentive tone while on the phone can help a customer feel comfortable during a conversation. Be aware of your vocal qualities throughout the call. Control your rate of speech, your pitch, and your overall timbre.

The average individual speaks at a pace of 130 to 150 words per minute. Match this rate while on the phone. Anything faster will be difficult for the customer to understand while anything slower will give the impression that you are slow and lazy.

Try timing yourself in order to ensure that the rate at which you're speaking falls into the 130 to 150 words per minute range. Keep the pitch of your voice in mind while you're on the phone as well. A high pitch connotes youth and often fails to suggest an authoritative image. Meanwhile, a low pitch can sound harsh, especially over the phone.

Find a middle ground, and always vary your inflection in order to make yourself sound natural and interested. A monotone sounds boring and unenthusiastic.

Controlling these factors and smiling will ensure a positive tone on the telephone and will greatly improve your customer service skills.

### **Clear Enunciation**

The ability to understand what someone is saying on the phone separates a productive conversation from one filled with tension. Whenever you are on the telephone, speak clearly. Enunciate and use simple words and phrases. Don't use overly complex vocabulary or jargon. The last thing you want to do is confuse the customer on the line or make them feel inferior. Avoid slang and filler words. Saying things like *dude*, *yeah*, and *um* will detract from the quality of the interaction, making constructive problem solving harder to attain. If you have a tendency to use filler words such as *um* or *like* practice taking a pause instead. Chewing gum or eating during a conversation can also lead to mumbled speech so avoid both of these practices in order to optimize your customer service.

### **Be Sincere**

Starting with the greeting, conversations over the phone must be sincere. Say hello and be genuine. Try to avoid scripted greetings as most sound artificial and inauthentic.

Include the company's name, your name, and offer your assistance as soon as you answer the phone. If you're receiving a transferred call or if you're working on the switchboard, state the name of the department you are a part of in order to give the client the appropriate information. Doing this will ease the customer into the exchange and let them know that you are calm and ready to help. Once you're in the middle of the conversation, give the person on the other end of the line genuine answers. Be sure to word these in a positive manner, as you don't want to inject any negativity into the exchange.

Avoid phrases such as *I don't know*, *I can't do that*, or *Just a second*. Specify how long completing a task will take, and state what you can do rather than what you cannot.

Answering a customer's questions with sincerity and positivity will not only satisfy them by the end of the conversation but will also help calm an angry caller.

### Use Their Name

As soon as you receive a customer's name, use it.

### Leave the Customer Satisfied

As with most things, finishing a conversation on the right note can create lasting positivity and a satisfied customer.

In order to achieve a great ending to a telephone call, make sure that the caller understands the information you passed along before you hang up.

Ask the customer, *Is there anything else I can help you with?* Answer any final questions he or she may have to ensure complete comprehension and satisfaction.

Provide any information that the customer might need in the future. If he or she needs to call back, share optimal contact times and whom he or she should call.

Once all of the necessary information has been shared, finish the call in a friendly manner. Say, *Have a nice day* or, *It was nice talking with you*. This will let the customer know that you happily helped them and that you would be willing to aid them again in the future. Finishing a conversation in a positive manner can transform what may have started as an angry phone call to a pleasant experience for the customer.

Develop your interpersonal skills with our series of eBooks. Learn about and improve your communication skills, tackle conflict resolution, mediate in difficult situations, and develop your emotional intelligence. Whenever you're handling clients over the phone, remain positive and do all that you can to satisfy them. Empathize with them when necessary and be personable. Customers will certainly recognize when they're being treated with courteousness, care, consideration, which will translate to repeat business.

**Exercise 1. Put each of the words or phrases into its correct place in the passage below.**

answer	call	caller	come through	directory	telephone
hang up	identify	message	mouthpiece	number	save
operator	reach	receiver	replaced	ring	tone

### Telephone Etiquette

1. Know the right number before making a ... . When in doubt, consult a ... your personal number list, or the information ... .
2. Allow time to ... . Give the person you are calling enough time to ... his telephone. A little patience may ... you a second call.
3. Speak distinctly and in a normal ... of voice. Your lips should be about an inch away from the ... .
4. Answer promptly. Try to answer your telephone on the first ... . Otherwise the may hang up and you might miss an important message.
5. ... yourself when you answer the ... . Do not merely say "Hello". Give your name, your telephone ..., or the name of your firm.
6. Take messages for people who are not there. Write down the name and telephone number of the person calling. Place the ... where it can be seen.
7. ... gently. Slamming the ... down is discourteous. Be sure the receiver is always properly. Otherwise no calls can ... to you.

## DIALOGUES

- Operator. Can I help you?
- What's the area code for San Francisco?
- 415.
- Thank you. Now, let's see. 1-415-555-1212.
- Directory Assistance for which city?
- San Francisco.
- Can I help you?
- Alta California Co. At 1414 Adrian Street.
- The number is 692-1285.
- Thank you.
- You're welcome. Have a nice day.
- Perry, Ross, and Company. Can I help you?
- I'd like to speak to James Singh, please.
- Which department is he in?
- Accounting.
- Just a moment. I'll connect you. It's ringing.

- 
- Let's see. I dial "0" first: 0-314-725-5735.
  - Operator.
  - Hello. This is a collect call, Operator.
  - What's your name?
  - Joan Sinewski.
  - Can you spell that, please?
  - S-I-N-E-W-S-K-I.
  - Just a moment, please.
  - Thank you.

- 
- Who are you talking to?
  - Nobody.
  - Well, why are you holding the phone?
  - My watch stopped. I'm calling the time. Listen. (Good morning. At the tone the time will be 9:52 and 40 seconds — Beep.)
  - What number is the time?
  - 976-16-16.

---

**Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class.**

**Exercise 2. Answer the questions.**

1. What conveniences does a telephone offer? 2. Where and when was Alexander Bell born? 3. When did Bell make the first claim to his invention? 4. What was Bell's attitude towards his invention? 5. What do you have to do if you are making a call from your town call box? 6. What does the telephonist generally say if he or she can't put you through? 7. What is a telephone extension? 8. What is your telephone number? 9. What does the telephone directory contain? 10. In case you haven't got a directory where do you ring up for information?

## DIALOGUES «A BUSY OFFICE»

### Jay Power & Janice Mills

- Yes, Janice, what is it?
- Bob Hudson wants to speak to you.
- I'm very busy right now. Ask him to call back later.
- All right.
- Oh, and Janice, tell Chris to photocopy the president's report.
- O. K. Anything else?
- Yes. Tell Helen not to call her boyfriend on the office phone.
- All right, I will.

### Janice Mills & Bob Hudson

- Hello? This is Mr. Power's secretary again.
- Yes?
- I'm afraid Mr. Power's very busy right now. Can you call back later?
- All right. What about this afternoon?
- Yes, that'll be fine.

### Janice Mills & Chris Day

- Oh, Chris?
- Yes, Janice?
- Mr. Power wants you to photocopy this report.
- O. K. I'll do it later.
- No, Chris. Do it now. I know it's important.

### Janice Mills & Helen Biagi & Jay Power

- Helen, did you call your boyfriend on the office phone yesterday?
- Well - uh - yes. I did. But it was urgent.
- Hmm. I think Mr. Power heard you. He wasn't very pleased about it. Don't use the office phone for the personal calls.
- Yes. O. K., Janice. I won't do it again. I'm sorry.
- Janice, did you speak to Bob Hudson?
- Yes, I did. I asked him to call back later. He says he'll call you this afternoon.
- Fine. Has Chris photocopied that report yet?
- Not yet, but I told him to do it immediately. I think he's doing it now.
- Good. Did you tell Helen not to call her boyfriend from here.
- Yes, I told her not to use the office phone for personal calls. She says she won't do it again. I'm sure she won't.
- Well, I hope she won't. Her boyfriend is living in Saudi Arabia!



## DIALOGUES «TELEPHONING IN LONDON»

### Alan & Winnie

- Winnie? It's Alan speaking. How are you?
- I am not well.
- What's the matter?
- I'm aching all over. I think I have overworked.
- You over - what?
- Overworked. Painting is hard work.
- Then you want a change. Let's go to the cinema. There is nothing like a good Western when you are down in the dumps.
- I am afraid I can't. I'm waiting for a call.
- A call?
- Yes. Er... from home.
- What about tomorrow then?
- Well... The thing is... Diana is giving a party. Do you know Diana?
- No.
- She is at college with me. I really must go and I actually promised to help her with the food. So I can't go out with you tomorrow. Thank you all the same.
- What a pity. May I call you later in the week?
- I am in college all day... well... Ring after eight.
- Thank you. Have a good time.
- Bye-bye.

**The telephone is ringing in Barry's flat. His landlady, Mrs. Mitchell, goes to answer the call.**

- 3209917.
- Hello, can I speak to Mr. Jones, please?
- I'm sorry but Mr. Jones is out. Can I take a message?
- Yes, please... Tell him... his... er... cousin Winifred is dying.
- Dying? How awful. Is she in hospital?
- No, she is at home and wants him to come over as soon as he can. Thank you. Good afternoon.

**It is Sunday morning. Winnie dials Barry's number again. Mrs. Mitchell picks the receiver.**

- 3209917.
- Good morning. May I have a word with Barry?
- Mr. Jones went to Cardiff last night.
- To Cardiff? What has happened?
- He had a call. His aunt Winifred is dying. Can I take a message?
- His aunt Winifred...
- Can I take a message for him?... Are you there?...Are you there?

**Winnie puts down the receiver.**

- Hell's bells. I forgot he's got an aunt Winifred... I think I should go to the films with Alan, after all.

**Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class. Render the contents of the dialogues in Indirect Speech in English.**

**Exercise 2. Draw up some dialogues and carry them on with your classmate in class.**

## CONVERSATION «THE SWITCHBOARD: A LONG DISTANCE CALL »

### Mr. Brown Telephone operator & Long distance operator & Peter

- Operator, I want to place a long distance call to Philadelphia, please. Are there special night rates from here?
- Yes, the night rates are from seven in the evening until four-thirty in the morning.
- What time is it in Philadelphia now?
- There is a time difference of two hours. It is twenty-five past nine there now.
- Fine, I'd like to put a call in now.
- Just a minute. I'll connect you with long distance.
- Could you make the call for me? I speak only English. I used to speak Spanish and French, but I don't any more.
- All long distance operators speak English, sir.
- But I don't want the call to put on my bill. I want to charge it on my credit card.
- What is the number of your card?
- It's 743-859, American Society Card.
- Thank you, sir. I'll get long distance and report the charges to you later.
- Can I get the call through right away?
- I think so. But if the circuits are busy, you may have to wait a little while.
- I can't wait long. I'm in a hurry. We have to go out.
- Just a minute, please. I have long distance now. Hold on. *(To Long distance operator)* Long distance, Mr. Brown, room 502 of the Royal Hotel, wants to place a long distance call. He wants to charge it to his credit card.
- Who do you want to call, Mr. Brown?
- I'd like to put in a station-to-station call to Philadelphia, area code 857, number 935-6843. Charge it to my credit card. *(Mr. Brown repeats his credit card number)*
- Hang up, please. I'll call you back in a few minutes. *(The long distance operator called back fifteen minutes later. Peter answers the telephone)*
- Here is your party in Philadelphia, Mr. Brown.
- That's for my dad.
- Is he there, please?
- No, he isn't. He and Mom went out. They were going up to the Supper Club.

### Narration

Most telephone operators in hotels speak fluent English and pronounce words clearly. In fact, speaking English well is a requirement for all telephone operators in large hotels nowadays. Telephone operators are well informed about everything in their city.

They are like information bureaus. Tourists ask them many questions about entertainment, shopping, and sightseeing.

**Exercise 1. Learn the conversation by heart and carry it on with your classmate in class.**

**Exercise 2. Answer the questions.**

1. What are some usual questions tourists ask telephone operators?
2. What are some unusual questions they ask?
3. Do guests ever invite telephone operators to dinner?
4. Are men ever telephone operators?
5. To what cities are long distance calls most frequently made from your hotel?



## DIALOGUE

Telephone Operator's Services: The Browns' Departure. Telephone operator & Mr. Brown

- Good evening, Mr. Brown. May I help you?
- You certainly can. How about being our alarm clock?
- With pleasure. We are used to interrupting people's sleep.
- O. K. then. Please wake us up early tomorrow morning. We have to catch a plane at seven-fifteen. Will you call us at six?
- You're taking an international flight, aren't you?
- Yes. We are going home — back to the cold country.
- For international flights, passengers have to be at the airport an hour early. I think you ought to get up a little earlier than six.
- Oh, yes. I forgot about that. How long does it take to get to the airport from here?
- At that time in the morning, it shouldn't take much more than half an hour and surely less than an hour.
- You had better give us a call at five o'clock sharp. The children are slow in the morning. They take more time to get ready. It will be dark at that time, too.
- I believe I ought to call you at 4:45.
- O. K., if you say so.
- What time will you arrive in Chicago, Mr. Brown?
- We should arrive about 11:00. It's a good flight, better than it used to be. By the way, send up a pot of strong coffee, please, and hot chocolate for the three children.
- I'll call room service right away and you may place your order with them. You'll be served breakfast on the plane, won't you?
- I suppose so. We'll miss the special food of this country.
- Yes, indeed. Will there be anything else?
- Not now. Thanks for telling us about those stores. However, I ought not to thank you. My wife has spent all my money. By the way, will you call her now, please? She's at the Beauty Parlor. What time is it now?
- It's exactly five minutes to four. I'll connect you with the Beauty Parlor. Hold on, please.
- Hello... Hello... Is that you, Louise? Operator, you've cut us off!
- I can't hear you, sir. Will you please speak louder?
- What did you say?
- I'm sorry. I'll connect you again, Mr. Brown.

### **Narration**

Telephone operators are always polite and courteous. They offer to page guests who do not answer their telephones. Guests rely upon operators to wake them up & give messages to people who call them. Operators leave messages for those who follow them on the next shift. During working hours, operators may take a short break from the switchboard.

### ***Exercise 1. Answer the questions.***

1. When someone calls for a guest and he does not answer the telephone, what does the operator say? 2. What does an operator do if a guest leaves a call for a certain hour, and he doesn't answer the telephone? 3. How long at one time do operators usually sit at the switchboard? 4. What shift do operators like best?

### ***Exercise 2. Put each of the words or phrases into its correct place in the passage below.***

charge reversed	connection	dial
direct	directory	engaged
international code-number	enquiries	long-distance
message	lift	operator
person-to-person	number	telephone directory
wrong number	receiver	

**Making a telephone call**

When you make a telephone-call you ... the receiver. Then you ... the number. If you don't know the ... you can look it up in the ... . If you can't find it there you can call ... . Making a call to a place far away is called a ... call. For most countries in Europe you can phone ...; first dial the ... . If you don't have enough money you can ask for a ... call and have the ... . This means that the ... of the call has to pay for it. When there is a difficulty with the ... the ... may tell you to hold the line. If the person you want to call is already speaking to someone, the number is ... . When you call a friend and somebody else answers the phone, you can leave a ... , or it may mean that you have dialled a ... .





The salesmen must co-ordinate their *efforts* carefully with other *requirements* for space in the hotel. Many hotels also have a special manager to handle all the particular arrangements. That must be made once the convention has been *booked into* the hotel.

Conventions follow a *general pattern*, but they always create special problems. Each one *differs in detail* from all the others.

All of the arrangements must be co-ordinated with the other departments in the hotel. The front desk must prepare for a *surge* of arriving guests, and the housekeeping department must make sure the rooms are ready when needed. The food and beverage service and the *maintenance and engineering staffs* must also do their parts.

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

Banquet is a large formal luncheon or dinner that is *customarily* followed by speeches and/or a ceremony. A banquet is often the *final event* of many conventions. Other banquets are sponsored by local groups for special purposes, such as *presenting awards, honouring* an individual, or *raising funds* for a *political campaign*.

Hotels that are equipped to handle conventions generally attract banquet business as well, but any hotel with a *sufficiently* large dining room, ballroom, or meeting room can attract banquets. The arrangements for preparing the banquet are normally the job of the *banquet manager*, who is sometimes responsible for the *sales effort* as well.

*Banquet waiters* require special skills. They must be able to serve large numbers of people in a short period. In many cases, they work on a part-time basis. The *tips* that these waiters receive, *incidentally*, are not paid by the individual *diners*, but are included as part of the *fee package negotiated* by the sponsoring group.

**Exercise 1. Answer the questions and use these as topic for discussion.**

- How long does a typical convention last? What activities does it include?
- What facilities are required for a convention?
- What are the usual attendance figures for conventions? What sometimes happens when attendance is higher than predicted?
  - How has the growth of the airline industry changed the convention business?
  - Why is the convention business profitable for the hotel industry?
  - What is one reason for the shift of conventions from large cities to resort areas? Name some other reasons.
- Who are some of the hotel employees who specialise in convention activities?
- What are some of the special *inducements* that may be offered to attract convention business?
  - Who on the hotel staff oversees the arrangements for a convention once it has been booked into the hotel?
  - Why must convention arrangements be co-ordinated with other departments of the hotel?
  - What are some of the groups that may sponsor banquets?
  - Can only hotels with convention facilities handle banquets?
  - Who is responsible for preparing arrangements for the banquet?
  - Do banquet waiters require special skills?

## CONFERENCE & SYMPOSIUM

A **conference** is a meeting of people that *confer* about a topic.

- Academic conference, in science & academia, a formal event where researchers present results, workshops, and other activities.
- Business conference, organized to discuss business-related matters best effected there.
- News conference, an announcement to the press (print, radio, television) with the expectation of questions, about the announced matter, following.
- Settlement conference, a meeting between the plaintiff and the respondent in lawsuit, wherein they try to settle their dispute without proceeding to trial
- Conference (sports), a grouping of geographically-related teams
- Conference call, in telecommunications, a "multi-party call"
- Conference hall, room where conferences are held
- Football Conference, an English football league
- In the Netherlands, a solo cabaret act, a type of stand-up comedy lasting 1-2 hours
- Parent-teacher conference, a meeting with a child's teacher to discuss grades and school performance.

### Symposium

Symposium originally referred to a drinking party (the Greek verb *sympotein* means *to drink together*) but has since come to refer to any academic conference, or a style of university class. It was characterized by an openly discursive rather than lecture and question-answer format. The sympotic elegies of Theognis of Megara and two Socratic dialogues, Plato's *Symposium* and Xenophon's *Symposium* all describe symposia in the original sense.

The Greek symposium was a key Hellenic social institution, one that was adopted by the Etruscans. It was a forum for men to debate, plot, boast, or simply to party with others.

They were frequently held to celebrate the introduction of youths into aristocratic society, much like debutante balls today. Youth would attend as the companion and eromenos of an adult with whom he was involved in a pederastic relationship.

Symposia were held by aristocrats to celebrate other special occasions, such as victories in athletic and poetic contests. Symposiast in typical singing pose, accompanied by a flutist playing the *aulos*. The text reads *The boy is beautiful*. 5th century red-figure *kylix* by the Colmar painter. Symposia were usually held in the men's quarters of the household.

Singly or in pairs, the men would recline on couches arrayed against the three walls of the room away from the door. Free boys who participated did not recline but sat.

Food was served, together with wine. The latter was usually mixed with water in varying proportions, drawn from the *krater*, a large jar designed to be carried by two men.

It was served by nude servant boys from pitchers. Entertainment was provided, and depending on the occasion could include games, songs, flute-girls, slaves performing various acts, and hired entertainments. A symposium would be overseen by a *symposiarch* who would decide how strong or diluted the wine for the evening would be, depending on whether serious discussions or merely sensual indulgence were in the offing.

Certain formalities were observed, most important among which were the libations by means of which the gods were propitiated.

In the Dark Ages the warrior feast of the aristocracy had been a social practical institution used by chiefs to strengthen their position in the community.

By means of regular feasting, the local aristocrat could show off his wealth, boast of his exploits, and distribute gifts to key individuals. In the Archaic Age, when the aristocracy had lost its exclusive control of military and political power, the warrior feast became their symposium, a feast consisting of elaborate drinking rituals, songs, dancing, poetic contests, games and musical performances.

Erotic activity – both hetero & homosexual was an accepted, although not necessary aspect of the symposium. In keeping with Greek notions of self-restraint and propriety, the symposiarch would prevent matters from getting out of hand.

The playwright Euboulos, in a surviving fragment of a lost play has the god Dionysos describe proper and improper drinking: For sensible men I prepare only three kraters: one for health (which they drink first), the second for love and pleasure, and the third for sleep.

After the third one is drained, wise men go home. The fourth krater is not mine any more – it belongs to bad behaviour; the fifth is for shouting; the sixth is for rudeness and insults; the seventh is for fights; the eighth is for breaking the furniture; the ninth is for depression; the tenth is for madness and unconsciousness. A game sometimes played at symposia was *kottabos*, in which drinkers swished the dregs of their wine in their kylikes (platter-like stemmed drinking vessels) and flung them at a target.

Another feature of the symposia were skolia, drinking songs of a patriotic or bawdy nature, which were also performed in a competitive manner with one symposiast reciting the first part of a song and another expected to improvise the end of it.

What are called *flute-girls* today were actually prostitutes or courtesans who played the *aulos*, a Greek woodwind instrument most similar to an oboe, hired to play for & consort with the symposiasts while they drank and conversed. When string instruments were played, the barbiton was the traditional instrument. Symposiasts could also compete in rhetorical contests, for which reason the term symposium has come to refer to any event where multiple speeches are made.

**Exercise 1. Summarize the information briefly in English.**

**Exercise 2. Make notes of your new knowledge about conference facilities.**





## MILLENNIUM SUMMIT

The Millennium Summit was a meeting among many world leaders lasting three days from 6 September to 8 September 2000 at the United Nations headquarters in New York City. Its purpose was to discuss the role of the United Nations at the turn of the twenty-first century. At this meeting, world leaders ratified the United Nations Millennium Declaration.

This meeting was the largest gathering of world leaders in history as of the year 2000. It was followed by the World Summit five years later, which took place from 14 September to 16 September 2005.

The General Assembly Resolution that decided upon this summit stated that it attempted to seize *a unique and symbolically compelling moment to articulate and affirm an animating vision for the United Nations*. In this summit, 189 member states of the United Nations agreed to help citizens in the world's poorest countries to achieve a better life by the year 2015. The framework for this progress is outlined in the Millennium Development Goals.

Also known as the *MDG*, these goals were derived from the Millennium Declaration.

This summit was focused on various global issues, such as poverty, AIDS, and how to share the benefits of globalization more fairly.

On 5 September 2000, delegates around the world began to travel to the United States for the Millennium Summit. The delegation of North Korea was inspected at Frankfurt International Airport by American airline officials during a stop in Germany.

American Airlines personnel demanded that the members of the delegation and their belongings be searched. In response to these demands, the North Korean government withdrew its delegation from the Summit. As diplomats, the officials should not have been subject to search. Over 150 world leaders participated in the discussion, including 100 heads of state, 47 heads of government, three crown princes, five Vice Presidents, three Deputy Prime Ministers, and 8,000 other delegates. The Group of 77 was also present to discuss the changes the United Nations faced at the turn of the 21<sup>st</sup> century.

On Wednesday, 6 September 2000, the Millennium Summit was opened by Kofi Annan, the Secretary-General of the United Nations. Before moving into the summit, Annan called for a minute's silence for four United Nations workers who were killed in West Timor by pro-Indonesian militiamen. On Thursday, 7 September 2000, various heads of state discussed peacekeeping issues. They discussed these issues at a round-table meeting of the United Nations Security Council. 70 speakers were scheduled for this day during the summit. The final day of the Millennium Summit, Friday, 8 September 2000, ended after 60 world leaders said their speeches for five minutes each.

### **Middle East Peace Negotiations**

Israeli Prime Minister Ehud Barak called for Yaser Arafat, the Palestinian leader, to reach an agreement with him. During the summit, Barak stated: "The opportunity for peace in the Middle East is now at hand and must not be missed. Jerusalem, the eternal capital of Israel, now calls for a peace of honour, of courage and of brotherhood. We recognize that Jerusalem is also sacred to Muslims and Christians around the world and cherished by our Palestinian neighbours. A true peace will reflect all these bonds." Yaser Arafat responded to Ehud Barak's comments by saying the Palestinians have already contributed to the peace efforts by making significant sacrifices towards a compromise between the two countries.

## **Peacekeeping Forces**

The Prime Minister of the United Kingdom Tony Blair urged the overhaul of the United Nations' peacekeeping forces. He called for the creation for a military staff to supervise the operations. American President Bill Clinton also stressed the importance of these peacekeeping missions.

## **The Millennium Declaration**

The Millennium Declaration was adopted during the Millennium Summit by the world leaders who attended, striving to "free all men, women, and children from the abject and dehumanizing conditions of extreme poverty."

By the end of the Summit, the Millennium Declaration's eight chapters were drafted, from which the Millennium Development Goals, originally developed by the OECD, were particularly promoted in the years following the summit. The delegates at this summit agreed on the following eight chapters.

- Values and Principles.
- Peace, Security and Disarmament.
- Development and Poverty Eradication.
- Protecting our Common Environment.
- Human Rights, Democracy and Good Governance.
- Protecting the Vulnerable.
- Meeting the Special Needs of Africa.
- Strengthening the United Nations.

Additional summits are to be held every five years after the Millennium Summit to assess the progress of the United Nations in reaching towards the Millennium Development Goals. The first follow-up to the Millennium Summit was held in 2005.

A Co-ordinator will be on hand at all times to ensure the success of your conference. We will take care of all your transfers, and make any arrangements you like for excursions, leisure activities, and evening events. The Abela Hotel Monaco invites you to try a fresh approach to business: work hard in the morning, unwind in the afternoon. We will lay on all the facilities and technical assistance you may need for your conference sessions. Then let us put together some special afternoon events using our extensive knowledge and experience of what this exciting region has to offer... and ensuring you enjoy it to the full!

***Exercise 1. Analyze the whole information and give a short summary in English.***

***Exercise 2. Explain the goals of the Summit with the help of the table.***

***Exercise 3. Make up a small report and give a talk in class.***



## GENERAL ASSEMBLY

### International

- The United Nations General Assembly.
- The FIA General Assembly, an international ring organization.

### Summit (meeting)

A summit meeting (or *summit*) is a meeting of heads of state or government, usually with considerable media exposure, tight security and a prearranged agenda. Notable summit meetings include those of Franklin D. Roosevelt, Winston Churchill and Joseph Stalin during World War II. During the Cold War, when American presidents joined with Soviet or Chinese counterparts for one-on-one meetings, the media labelled the event as a *summit*. The post-Cold War era has produced an increase in the number of *summit* events.

### THE CONFERENCE PACKAGE INCLUDES

- Air-conditioned conference room with natural light.
- Baize table coverings; flip chart.
- Mineral water on the table during work sessions.
- Note pads and pens.
- Hospitality desk with direct-dial telephone on request.
- Two coffee breaks: coffee, tea, and orange juice served.
- 3-course Lunch: entree, main course, and dessert; wine, mineral water, and coffee.

**Exercise 1. Transfer the given information from the passages onto a table.**

No	Activity			
	Event	Where	When	Score

**Exercise 1. Answer the questions.**

1. What does the conference package include? 2. What service does it offer? 3. How many devisions does it have? 4. What are they? 5. What is the target sport like? 6. What is the target sightseeing like? 7. What is the target entertainment like?

**Exercise 2. Read the letter and try to understand it.**

**Dear Mr. Wringtson,**

I am writing to you regarding a conference we are planning to hold in October of this year. We are looking for a venue in central London and we anticipate approximately fifty delegates who will stay for two nights, probably on a Friday and Saturday. We will require a large banqueting room for opening and closing events and a number of smaller meeting rooms for other sessions. We will also need to mount an exhibition.

I would be grateful if you could send me some information about your conference facilities together with your current rates, and any information you might have on social events, which can be arranged to accompany the conference.

I would welcome the opportunity of discussing possible arrangements with you.

*Yours sincerely, Brenda White*

*Conference Co-ordinator ETOA*

## DIALOGUES

- Conference and Banqueting Manager (Grosvenor House Hotel)
  - *Conference Co-ordinator* (ETOA)
  - OK, before we go and look at the rooms, I'll just tell you a little bit about them. If you'd just like to look at this plan.
  - Thank you. I'll make some notes, if you don't mind.
  - Sure. Now, I think the Albemarle Suite is going to be the most suitable for your conference.
  - Yes, I thought so when I saw your brochure.
  - It's very *attractive suite*. It contains four rooms in all – the Albemarle, the Aldford, the Apsley, and the Waterloo.
  - Right. Now, we need one room larger than the others for our opening and closing meeting with all the delegates. That's the Albemarle, isn't it?
  - Yes, the largest room is the Albemarle; we usually have that arranged in *theatre-style*. *It can take up to 60 people*.
  - Good. How big is it exactly?
  - Let me see... It's ten and a half metres wide and fourteen point two metres long.
  - I see. Thank you. And what was *the seating capacity* again?
  - Sixty.
  - And does it *have a public address system*?
  - Well, it does, actually, although usually it's not needed because it's not that big a room. It's also equipped with *a video recorder and a slide projector with screen*.
  - Good. What about the other rooms? Can you give me some details?
  - Well, there's the one next to the Albemarle – it's connected, in fact – that's the Aldford. It's five point six metres by eleven point eight, and we usually have that set out in *schoolroom-style*.
  - And what *equipment* does this one usually have?
  - Normally an OHP and a whiteboard – although we can *vary* it, of course.
  - Good. What about these other two rooms?
  - Well, there's the Waterloo Room. That's quite long and thin, four metres by ten point eight five, often used for smaller receptions. It's got a TV and a video. Then there's the Apsley Room, which is *square-shaped*, more or less. It makes a very nice boardroom. It's equipped with a flip chart and a video.
  - OK, I think I've got notes on all that now.
  - Right, shall we go and look at them then?
  - Sure.
- 
- If you ask me, we need to be attracting more *business clients*. There are a lot of good *conference facilities* in the area.
  - Yes, I agree. I had a meeting with some of the local hoteliers recently and they were very keen to bring in more *conference business*.
  - You've got a point, but the problem is transport. We haven't got an airport nearby – we haven't even got a decent rail link.
  - But there's the motorway, and it's only a two-hour drive from places like Birmingham and Manchester.

- Two hours! More like three or four! No, if you want my opinion, this region is always going to depend on the family holiday trade. Now, I think what we could do is to promote more in certain European countries, like...

- 
- OK, let's just run through the arrangements as they stand at the moment. I've got the original draft programme here. Now, I know there have been a few changes.
  - Yes, and I'd like to check some of the arrangements, in any case.
  - Well, *registration* is still at four o'clock. Have we received the name badges yet?
  - No, I don't think so. I'll make a note to check.
  - And after registration they want to have tea provided in the foyer lounge. That means the opening address will begin at five o'clock, not quarter to.
  - We've got to make sure that Marjorie Willis keeps her talk brief – she's only got half an hour and she tends to go on a bit, I've heard.
  - Yes, the delegates will need time to freshen up and change before the reception and the dinner – and those *times are fixed*. Now, one thing – at dinner we've been asked to ensure *fresh flower arrangements* are on all the tables, and we've ordered special displays for the top table. Can you phone the florists and check arrangements there?
  - Sure.
  - On Saturday there isn't much change to the original. We still don't know the titles of the workshops – they'll have to tell us before we do the final print. The afternoon tour is all arranged. You've booked the guide, haven't you?
  - Yes, we just need to confirm exact numbers-but we won't really know that until the day.
  - Well, there's not much we can do about that. Just leave it – they won't mind.
  - I was thinking: why don't we include a stop for afternoon tea on the tour? There's a very nice place in the Trossachs I know.
  - That's not a bad idea. I look into it, will you? The dinner on Saturday is more or less OK, I think, but they want to start a little later, at eight o'clock.
  - OK. We've still got to get the *special table menus* back from the printers.
  - Oh, yes, I'm glad you remembered that. Also they want the dinner to be followed by dancing. Apparently the hotel can provide a very good band.
  - Is that an extra cost?
  - Yes, it wasn't on the original costing, so make sure it goes on the invoice. I think that's it. Oh, except that Basil Carter isn't able to come and do the closing session. It's going to be his partner – Peter Jenkins. I think he's called. It's the same subject though. All the other speakers have confirmed, haven't they?
  - Yes, and I've confirmed their rooming arrangements.
  - Oh, yes, and don't forget to ensure there are *plenty of taxis available* from around two o'clock on the Sunday. Have a word with the *head doorman*.
  - OK.

**Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class. Render the contents of the dialogues in Indirect Speech in English.**

**Exercise 2. Add some information & make up a small report and give a talk in class.**

**Exercise 3. Read the information & pick up the essential details in the form of quick notes.**







**Exercise 4. Read the advertising and give some patterns of your own.**

The Abela Hotel, its architectural lines as agreeable as the view overlooking the Princess Grace rose garden, lies right on the sea front. To enter the lobby with its marble, pastel shades, discreet lighting, is to appreciate modern luxury and traditional splendour.

A warm welcome is the order of the day. The cheerful and efficient staff anticipates your every need, and the service is second to none. Being the perfect hosts, we have reserved one floor exclusively for non-smokers.

There is an elegant Brasserie, evening music in the lobby-bar, a gift and newspaper shop, a shuttle bus service, and a multitude of other services at your disposal.

True Monaco-style luxury at three-star prices! Your room will delight you with its cool, fresh decor, cable television, electronic mini-bar, and individual air-conditioning. To us, traditional hospitality is achieved through discreet efficiency and comfort. What could be better after an afternoon shopping or long hours in the conference room?

**Exercise 5. After reading the information make up the dialogue from it and carry it on in class.**

**Exercise 6. Olay out the roleplay.**

It is the opening night of a new hotel and conference centre (the New Grand). A special reception party is being held. You are characters at the reception.

**Manager of the New Grand.** You are naturally very nervous and concerned that everyone is happy. Make sure that guests are not left on their own.

**Assistant manager of the New Grand.** You are proud of the new hotel and want to impress everyone, especially the Director.

**Restaurant Manager of the New Grand.** You are worried that people haven't eaten all the food you have prepared.

**Local tour people.** You are desperate to make contacts because you are free dance and haven't had much work recently.

**Manager of the Old Ship Hotel.** As the manager of a nearby hotel, you are worried about loss of business.

**Catering goods supplier.** You are marketing a new range of quality hotel foods and want to attract this important new customer.

**Conference and Banqueting Manager.** You are very proud of the hotel's conference facilities. Conference business is expected to account for the majority of the New Grand's trade.

**Airline company executive.** You are interested in expanding your business into the hotel sector and you are looking for a deal with the new hotel.

**Tour operator.** You are responsible for sending tourists to this area every summer. You are not happy with the other hotels and want to find a better one, which will also give you a better deal.

**Director of Grand Hotels.** You are one of the directors of the hotel chain, but you were not happy with the plan to build the New Grand. You are not sure it's going to be profitable. You have some doubts about the Manager, too.

**Manager of the local Tourist Board.** You want to improve the image of the town and develop new services and attractions for tourists.

**Local businessperson.** You are interested in the hotel as a possible venue for conferences for your company. You want to know exactly what the hotel can offer.

When you are given your role, write your name and job title on a badge.

## MEETING & CONVENTION PLANNER

A meeting and convention planner supervises and coordinates the strategic, operational and logistical activities necessary for the production of events. The planner can be employed or hired ad hoc by corporations, associations, governments, other organizations.

### Standardization issues

- Although the *Occupational Information Network* (O\*NET), sponsored by the United States Department of Labor and Employment and Training Administration, identified this occupation as *meeting & convention planner*, other titles are more commonly used.

- These titles include event planner, meeting planner, and meeting manager. In addition, a number of other titles specific to the categories of events produced are used, such as corporate planner and party planner.

- The *banquet event order* (BEO), a standard form used in the hospitality industry to document the requirements of an event as pertinent to the venue, has presented numerous problems to meeting and convention planners due to the increasing complexity and scope of modern events. In response, Convention Industry Council developed the *event specifications guide* (ESG) that is currently replacing the BEO.

- Additionally, the *Convention Industry Council* is spearheading The Accepted Practices Exchange (APEX). By bringing planners and suppliers together, to create industry-wide accepted practices and a common terminology; the profession continues to enhance the professionalism of the meetings, conventions and exhibitions industry.

### Event planning

Event planning is the process of planning a festival, ceremony, competition, party, or convention. Event planning includes budgeting, establishing dates & alternate dates, selecting and reserving the event site, acquiring permits, and coordinating transportation & parking.

Event planning includes some or all of the following, depending on the event:

- developing a theme or motif for the event,
- arranging for speakers and alternate speakers,
- coordinating location support (electricity & other utilities),
- arranging decor, tables, chairs, tents, event support & security,
- catering, police, fire, portable toilets, parking, signage, emergency plans, health care professionals, and cleanup. Event Planning is a relatively new career field.

There is now training that helps one trying to break into the career field. There must be training for an event planner to handle all the pressure and work efficiently.

This career deals with many communication and organization aspects. There are many different names for an event planner such as a conference coordinator, a convention planner, a special event coordinator, and a meeting manager.

### Steps to Planning an Event

The first step to planning an event is determining its purpose, whether it is for a wedding, company, birthday, festival, graduation or any other event requiring extensive planning. From this the event planner needs to choose entertainment, location, guest list, speakers, and content. The location for events is endless, but with event planning they would likely be held at hotels, convention centers, reception halls, or outdoors depending on the event.

Once the location is set the coordinator/planner needs to prepare the event with staff, set up the entertainment, and keep contact with the client. After all this is set the event planner has all the smaller details to address like set up of the event such as food, drinks, music, guest list, budget, advertising and marketing, decorations, all this preparation is what is needed for an event to run smoothly. An event planner needs to be able to manage their time wisely for the event to be a success.

### **Working Conditions**

Event planners work is considered either stressful or energizing. This line of work is considered fast paced and demanding. Planners face deadlines and communicating with multiple people at one time. Planners spend most of their time in offices, but when meeting with clients the work is usually on-site at the location where the event is taking place. Some physical activity is required such as carrying boxes of materials and decorations or supplies needed for the event. Long working hours can be a part of the job. The day the event is taking place could start as early as 5:00 a.m. and then work until midnight. Working on weekends is sometimes required, which is when many events take place.

### **Event scheduling**

Event scheduling is the activity of finding a suitable time for an event such as meeting, conference, trip, etc. It is an important part of event planning that is usually carried out at its beginning stage. In general, event scheduling must take into account what impact particular dates of the event could have on the success of the event.

When organizing a scientific conference; organizers might take into account the knowledge in which periods classes are held at universities, since it is expected that many potential participants are university professors. They should also try to check that no other similar conferences are held at the same time, because overlapping would make a problem for those participants who are interesting in attending all conferences.

When it is well known who is expected to attend the event (e.g. in the case of a project meeting), organizers usually try to synchronize the time of the event with planned schedules of all participants. This is a difficult task when there are many participants or when the participants are located at distant places. In such cases, the organizers should first define a set of suggested dates and address a query about suitable dates to potential participants. After response is obtained from all participants, the event time suitable for most of participants is selected. This procedure can be alleviated by internet tools.



## CONFERENCE INTERPRETER

The place is the Intercontinental Hotel, the time is 1 p. m., and the annual Russian Oil Industry Conference is about to break for lunch. Cathy Ganson, who is interpreting from Russian into English, speaks into the microphone.

"If there are no more questions, we'll stop for lunch". From the window of her booth Cathy sees the speaker step down, and removes her headphones.

When asked how she prepares for conferences, Cathy said: "When I'm sent outlines of the speeches in advance, I can look up every technical term beforehand.

However, this time, all I knew was that the topic was oil. So I've read around the subject to get familiar with the English technical terms." Cathy was born in Britain to Russian parents. The family moved to France, then back to Britain, and Cathy grew up speaking Russian at home and first French, then English at school. After getting a degree in Russian, she did a six-month postgraduate course in conference interpreting.

Applicants for the course spent a day doing aptitude and language tests. Of the students who got onto the course, only 50% passed their final diploma exams.

Most conference interpreters are freelance. Which organization they work for depends on the languages they offer. Someone like Cathy, who interprets from Russian and French into English, will work for the UN in New York and Geneva, the World Bank and UNESCO in Paris, NATO and the European Commission in Brussels, the Council of Europe in Strasbourg and the International Atomic Energy Agency in Vienna.

Usually there are two of us in the booth, taking turns. I'll interpret one speech, and then a colleague does the next. We work as a team because it's less stressful. This morning, whenever the speaker said figures, like \$40,398,462 or 58,645 barrels of oil, my colleague jotted them down so I didn't have to memorize them".

Cathy thinks detachment is the most important quality in an interpreter. "You have to stand back and give an overall picture when you interpret. You must convey the sense, even when you can't think of a specific word.

You may be feeling bad because you do know the word and it won't come to you, but if you waste time trying to remember it, you'll lose the rest of the speech. "She says you also need to be able to think fast. At a recent conference, Cathy was going into Russian – a very unusual situation. Interpreters only go into one language as a rule, and Cathy's *active* language is English, concluded with a Chinese proverb.

None of the interpreters could understand it. Thinking quickly, Cathy translated it into Russian as "the fork knows where the fish is." Later she discovered the Spanish interpreter's version had been "the flea knows where the fur is" and the Arabic interpreter had turned it into "the feet know where the thistles are".

Since this experience, she has developed a range of enigmatic proverbs usable in almost every situation. She can now slot in without hesitation, in Russian or English, phrases like, "When the bird is building its nest, it cannot sing", "A bald man needs no comb", and "The sky knows where the stars are".

***Exercise 1. Analyze the information, which is in the highlight, and use it in practice.***

***Exercise 2. Translate the single-root words.***

To interpret - interpretability – interpreting – interpretation – interpretative – interpreter – interpretress.

## DIALOGUE

- Diane, can you tell me about your work and how you go about selecting a hotel for your clients?
- Well, I work exclusively with incentive tours. More precisely, I work as a Ground-handling Agent for incentive tours from the US. As I'm based here in London, I often don't know the clients intimately. So I rely on my incentive agent in the US to inform me of exactly what sort of group they are and what sort of things they like doing, etc. Then I'll make preliminary inspections of various hotels, as part of the job of a ground handler is selecting a hotel. The next thing is to make recommendations to my client on the basis of these inspections. Nine times out of ten, my clients will also want to inspect the hotels themselves, so one or two of my clients will come over on an inspection visit and they'll make the final choice themselves.
- Really?
- Yes, and we'll see as many hotels in one day as we can. A few days ago, I took some client to visit seven hotels in one day, which is quite normal, but a few weeks ago, we inspected fourteen hotels all in one day.
- Goodness! What, in general, are they looking for?
- Obviously, details depend on the group in question. The incentive groups I deal with will generally spend a lot of time socializing. Consequently, the communal areas such as the bar must be large, attractive, and atmospheric. The reception area will be the first thing they see, so the company will want it to be impressive. Because there's lots of socializing, not just within the group but also with clients based in Europe, there must be sufficient rooms for private functions. And of course they've got to be big enough. Generally, that means we deal with luxury hotels. We don't always, because a de luxe hotel won't necessarily suit the requirements of the particular group we're dealing with. But, by and large, the more stars a hotel has, the bigger and better the facilities.
- So how do you keep up to date with new facilities, special offers, or even new hotels?
- I'm on the mailing list of all the main hotels in the London area so I'm kept updated by mailshot, and I know the people in the sales divisions of most of the hotels we deal with. If they have a special offer coming up, they'll telephone and let me know. To keep myself informed, there's the TTG-that's the Travel Trade Gazette-which is vital reading for anyone in my line of work. If there's any new hotel development, or even new hotels being built, then it will be included in there. I also make a point of going to trade fairs, such as the one in Earls Court in November called the WTM. People from all over the world attend, and I make appointments to meet people in the hotel business.
- Have you ever recommended a hotel you haven't inspected?
- Never. For example, yesterday I went into London just to see one room in a large city-centre hotel. I was offered forty-four of a particular type of room for a client. This hotel has fourteen different types and I wasn't sure it was the right type. Just to be sure, I went to check, and I'm glad I did. It wasn't! You see, every time I recommend a room, my reputation is on the line. I can't afford to make mistakes.

***Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.***

## **MEETINGS & INCENTIVES & CONFERENCING & EXHIBITIONS**

The acronym MICE is applied inconsistently with the "E" sometimes referring to events and the "C" sometimes referring to conventions. MICE is used to refer to a particular type of tourism in which large groups, usually planned well in advance, are brought together for some particular purpose.

Recently, there has been an industry trend towards using the term *Meetings Industry* to avoid confusion from the acronym. Most components of MICE are well understood, perhaps with the exception of incentives. Incentive tourism is usually undertaken as a type of employee reward by a company or institution for targets met or exceeded, or a job well done.

Unlike the other types of MICE tourism, incentive tourism is usually conducted purely for entertainment, rather than professional or educational purposes.

MICE tourism usually includes a well-planned agenda centered on a particular theme, such as a hobby, a profession, or an educational topic. Such tourism is a specialized area with its own trade shows (IMEX) and practices. MICE events are normally bid on by specialized convention bureaus located in particular countries and cities and established for the purpose of bidding on MICE activities. This process of marketing and bidding is normally conducted well in advance of the actual event, often several years. MICE tourism is known for its extensive planning and demanding clientele.

### **Meeting Professionals International**

Meeting Professionals International (MPI) is a professional community for the global meetings industry. Founded in 1972, the Dallas-based non-profit association has 68 chapters and clubs, over 24,000 members from 69 chapters in 20 countries around the world. It organizes four annual conferences: the World Education Congress (summer), the MeetDifferent (winter), the Asian Meetings and Event Conference (fall), and the European Meeting and Events Conference (spring).

### **Certified Meeting Professional (CMP) Program**

An accredited designation offered by the Convention Industry Council; this designation certifies competency in 27 areas of meeting management through application & examination.

For more information on the CMP designation.

### **Certification in Meeting Management (CMM)**

Certification program offered by Meeting Professionals International Global certification in meeting management that focuses on strategic thinking & actions for senior-level meeting professionals.

### **Executive Leadership Program**

For the most senior and executive level industry professionals who have progressed beyond the need for meeting and event management education, MPI has plans to develop a leadership program (e.g., MBA level, focused on business executive leadership skills) for presentation at its conferences or as a stand-alone opportunity, along with opportunities for on-going engagement between members of this community. MPI Chapters provide an education and networking link between members in a specific locality. MPI offers lists of Universities with Hospitality or Meeting and Events courses of study.

*Exercise 1. Choose the keywords and phrases that best convey the gist of the information.*



## DIALOGUE

- OK, so what time did they say they would be here, Donald?
- Well, they should be here at any moment.
- Fine. Shall I complete the group check-in list when they get here?
- That's a good idea, and I'll give you some help if you need it. Good, here they are. Good morning! Welcome to the Fir Tree Hotel.
- Good morning. My name is Megumi Endo. I'm the Tour leader of the Endo Tour group. Very nice to meet you.
- Good morning, Mrs. Endo. I trust you had a pleasant flight. My name is Donald Carter, and I'm the Front office Manager. I'll be checking you in. This is Peter Makeland, my assistant. I have here your *registration cards*. Could you please ask your group to fill in both their names and passport numbers on the cards?
- Yes, of course, thank you. Now we might have a small problem. Three of our group are friends, and they'd be happier if they *shared a room*. If they had told me earlier, I would have fixed you. I hope that's not inconvenient.
- No, not at all. So that's three fewer singles and one more triple, so that's two fewer rooms in total. That won't be a problem. Do you have the names? Good, thank you. I'll get an updated rooming list printed, give it to the head Porter and then he'll be able to make sure all the luggage is taken to the right rooms. They all have their names on their luggage?
- Good, that's fine. The Head Porter will *take care of* that.
- Can I give you my passport list?
- But I'm afraid I've left my voucher in my luggage. Can I give it to you later?
- Yes, of course. That won't be a problem. Now, I'm afraid we have a small problem. Because you are such a large group and it is so early in the morning, not all the rooms are quite ready. So, I've just bleeped the Food and Beverage Manager and she will be coming down in a minute to see to your food and drinks requirements while you are here.
- Fine, thank you.
- Well, in fact, here she is. Mrs Endo, may I introduce you to Patricia Clarke, our Food and Beverage Manager. Patricia will take you through to the *breakfast lounge* and discuss your *meal requirements*. Thank you, Patricia.
- OK, Peter. Have you got everything?
- Not quite. What room did we *allocate the tour leader*?
- Three-oh-four. And that's Megumi with an 'i' at the end.
- OK and the rooms. That's three fewer singles and one more triple. Twenty-four, ten, three and thirty-seven?
- That's right, so the total is two fewer. Under *additional remarks*, make a note to tell *reception of the changes*. Put something like *tell reception two fewer rooms required*, and then you can tick it off when we've done that. You've made a note about the voucher, haven't you?
- Fine, Patricia Clarke – is that Clarke with an "e" at the end?
- Yes, that's right. If you give me the sheet, I'll just check it and sign it.
- There you are.
- OK... Fine. Now. Let's go and join them in the breakfast lounge.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

## DIALOGUE «THE HOTEL SELLS ITS SERVICES»

The secretary has just admitted Mr. Watson, sales manager for the Universal Hotels, into the office of Mr. York, president of a big automobile company.

- *(Looking at a calling card)* Good afternoon, Mr. Watson. I see that you represent the Universal Hotels. What brings you here?
- We have been informed that your company is holding its international sales convention here next spring. I came to offer you the services of our hotel.
- How did you find that out? I was notified only this week, myself.
- It's our business to give you quick service, Mr. York. I know you are well acquainted with our facilities, as you have attended many banquets, dinners, and luncheons there. You know that we are prepared to accommodate large crowds, and you know that we have more advantages to offer your people than any other hotel. Our French chef has the finest reputation in town, and our banquet manager is very efficient. Our hotel is well known for its service and courtesy.
- Yes, I have often been entertained at your very fine hotel.
- Have you been in any of the rooms? The rooms in our hotel are all outside rooms with lovely views. They are beautifully decorated and comfortable. Here are some pictures. Your people will enjoy not only the luxuries of our hotel but also the location as well. It's in the heart of the city, near the shopping district, north of a main boulevard, not far from a beautiful park.
- Yes. I know all that is true, but your prices are high.
- Mr. York, for large conventions we can meet the price of any other hotel in the city. We give you that assurance. Besides, we'll arrange a special hospitality room for your group here with our compliments.
- Well, young man, arranging conventions is out of my line. I'm just the president of the company. I'll leave that job to Mr. Baron, the vice president in charge of sales. Just a minute. *(Mr. York presses a button on the intercom system)* Mr. Baron, can you see Mr. Watson of the Universal Hotels right now? Good. I'll send him down. Mr. Watson, Mr. Baron will be glad to talk over details with you. If your price is right, you have my approval.

### Narration

Nowadays there is a lot of competition among hotels not only for guests but also for meetings. Conventions, banquets, and parties are big business for hotels. Besides the profit from these affairs, they bring many people who become future clients. A hotel likes to be known as a *convention center*. Large hotel chains send salesmen all over the world, looking for business.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

**Exercise 2. Answer the questions.**

1. What facilities must a hotel offer to attract large conventions? 2. Can you name any groups from foreign countries held meetings at your hotel? 3. Are conventions held at any special time of year? Why? 4. Is there much competition among hotels for meetings? 5. What is big business for hotels? 6. What do the hotels get from the conventions? 7. What does a hotel like to be known? 8. Why do large hotel chains send salesmen all over the world? 9. What modern technologies are used by holding conventions?

## HONG KONG TOURIST ASSOCIATION

### London Office: Planning and promoting the meeting in Hong Kong

*Once the decision to meet in Hong Kong has been made, the HKTA is happy to advise on all the details connected with organising and promoting your meeting.*

#### Services include

- Introductions to professional meeting organisers and display companies.
- Information about, *liaison* with, Hong Kong public figures to provide *welcome addresses* at *opening ceremonies* and dinner functions.
- Public relations contacts with local TV, press, and trade media.
- Advice on *Customs and Immigration procedures* to *facilitate entry* for delegates and *speedy clearance* for literature and *display material*.
- Special arrangements for an HKTA representative to attend *preceding* events in order to assist in promoting Hong Kong as the next destination with supplies of *appropriate* literature and display material, films, and audio visual presentation.
- Providing supplies of promotional literature for your *mailing* to potential delegates.  
This will assist in generating maximum interest and attendance. Material can be *overprinted* with the organiser's own text.
- *Listing* of the event in the Association's calendar, *Coming Meetings, Conferences and Exhibitions*, widely *distributed* throughout the world and *updated biannually*.
- Ideas on 'Theme' evenings for *gala functions* with names of *suppliers* and costs. A *comprehensive* list of local entertainment groups and arts and *crafts specialists* that can be *hired* for social programmes.
- Details of exciting and educational tours for accompanying persons who are not attending the meeting sessions.

Arranging for a *Welcome banner* to be displayed at airport.

**Exercise 1. You are a hotel manager. Read the text below and decide exactly what facilities you have to offer in your hotel.**

In addition to operators spelling out their exact requirements in terms of rooms-required numbers of singles, doubles, twins; with or without private facilities; whether with balconies or seaview; and with what catering provision, e. g. rooms only with breakfast, half board or full board-they must also clarify a number of other issues.

These include: reservations & registration procedures (issue of any vouchers); accommodation requirements for any representatives or couriers (provided free); handling procedures and fees charged for portage; special facilities available or needed, such as catering for handicapped customers, or special catering requirements (kosher, vegetarian, etc.); languages spoken by hotel staff; systems of payment by guests for drinks or other extras; reassurance on suitable fire and safety precautions; if appropriate, suitable space for a representative's desk and noticeboard.

#### Ancillary Services

Similar negotiations will take place with locally based incoming operators and coach companies to provide the coach transfers between airport and hotels and any optional excursions. Car hire companies may be approached to negotiate commission rates on sales to the hotel.

## DIALOGUE «REGISTERING AT A CONVENTION»

### Michael Robertson & Sophie

- I wanted to register. Is this the right desk?
- Which category are you in?
- I'm just attending the conference.
- That's here. Category, participant. Great. Did you pre-register?
- Yes, a couple of months ago. The name's Robertson, initial M.
- Hold on. Is that M for Michael or M for Marvin?
- Michael.
- There's a Marvin Robertson from Columbus, Ohio attending too. Ah, I have your envelope. You are from C.B.W. in Toronto, right?
- Right.
- Here's your ID pass. The envelope contains your *convention planner*, a plan of the convention center and the *conference handbook*.
- Thank you.

### Security Guard & Wilbur Meeks

- Pardon me, sir. May I see your ID pass?
- Pass? What pass? I'm Wilbur Meeks.
- Yes, sir. But whoever you are I still need to see your convention pass. I'm sorry, but you can't go into the *convention center* without a pass. Are you a *participant at the convention*?
- Well, I'm not an engineer. I'm an exhibitor. I'm with Devereux Computers. We have a stand in the exhibition hall. I'm sure it's OK.
- Well, you need an exhibitor's pass. Participants have *blue passes*. Exhibitors have pink passes. Would you please report to the desk over there for convention registration?
- Oh, right. OK.

### Joao Santos & Sophie

- Good morning. I'm a *speaker at the convention* today.
- OK, sir. Speaker's registration is at the last desk.
- Thank you.
- Good morning. I'm a speaker at the convention.
- Good morning. May I have your name, please?
- Yes, Joao Santos. From the Federal University of Brasilia.
- Ah, yes, Dr. Santos. You're making *one of keynote speeches*, right?
- That's right.
- We have a yellow pass for speakers. There you go. This envelope contains all the information you need. Here's *an invitation to the reception* for speakers this evening. It's in the Paramount Suite just off the main lobby.
- Thank you.
- Thank you, Dr. Santos.

**Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class. Render the contents of the dialogues in Indirect Speech in English. Translate the dialogues paying attention to italic phrases.**

## DIALOGUE

### Dr. Santos & Sophie & James McGovern

- Excuse me, can you tell me where the Convention Secretary's office is?
- Sure. Go down the hall, turn right, and it's the first door on your left.
- Thank you. Now – what did she say? Turn right and I'll find his door on the left. Oh, here it is. James McGovern – Convention Secretary.
- Come in!
- Good morning. I'm Dr. Joao Santos.
- Well, Dr. Santos, it's a pleasure to meet you.
- I understand you want me to make a speech tonight.
- Yes, I think you're *the best person to do it*.
- You want me to welcome the Japanese Ambassador.
- That's right.
- And how long do you want me to speak for?
- Oh, about 10-15 minutes. You just give him *a warm welcome* in the name of the engineering profession; say a few words about *the purpose of the Convention*.
- Sure, I can do it.
- That's great. I'll leave it to you then.
- All right. I'll go and *prepare my speech*.
- Fine. I'll see you at dinner.
- OK. See you later.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.**

**Exercise 2. Write two sentences for each prompt, one using *too*, the other using *enough*. Begin your answers with the underlined words. Example:**

You can't swim in the sea. It's freezing. (cold / warm)

The sea is too cold to swim in.

The sea isn't warm enough to swim in.

You can't go on a *Club 18-25* holiday. You're only 16. (young/old)

-----  
You can't drive that car. The brakes don't work and the tyres are very old.  
(dangerous/safe)

-----  
You can't sleep in my room. The air-conditioning doesn't work.  
(warm/cool)

-----  
I can't use this camera. I don't know what to do with all the buttons.  
(difficult/easy)

**Exercise 3. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 4. Add some information & make up a small report and give a talk in class.**

## DIALOGUE «PREPARING A SPEECH»

Dr. Santos & Linda Perez

- Come in!
- Dr. Santos? My name's Linda Perez, James McGovern's secretary. I'm typing up your speech from the micro-cassette, and I had a few questions.
- Yes, well now, what are the questions?
- How about I play through your tape and stop it where I have questions?
- All right.
- Tape (of Dr Santos): Your Excellency, Mr. Chairman, Gentlemen –
- Yes, this is the first one. I believe there will also be several women present.
- Women? Oh, yes – then change it to Ladies and Gentlemen.
- All right.
- Tape: I have great pleasure in speaking today on behalf of our association –
- Ah, yes. This is the next one. Um, there are two associations represented at the convention, aren't there?
- Oh, yes, I'd forgotten about the North American Hydraulic Engineering guys. We'd better change that to "our associations".
- All right, Dr. Santos.
- Tape: And we are honored today by the presence of His Excellency, the Ambassador of Japan, who has traveled over 5000 miles especially to be present at this, the Sixth International Convention of Civil Engineers.
- Here we are. I think it's less than 3000 miles from Washington D.C. to LA.
- Oh, right. I originally put kilometers. Thank you. Change it to "who has travelled nearly 3000 miles especially to be present at this the Sixth International Convention of Civil Engineers". How does the speech to you, Linda?
- Very good. Dr. Santos. I'm sure everyone will be interested.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

**Exercise 2. Render the contents of the dialogue in Indirect Speech in English.**

**Exercise 3. Answer the questions in the negative using too and the words in the brackets.**

**Example:** Can you read those numbers on the screen? No, they are too small.

1. Are you going to use this projector? (noisy)

-----

2. Are you going to hire the large conference room? (expensive)

-----

3. Can you hear what he is saying? (far away)

-----

4. Are you going to carry that case of books by yourself? (heavy)

-----

5. Would you like to go out this evening? (busy)

-----

6. Are you going to send the present by post? (fragile)

-----

**Exercise 4. Read the information & pick up the essential details in the form of quick notes.**



## DIALOGUE «PLANNING THE CONFERENCE»

Greta Mueller & Sales Manager

- Yes. As I said on the telephone, we're planning a three-day conference in April next year for about 150 people. Now, we'll need one large room for the main conference and three smaller rooms for round table discussions for around 40 delegates each.
- I see. Well, the ballroom is big enough to hold 200-theatre style. We do have a number of rooms next door to the ballroom but they're probably a little too small for 40 people.
- Hmm. But presumably you do have some other meeting rooms?
- Yes, we do. We can certainly accommodate you elsewhere in the hotel.
- Fine. What about equipment?
- We can supply most things – video recorder, overhead projector, cordless microphones.
- What about back projection and Autocue?
- Mm. No. I'm afraid not.
- And support services – secretaries, interpreters, and photographers?
- We can arrange full support services through an outside contractor.
- Good. Will it be possible to get detailed room plans?
- Certainly. Our conference pack has all that sort of information, as well as a full list of our menus and room rates.

*Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.*

*Exercise 2. Answer the questions in the negative, using «not... enough» & the words in the brackets. Example:*

Are you going to use the conference room in the hotel? (big) *No, it isn't big enough.*

1. Do you think he will pass the examination? (good)

-----

2. Is she going to get the job? (experienced)

-----

3. Shall we record this programme on video? (interesting)

-----

4. Do you think I could be an air hostess? (tall)

-----

5. Do you think it's safe to swim in the river? (clean)

-----

6. Will you invite Mr Davis to the office party? (important)

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## DIALOGUE

### Mr. Tsang is speaking with Mr. Snow

- This is Mr. Tsang speaking.
- Hello, this is Michael Snow of the Lawn Medical Foundation. Would you mind giving me some information on the Regent conference facilities?
- Certainly, Mr. Snow. *What size of conference* do you have in mind?
- Well, we will have finalised the numbers by next month and intend about 160 delegates.
- I see. What kind of facilities would you need?
- We would need both classroom and *theatre accommodation*.
- Let me give you *two possibilities*. We have our Regent Function Rooms One to Four, which are all interconnected. These provide over 2000 square feet. Or we have Regent Five and Six, also interconnected, which give about 1700 square feet.
- I see. And what is the capacity of these two areas?
- Regent One to Four seat 180 people when used as classrooms or 310 when used as a theatre. Regent Five and Six hold 160 as classrooms and 200 as a theatre.
- Right. I've got that. Now what about *office support services*?
- We have telex, photocopying, secretarial services, a photographer if required.
- And the technical equipment for the classrooms?
- We are fully equipped. There are movie, slide, and *overhead projectors*.
- How about *basic equipment* such as tape recorders, easel pads, markers, microphones, loudspeakers that sort of thing?
- Yes, they're provided.
- Right. That seems fine. I don't think there's anything else.
- Well, Mr. Snow, if you give me your address I can send ....

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.**

**Render the contents of the dialogue in Indirect Speech in English.**

**Exercise 2. Make sentences about the hotel and conference centre using *too* and *enough*.**

**Examples:** Airport / near *The airport isn't near enough.*

Train service / unreliable *The train service is too unreliable.*

Conference room / small

-----  
Meeting rooms / dark

-----  
Facilities / modern

-----  
Food in the restaurant / good

-----  
Service in the bar / slow

-----  
Bedrooms / warm

-----  
Bathrooms / clean

## TOPICAL VOCABULARY

to **confer** with – радитися

**conference** – збори, конференція, зустріч (офіційний захід) *Syn. meeting, deliberation, consultation, congress*

to convene ( hold ) a conference – проводити конференцію

summit conference – зустріч, переговори на вищому рівні

peace conference – мирні переговори

press conference – прес- конференція

staff conference – зустріч керівництва компанії з її співробітниками

conferee - учасник переговорів, конференції

to hold a consultation – радитися

to convene (hold) a **congress** – проводити конгрес, організувати конгрес

an annual congress – щорічний з'їзд , щорічний конгрес

a biennial congress – конгрес , що проходить кожні два роки

a party congress – з'їзд партії *Syn. meeting, interview*

**interview** – ділове побачення, зустріч, бесіда; інтерв'ю (for; with)

to conduct an interview – проводити інтерв'ю

to give ( grant ) an interview – давати інтерв'ю

to obtain an interview – взяти інтерв'ю

television, TV interview – телеінтерв'ю

an interview with the personnel director for a job – співбесіда з начальником

відділу кадрів при прийомі на роботу

exclusive interview – ексклюзивне інтерв'ю

job interview – співбесіда при прийомі на роботу

to interview for a job – проводити бесіду при вступі на роботу

personal interview – особиста зустріч, бесіда

stressed interview – амер. інтерв'ю "під тиском"

taped interview – бесіда, записана на плівку

telephone interview – інтерв'ю по телефону

to **converse** – розмовляти, вести бесіду ( about, on – про що - л .; with – з ким – л.)

**intercourse** – а ) спілкування, суспільні зв'язки або відносини (among, between; with)

social intercourse – соціальні контакти

**intercommunication** – спілкування

voice intercommunication – переговорний пристрій

telephone intercommunication – система внутрішнього телефонного зв'язку

to **commune** with oneself / one's thoughts – міркувати, обмірковувати

to commune together – спілкуватися

It is pleasant for a family to commune together in their living room. – У сім'ї любили бесіди у вітальні. Sometimes I like to sit by the fire and commune with my family, even in silence . – Я іноді люблю посидіти біля вогню і поспілкуватися з родиною, хоча б і мовчки. At other times I walk in the woods, communing with nature. – В інші дні я блукаю лісом, спілкуюся з природою.

to commune with – спілкуватися

**Exercise 1. Make up sentences with some words and phrases from the topical vocabulary.**

## DIALOGUE «ASKING FOR INFORMATION»

### Harding & Leong are speaking

- Good morning, Mr. Leong. My name's George Harding. I'm with the International Legal Computing Association. We're starting *to prepare* next year's conference. We'd like to hold it in Hong Kong so I thought I'd give you a ring to see if you can *offer any assistance*.
- We'd be very glad to help. Mr. Harding. When do you intend to hold the conference?
- It's due to take place in mid-November next year. We'd like the delegates to arrive in Hong Kong on the 12th or 13th of November as the conference starts on the 14th. It'll last for five days.
- I see. Do you mind giving me a few more details? What's the Association's address?
- It's 35 Curzon Street, London W1Y 2AC. The phone number is 01-499-9211.
- Good. Is there a branch in Hong Kong?
- Yes, in fact there is. The address is 1430 Tung Ming Building, 40 Des Voeux, C. Fine. Perhaps you could give me some idea of the size of the conference and the *amount of accommodation* required?
- We would expect about 240 people to attend. Of these, 30 will be from Hong Kong itself. The rest will require hotel accommodation, mainly in twin rooms. 30 singles should be enough. We'll need a meeting room with theatre layout big enough for all the delegates.
- What about group rooms?
- We'll need five of those, seating up to 40 people each, for workshops. With all the usual *AV aids*. Those are our basic requirements. Could you give me a *rough idea* of what an arrangement like this would cost?
- Certainly. I can give you the details of a conference package at one of the top international hotels in Hong Kong. The costings are based on 100 twin rooms.
- The figures are this year's. I suppose?
- Yes, that's right. They're valid until the end of this year. Of course, by next year the costs will have increased. The package comprises six nights' accommodation, including service and tax, transfer from the airport to the hotel and back, five days' meeting-room use, a *welcome cocktail reception* in our hospitality room, a half-day Hong Kong Island tour and a *farewell banquet*. The total cost is 1900 Hong Kong dollars, or a little over £160.
- That sounds fairly reasonable. Could you give me a *breakdown* so that I can see what each part of the package costs?
- I'd be glad to. The room element is HK\$ 200, for half a twin room, plus 14% for tax and service times six. That comes to HK\$ 1368 for the accommodation. The welcome reception is HK\$ 72. The lunches are HK\$ 80 each. The group transfer is by coach and costs HK\$ 30. The island tour is HK\$ 70. I think that covers everything. Oh, no. I've forgotten the farewell banquet. That's another HK\$ 120. Have you got all that?
- Yes, I think so. That sounds most interesting. I will have discussed this with my management committee by the end of next week. Perhaps I could ring you then.
- Fine. Mr. Harding. I'll look forward to hearing from you.

**Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.**

## REVIEW

### A. Indicate whether each of the following statements is true or false.

- Conventions require extensive facilities, such as a large hall or auditorium, several rooms for meetings of smaller groups, and an exhibit area.
- There are seldom more than a thousand people at a convention.
- Conventions today are almost always held in a few large cities that are transportation centers.
- A convention is a great deal of trouble for a hotel because it usually does not bring in an adequate return of income.
- Hotels often give lower room rates to people attending conventions.
- It is unnecessary for the convention department to inform the other departments of the hotel about its activities.
- Only hotels that can accommodate conventions are also equipped to attract banquet business.
- Banquet waiters are often specialists who work in hotels on a part-time basis where and when they are required.

### B. Indicate the different physical facilities & services that hotels listed below might have.

- A large commercial hotel with convention facilities.
- A large commercial hotel without convention facilities.
- A motel with one large and several small meeting rooms.
- A motel in a warm climate.
- A resort hotel in a warm climate.
- A resort hotel in a skiing area.
- A resort with mountain trails, camping areas, and paths for horses.
- A luxury hotel in a big city that is a resort area in a warm climate.

### Background

ICON is a computer software company based in Los Angeles, USA.

The Manager of its company travel service is making arrangements for some senior managers to attend a seminar in France. The seminar starts on Friday July 5<sup>th</sup> & ends on Sunday July 7<sup>th</sup>. It will include meetings to discuss work problems and executive games to encourage teamwork. This is important because the participants are of different nationalities. The participants will expect to work hard, then relax, enjoy the amenities of the hotel, explore the surroundings area and have a really good time.

The Manager of ICON's travel service wants to book a hotel which is both stylish and value for money. The Manager of ICON's travel service phones the Account Manager for Corporate Travel at Universal Airlines. He asks Universal to propose three hotels in France for the seminar.

The Account Manager for Corporate Travel asks for more details about the seminar and its participants: How many male and female are there? What is the arrival and departure time? What kind of the hotel do they want? What is special equipment for the seminar? When will be the meals and how many? Are there any special requirements?

### Chateau Monfort

Description:	18th century castle; 35 rooms.
Location:	In the countryside. Bordeaux – 30 km; airport – 25 km; railway station – 20 km.
Restaurant:	French cuisine. Excellent vegetarian food.
Price:	200 per room per night. Cost of meals per day: 50 Group discount: 20%.
Conference facilities:	1 large room, 3 smaller rooms. Basic equipment.
Other facilities:	Swimming pool, Gym, Bar. Disabled facilities on the ground floor
Entertainment:	Three visits to a nightclub (Sat evening).

### Hotel Marine

Description:	Modern hotel; 68 rooms.
Location:	On the seafront in the Bay of Arcachon; Bordeaux – 60 km; airport – 50 km; railway station – 15 km.
Restaurant:	International cuisine. Vegetarian menu available
Price:	150 per room per night. Cost of meals per day: 80 No discount for groups.
Conference facilities:	2 large rooms, 2 smaller rooms, High-tech equipment.
Other facilities:	Bar, Satellite TV, Modem point, air conditioning. Smoking areas in hotel lounge only. Disabled facilities on the ground floor.
Entertainment:	Outdoor activities including golf, horse-riding, wind-surfing, fishing and boat trips.

### Hotel Splendide

Description:	Modern hotel (built in 1992); 120 rooms.
Location:	In Bordeaux city centre in a large pedestrian zone. Airport – 15 km; railway station – 15 km; hotel shuttle bus to and from the airport.
Restaurant:	French and Italian cuisine. Vegetarian menu available
Price:	220 per room per night. Cost of meals per day: 80 Group discount: 10%
Conference facilities:	1 large room, 3 smaller rooms. Basic equipment.
Other facilities:	Bar, Satellite TV, Modem point, air conditioning. No smoking. Disabled facilities on all floors.

The Manager of ICON's travel service answers. There are 20 participants (12 male / 8 female). The requirements of the organization of the seminar: single rooms for all participants, conference room and 3 smaller seminar rooms. Most will arrive on Friday afternoon, a few will come later. Departure after 5 p. m. on Sunday evening.



The organization books a comfortable stylish hotel in an interesting area 3- or 4-star hotel. For the performance of the seminar they need overhead projector, flip chart, Power Point, VCR. According to the meals required: Friday evening: dinner; Saturday and Sunday: breakfast, lunch, dinner. Two participants are vegetarian. Foru do not drink alcohol. One participant uses a wheelchair. Six are smokers.

The Account Manager for Corporate Travel at Universal Airlines sends information about three possible hotels for the seminar to the Manager of ICON's travel service.

They are all in Bordeaux or in the surroundings. At the meeting they discuss the three proposals and choose one of the hotesl for the seminar. Role play the discussion.

**Exercise 1. Make notes of your new knowledge about hotel converence service.**

**Exercise 2. Read this extract from a report about a conference centre.**

"I visited Hembury Hall Hotel and Convention Centre last Thursday. Unfortunately, I do not think it will be suitable for our conference. The location is not convenient. It is too far away from the airport, and as many of our delegates come from abroad, this is a serious problem. There is a train station about 20 mi away, but the service is not reliable enough.

The main problem is the hotel itself. The conference room holds only 150 people, and we need a room for over 200. There are a number of meeting rooms, but they have very small windows and I felt they were not light enough.

The facilities are too old-fashioned. There is a phone and a telex machine, but we FAXes and translation services as well. The food in the restaurant was unsatisfactory and it took a long time to get service in the bar. The central heating is inefficient so the bedrooms were extremely cold, and the bathrooms were very dirty."

**Exercise 3. Fill in the blanks using the following words: modern, organisation, problems, centre, advice, meeting, auditorium, convention, plans, everything, secretarial, responsible.**

Monte Carlo has a long history as tourist and business \_\_\_\_\_, and its beauty and elegance will guarantee the success of any conference or \_\_\_\_\_. It has magnificent hotels and restaurants, as well as a \_\_\_\_\_, purpose-built Convention Centre. In Monaco, real professionals will help you with the \_\_\_\_\_ of your conference. When you decide to come to the Principality, one person will be \_\_\_\_\_ for helping you. He will ask about your \_\_\_\_\_ and will be able to give you any \_\_\_\_\_ you need. When your conference is taking place, he will deal with any \_\_\_\_\_, and will leave you free to be with your guests. The Convention Centre offers a large \_\_\_\_\_, several halls and theatres for exhibitions, and \_\_\_\_\_ rooms; there are translation facilities, telephones and FAX machines, \_\_\_\_\_ offices, a range of restaurants and bars, and many other services. In short the Monte Carlo Convention centre has \_\_\_\_\_ you need to make your conference a success.

**Exercise 4. Summarize the facts and write a small essay on the topic.**





## THEORY & TRAINING

Since practical skill comes mostly through experience and knowledge by studying it is the way they structure the programme. Since it is the objective to develop the strengths, you can pick from a sufficient number of interesting courses. This will let you get more in-depth knowledge in the subjects you prefer in your career planning. The ICTM programme is structured around 3 main aspects:

### 1. Hotel Management and Administration

- Principles of Hotel Management
- Hotel Operations Systems
- Property Maintenance
- Macro Economics
- Human Resource Management
- Information Technology
- Rooms Division Management
- Financial Management

### 2. Operational Training

- Kitchen Operation
- Food Production
- Food & Beverage Service
- Beverage Theory
- Computer Training

### 3. Marketing & Communications

- Principles of Hotel Marketing
- Internal Marketing
- Public Relations
- Communications & Presentations
- Interactive Marketing
- Philosophy
- Guest Recreation & Hotel Entertainment
- Guest relations

Some of the subjects will be included in the one programme. Mandatory courses provide you with basic knowledge and skills. Elective courses provide you with an opportunity to tailor your training programme according to your needs and talents. You can pick from a set of elective courses all of them corresponding with the core courses. The only limitation is a required number of lessons per week.

The number of required lessons in the core course decrease towards the end of the programme, whereas the required lessons in the elective courses increase accordingly. This provides you with an opportunity to focus almost entirely on your preferred subjects towards the end of the programme. The programme structure lets you achieve excellence in things you do well.

***Exercise 1. Analyze the information, which is in the highlight, and use it in practice.***

***Exercise 2. Draw up some dialogues and carry them on with your classmate in class.***

***Exercise 3. Choose the keywords that best convey the gist of the information.***

## MODERN EQUIPMENT

P.F. Drucker claims in his views on schooling and education in a Post-Capitalist society: "The school we need has to provide universal literacy of a high order – well beyond what *literacy* means today. The school of tomorrow will be less labour and highly capital intensive." In order to fulfill the claim we must rely on technology and modern equipment.

This is necessary because the syllabus as outlined includes parts which are better learned through practical experience. Most of the core programme *ingredients* are such subjects. Ideally you should be a *self-starting-learner* by now and appreciate that the core lessons are coaching lectures, the learning must come from you!

This leaves us with more time for the elective courses, where "hands on" experience is important, for example in the modern and fully equipped kitchen, where you can appreciate the process of food production in the *real world*. You will host dinners for the faculty and guests in the dining room or experience information technology systems for the hospitality industry in the computer exercise room by applying them to case studies.

This is where the teaching, coaching and training is required. At ICHM it will not be spending an awful lot of time and endless hours trying to teach things that are best learned through experience, that is, things that are being learned behaviorally and through drill, repetition, feedback. Here belong most of the subjects taught in your elementary school, but also as already mentioned, a great number of the core course subjects.

ICHM functions more like a university. Your trainers will not be spending much of their time on routine, remedial or repetitive learning. They will lead, advise and coach you in these activities and will have time to identify your strengths, focus on them, and lead you to achievement. The International Course in Hotel Management is committed to producing results whether you are just beginning your career or advancing it within the hospitality industry in or outside Austria. The modern, fully equipped and highly functional institute which is located in one of the most residential areas in Vienna is a good basis to start from.

Quality, and in particular service quality is going to be an enormous challenge for the industry in the future. Quality in the hospitality industry is an experience rather than a tangible product. Quality is only featured differently through the tangible e.g. a 5 star deluxe hotel vs. a 2 star motel. Quality, quite simply put, is when the expectations of a hotel stay have been exceeded by the experience. What holds true for the customer at the hotel is even more so important for your own education and career planning of which the International Course in Hotel Management could become a part of. They advise each of the students to draw up a career plan. Before you come and join the programme, you should know why and what it is supposed to contribute to your plans. You can best profit from your education by setting goals and objectives. Achieving or even exceeding your goals represents quality in the education. In order for you to fully appreciate the programme, you need to meet a number of qualifications:

- Matura or comparable to Austrian standards (i.e. A-levels, Baccalavreat)
- Experience in the hospitality or related industries.

The hospitality industry is a highly interactive business. Contacts between employees and customers, as well as amongst customers have a high impact on the quality experience of a service. Just as a painter mixes the colours before starting to paint, appearance in the hospitality sets the tone for the interactive process.

## **Operational Training**

The career in the hospitality industry will most probably start in the position of a waiter, a frontdesk or reservation clerk, an assistant chief steward or a floor supervisor. None of the students so far have started their career successfully, they need the required skill in certain areas. Skill is best required through "doing" and this is why they require to complete an 8 week summer placement internship, preferably in a hotel. The job center at the institute will assist you in applying for jobs.

## **Performance a part of Life**

If you try to classify the hotel business within the service industry according to audience size and audience frequency, you will soon arrive at a couple of interesting facts. The audience size is always middle to large and never on a one by one basis as it would be with lawyers, consultants or doctors. In the hotel industry there is always interaction amongst customers themselves. The Hotel industry in this respect is more like a theatre or concert hall. The frequency with which the same audience appears is on the other hand rather low and certainly has to do with the size of it. It is again very similar to a theatre, an opera house or a concert hall, where season ticket holders (regular customers) keep appearing more often, others keep appearing more or less regularly but a large part of the audience changes daily. Since the hotel industry has one similarity with the theatres or concert halls, performance becomes an important part of the daily routine.

Operationally, hotels and theatres both have two areas – on stage and back stage.

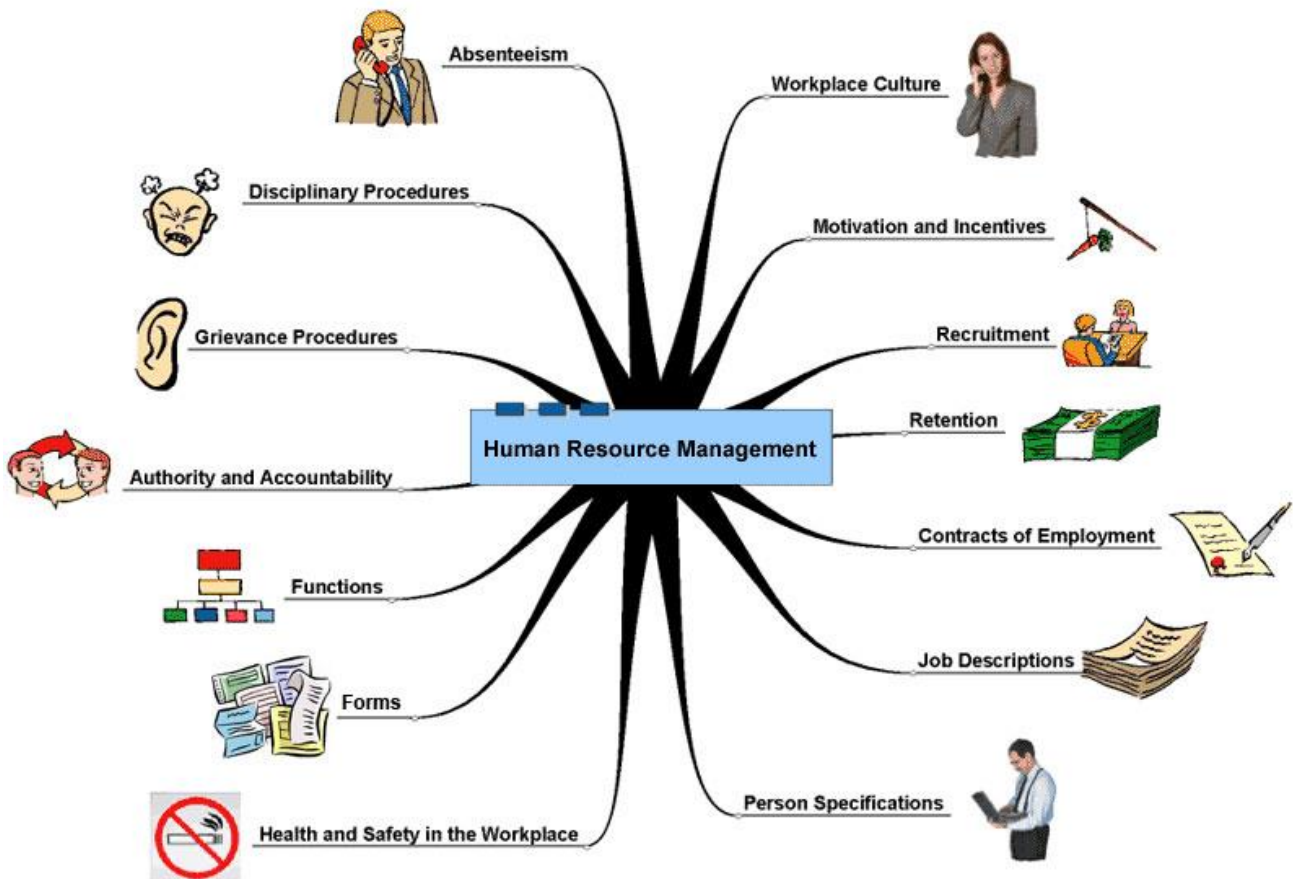
The two areas are strongly interconnected with each other, highly interactive and one has to rely on the other. This is why the *on stage* employees in a hotel should rather be referred to as actors and actresses. The restaurant as well as the lobby and others, for the customer visible areas should be seen as the stage. Hair & other *make up* standards should be appreciated as styling in order to fit the roleplay. The employees working *back stage* will do their best to make the stage, the actors and actresses look good in front of the audience.

In successful hotel companies, the *back stage* considers *on stage* as their customers, whilst management considers all the employees as their most important customers.

**Exercise 1. Choose the keywords that best convey the gist of the information.**

**Exercise 2. Answer the questions.**

1. What does P.F.Dracker claim in his views on schooling and education? 2. What will the school of tomorrow be like? 3. What does the syllabus include? 4. What are elective courses like? 5. How does ICHM function? 6. What is ICHM like? 7. What is the quality of teaching like? 8. What must you do in order to fully appreciate the programme? 9. The hospitality industry is a highly interactive business, isn't it? 10. What has a high impact on the quality experience of a service? 11. How can the position in the career in the hospitality industry most probably start? 12. How is skill best required? 13. Is there interaction amongst customers themselves in the hotel industry? 14. What is the hotel industry like? 15. How many areas are there in hotels and theatres? 16. Are the two areas strongly interconnected with each other? 17. Who should rather be referred to as actors and actresses? 18. Who should be seen as the stage? 19. What should be appreciated as styling in order to fit the roleplay? 20. Who will do their best to make the stage? 21. How does management consider all the employees?



**Exercise 3. Remember that.**

Bleep – short, high-pitched sound to call smb.

Attentiveness – helpfulness and politeness

Canvass – find out the opinions of

Discernible – noticeable

Driving a hard bargain – insisting on the best price, arrangements, etc.

Remedy – put right smth. that is wrong

Rooming list – a list of guests and their rooms

Survey – study of people's behaviour

Autocue – machine that allows a speaker read words looking at the audience

Baize – woollen cloth used for covering billiard tables, card-tables, doors, etc.

Lay on – provide or supply service

Second to none – the best

Hospitality board – board of information

In-bound-coming to the country

Mass-market tour operator – one who sells very popular holidays

Package – inclusive tour

On hand – available

Recession – period of the economy isn't successful

Savour – eat slowly and enjoy

Trading down/up – exchanging smth for smth.

Product launch – formal introduction of a new

Public address system (PA) – electrically-controlled apparatus for making a speaker clearly heard by large groups of people

Lectern – sloping surface for holding a book

**Exercise 4. Analyze the information, which is in the highlight, and use it in practice.**

**Exercise 5. Add some information & make up a small report and give a talk in class.**

**Exercise 6. Read the information & pick up the essential details in the form of quick notes.**



## HOTEL- & TOURISM TRAINING

### Admission

Admission is only possible if we receive your application before May 30 of the year in which you want to enroll.

### Austrian applicants

Matura certificate or a minimum of 3 years of experience in the hospitality industry.

### International applicants

Matura, International Baccalaureate, A-levels, or equivalents or a minimum of 3 years of experience in the hospitality industry.

### The language of instruction is English

Notification of acceptance will be made after all supporting materials have been received and reviewed by our admission committee. This written confirmation is necessary in some countries in order to

- export and transfer currency;
- application for Austrian visa.

### Internship

- 8 weeks of practical training during the 4 semesters is required.
- Internship is recommended between semester 2 and semester 3. Placement in foreign countries is highly recommended. The institute will help to arrange foreign placements for Austrian students as well as Austrian placements for foreign students.
- Contracts are made directly between employee and employer. Offers for vacant jobs are sent to our centre & will be offered to students by our placement department.

Foreign students who are participants in the International Course in Hotel Management and want to improve their German language abilities may work in Austria during their studies and up to three months after graduation.

Austrian hotels employ trainees in various departments, but it is almost impossible to find a position as a front office-trainee without a good command of the German language. There are no restrictions for Austrians and EU-citizens.

Instruction is given in accordance with the Austrian Ministry of Education School Law. Participants are required to attend all lessons. An absence of more than 100 lessons per year or a serious disciplinary offence will result expulsion from the programme.

At the end of each semester all students are given a certificate which lists all subjects with the marks awarded to them as well as the number of lessons missed.

Only students who have passed all subjects with at least the marks *pass* are awarded the *Diploma in International Hotel Management* from the Vienna International Centre for Hotel- and Tourism Training. This Diploma is acknowledged by the Vienna Economic Chamber and the Austrian Ministry of Education as well as various affiliated universities. It lists overall results i.e. *with distinction, highly commended or with merit*. The duration of the course is 4 semesters. The 32 compulsory lessons per week are scheduled throughout the day. Practical training is part of the schedule.

**Exercise 1. Compare the data with others centres for Hotel- and Tourism Training.**

**Exercise 2. Analyze the information, which is in the highlight, and use it in practice.**

## **WORLD EDUCATION CONGRESS (WEC)**

The World Education Congress is MPI's global conference that is held annually in July or August, traditionally somewhere in North America. The WEC features education sessions with a focus on business, leadership and other career-development skills. There is a tradeshow component (Meeting Place). WEC has a more international perspective than does MPI's other conferences. It offers General Sessions & networking & market place /business opportunities.

### **Professional Conference Organiser**

A Professional Conference Organiser (PCO) is a company, which specialises in the organisation and management of congresses, conferences, seminars and similar events.

PCOs work as consultants for academic and professional associations. They usually provide full service management for conferences including but not limited to conference design, registration, site and venue selection and booking, audiovisuals, IT support, logistics, leisure management, marketing, printing & web services, sourcing speakers, funding, sponsorship, financial management and budget control. Other companies offer related services including travel agents and public relations companies. They tend to focus on limited areas such as destination management.

### **Careers in Hospitality & Leisure & Tourism**

For many people the thought of a career in hospitality, leisure and tourism brings up images of chefs, fitness instructors. Well of course, these are all careers that fall within these sectors, but there is so much more to consider much more, the hospitality industry alone employs 1 in every 10 people in the UK, that's over 2.5 mln people working in more than 30,000 establishments. 1 in every 5 new jobs fall into this sector with another 400,000 new jobs created by 2016 according to The British Hospitality Association.

Not just chefs and waiters then? No way... this is a huge industry offering variety, diversity & tons of different jobs and career opportunities to suit everyone.

So what sort of person do you need to be to work in hospitality, leisure and tourism. Well to begin with you need to like people, and enjoy the challenge of working in a customer focused environment. You need to be flexible, adaptable, enjoy problem-solving and thinking on your feet and to be able to work as part of a team. But of course it's not just about hotels – the hospitality industry affects us every day – think about it – grabbing a sandwich for lunch, stopping off for a coffee or drinks with friends, staying at a hotel, going to the cinema or theatre, school meals, eating at a canteen in work, catching a train, motorway service stations... the list goes on and on ... .

What about travel and tourism! Sounds great, travel around, see the world, meet people – but is that really all it's about! Well no, of course not, just like any job or career it's what you make it, and of course the variety of this sector is enormous. It's a huge growth sector, valued at a massive £270 bn worldwide.

In the last 10 years, international tourism has accounted for 1 in 6 of all jobs, 125,000 tourism businesses exist in the UK and 1.75 mln people are employed in these businesses. Travel and Tourism is closely linked with Hospitality and Leisure, all sectors are providing services for their customers. It's a very inter-dependent industry; it's constantly expanding, which means more jobs and careers!

What's the best way in to this industry then & what qualifications do you need? Hospitality and Catering, like many other sectors, suffer from skills shortages in certain areas. Undoubtedly there are a wide range of jobs on offer – Receptionists, Bar, Conference & Banqueting, Event Management, Chefs, Waiters, Sales and Marketing, House-keeping, Food and Beverage Managers ... these are just a few! The three main entry routes are:

- By getting a job and benefiting from company training and development – maybe alongside a part-time college course. Whitbread Restaurants offer a fantastic Chef apprentice scheme, which combines training in the work-place with a day-release to College.

- By becoming a trainee and securing a Modern Apprenticeship or National Traineeship which will offer full time training for young people up to the age of 25 to NVQ/SVQ level 3.

- By enrolling on a full-time college or university course. There are courses to suit all abilities, whatever your academic achievements.

- If it's a career in Travel and Tourism that interests you, again there are too many jobs to mention here, Travel Agents, Overseas Reps, Cabin Crew, Marketing for a Tour Operator, Customer Relations, Operations Roles, Cruise Ships, Tourist Information Centres, just a few to consider. This sector is attractive to new recruits and competition can be tough, some of the qualifications that could help you on your way include:

- GNVQs unit-based qualifications designed to develop knowledge, skills and understanding in broad vocational areas. These can lead to further/higher education or employment and are available at levels 1 to 3.

- NVQs and SVQs. These provide a flexible approach allowing you to progress at your own pace. They have been developed to meet real needs of people at work and employers' requirements.

- Modern Apprenticeships – an opportunity to develop skills, expertise and gain NVQs whilst at work.

- Further and Higher Education – Many universities and some colleges offer HND or degree courses in Travel and Tourism and related subject areas. Often these courses include business studies, field trips, foreign languages and marketing elements.

Qualifications alone are no guarantee of a job in either the hospitality, leisure, travel or tourism industry a lot depends on your personality, attitude, communication skills and – common sense approach to work and life in general!

***Exercise 1. Analyze the information, which is in the highlight, and use it in practice.***

***Exercise 2. Choose the keywords that best convey the gist of the information.***



## HOSPITALITY PROFESSION

However, a criticism often levelled at the hospitality profession is that it involves working long, often unsocial, hours. Certainly, a rewarding career in the hotel industry does require a strong personal commitment for those very reasons. However, if a person wants to work normal daytime working hours, then the food-service sector provides an ideal option, offering tremendous job satisfaction, fast promotion & good financial remuneration.

The industry is whatever you make of its unrivalled career opportunities.

When looking for a college or university that offers the hospitality industry programme most suited to your needs and qualifications, it is vitally important to select an officially accredited course, since there are many of differing quality and industry credibility. At the HCIMA, we have our own accredited courses all over the world.

A key part of our work is our worldwide benchmarking – the development of a lifetime-learning culture for individual managers and potential managers.

In an economic climate where *adaptability* and *flexibility* are now key considerations when following a career path, today's managers & aspiring managers are increasingly responsible for their own career development through updating their skills and knowledge.

Recognising this fact, we are more conscious than ever of the need to provide support for members – from the time they are students, to the moment they retire from the profession.

### **HCIMA Student Membership includes:**

- professional status;
- information – unlimited access to the association's Information Centre. When faced with an assignment or project, students can get listings and copies of publications, press cuttings and journal articles that will help with their projects;
- publications – free subscriptions to our management magazine "Hospitality", as well as other HCIMA publications, including technical briefing documents and briefing sheets, providing concise information on a whole range of industry topics. Student Members receive a free welcome pack on joining, full of special offers and useful information;
- unrivalled opportunities to network & make contact with other industry professionals, both nationally and internationally, through the association's many events;
- lifelong career support – HCIMA is on hand to support its members throughout their careers. Upon successful completion of their programmes of study, they can then be upgraded. It provides a range of job-seeking and support services for graduates.

The importance of HCIMA membership cannot be over-emphasised. As more and more university/college graduates flood the job market, the competition has become ever fiercer. Being a member of the HCIMA provides a *differential* for graduates, since the Hospitality profession perceives Association membership as a benchmark of quality.

The hospitality sector includes all businesses that provide food, beverages, and/or accommodation services. This includes: restaurants; pubs, bars and clubs; hotels; contract catering; hospitality services. The hospitality industry in the UK has expanded in the past five years. This growth is reflected in the increased amount of opportunities for graduates.

There is a current shortage of skilled staff.

***Exercise 1. Make notes of your new knowledge about training.***

### What kind of work can I do?

- Opportunities in restaurants include management and chef work. Opportunities for business managers, finance managers and operational staff exist within larger restaurant chains.
- Pubs, bars and clubs offer opportunities in licensed retailing, management, promotions and event management.
- Hotels offer management, event organisation, restaurant and bar work and a whole range of operational roles, including finance, human resources and marketing.
- Contract catering involves providing professional food services such as hospitals, schools, entertainment venues or large public sector organisations.
- Events, conferences and meetings are big business. Approximately two-thirds of conferences and events take place in hotels, although there are opportunities available within event companies that operate outside of event venues.

### What's it like working in this sector?

- Working in contract catering, providing meals in schools, hospitals and staff restaurants can be a nine-to-five job, whereas working in restaurants and pubs can mean longer but more flexible hours.
- Working in hotels usually means longer hours but promises a wide variety of jobs and early responsibility.
- Many occupations within the sector may be appropriate for those seeking flexible working hours or who wish to work part time.
- Salaries vary and depend on the size of the company, the amount of responsibility involved and the type of organisation. Sometimes, packages can include profit-related pay, subsidised accommodation or meals, pension schemes or health insurance.

### How big is this sector?

- According to the British Hospitality Association, the industry is made up of about 127,000 businesses and employs a workforce of 1.6 million people.
- There are approximately 22,000 hotels and guest houses, plus around 16,000 bed and breakfasts, in the UK .
- Restaurants employ over 500,000 full-time and part-time staff.
- Contract catering and hospitality services account for 19% of the sector (all figures from Trends and Statistics, 2006, British Hospitality Association).

### Where can I work?

- London and Southeast England have the largest proportion of hotels, bars and restaurants, although vacancies exist across the UK.
- The hospitality sector is truly international; skills learned in one country can be practised throughout the world. For more information see opportunities abroad.

**Exercise 2. Transfer the given information from the passages onto a table.**

No	Activity			
	Notion	Where	When	Score
1				

## HOSPITALITY & TOURISM MANAGEMENT STUDIES

The Faculty of Hospitality & Tourism Management Studies (FHTMS) recognizes the unique & strategic contribution of the hospitality & tourism industry to the overall development of Aruba & the Caribbean. We emphasize that the development of strategic and dynamic competencies in hospitality & tourism management and to strive for excellence in the Aruban hospitality and tourism industry. The FHTMS provides business, government, and professional communities of Aruba and the region with well-trained, qualified graduates in the area of hospitality, tourism management, international business. Furthermore, the FHTMS focuses on conducting applied and scientific research & delivering services that benefit the hospitality community and tourism industry.

### Academic Programs

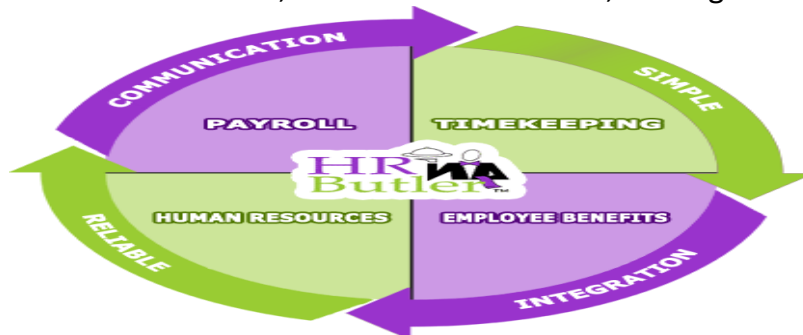
The FHTMS offers under-graduate, graduate and post-graduate programs in the areas of Hospitality, Tourism, International Business, Business Administration, Management & Marketing. Academic and executive programs are offered in collaboration with different regional and international universities. This way, the FHTMS is able to *mix 'n match* the strengths and uniqueness of different international competencies with the needs and flavors of the local Caribbean context. The international partnerships provide students with global opportunities and local perspectives of the hospitality and tourism industry.

### Bachelor Program

The Bachelor of Science program offers college and high school students with the opportunity to experience and achieve leadership, business and management competence in the hospitality and tourism industry. The program consists of three (3) years, in which students follow on average 6 courses in Fall and Spring semesters. Each semester consists, on average, of 30 European credits, which is the equivalent of 18 US credits.

All classes are taught in English, in which professors engage students in interactive discussions regarding the science and art of leadership and management in hospitality & tourism. During the program, students learn about the different business aspects of hospitality & tourism, including organization & management, sales & marketing, human resources & training, operations & technology, and economics, finance & accounting.

Students explore the international world of tourism, and learn about the role and importance of culture, heritage, nature and the environment. The Bachelor program offers students the opportunity to specialize in four different areas, with the possibility of an international internship in the final year. The 4 core areas of specialization are: Hospitality Management, International Tourism, International Business, Strategic Marketing.





## MASTER PROGRAM

The MBA in International Tourism offers professionals with the opportunity to further their career and develop their leadership competences and scientific capabilities in the area of business and management. The MBA aims to inspire innovation and innovative thinking, and to create sustainable strategies for the future by providing enriched experiences for leadership and professional development.

The first year of the MBA focuses on scientific principles and practices of strategy, leadership, management within the context of globalization, competitiveness, innovation and sustainability of international businesses and tourism enterprises, and service industries in general. The second year of the program focuses on scientific research, in which the following four activities are emphasized:

- (a) Research definition & scientific literature review;
- (b) Research design & proposal;
- (c) Field data collection & data analysis;
- (d) Final thesis & defense.

Throughout the course modules, weekly sessions draw from and build upon the diversity of management experiences and leadership perspectives of participants. International case studies are discussed and enriched with international guest lectures and visiting professors from the United States, Europe and the Caribbean.

### **The standard admission requirements for the MBA are:**

- Bachelor degree.
- G.P.A. (Grade Point Average) over 3.0 (8.0) or GMAT over 475.
- Complete resume, including a personal motivation essay.
- Two years of relevant work experience.
- Three letters of reference.
- Basic knowledge of business and research methods.

### **Executive Programs & Research Programs and Projects**

The FHTMS also provides executive and in-company training to organizations & companies in the tourism industry. The executive certificate program allows young professionals to follow one or more individual modules in specific areas of interest.

The FHTMS prides itself by the scientific rigor they apply to all their programs, including research and development. Scientific research is a cornerstone in all their undergraduate and graduate programs through which they seek to advance know-how & know-why of tourism. Of particular interest to the FHTMS is the sustainability of tourism in small-island societies, in which they address economic, social, environmental and policy questions. **Research projects include:**

- Tourism Leadership & Governance.
- Tourism Marketing and Destination Branding.
- Measuring Tourism Value.
- Destination Business Intelligence.
- Effectiveness of Destination Management Organizations.
- Strategic Management of Tourism Enterprises.
- Socio-Economic Impacts of Tourism Development in small-Island States.

- Quality of Visitor Experiences.
- High-performance organizations in Hospitality & Tourism.
- Human Capital Development in Hospitality.
- Best Practices in Human Resource Management in Hospitality.
- Change Management in Hospitality & Tourism Management.
- Sustainable Tourism Development.
- Destination Performance & Competitiveness.
- Electronic Tourism and Multi-channel management



## **CAREER EDUCATION IN HOSPITALITY MANAGEMENT**

What do the high school student serving you popcorn, the concierge at your five-star hotel, and the museum tour guide have in common? They all work in the hospitality industry. It's the biggest industry in the world, and the main source of income for many countries. Although it can encompass everything from chambermaid to CEO, they'll look at the upper management positions within the tourism and hospitality industry – and how an online degree in hospitality management can give you a competitive edge in finding a satisfying career. The industry is generally divided into travel, tourism, and hospitality. Although many people enter the tourism and travel industry because of their own love of traveling, the one common factor in all these jobs is the concern for helping customers to enjoy their leisure time or to make their business travel as easy as possible.

An advanced tourism & hospitality degree may not be required for all management positions in the hospitality industry, but working your way up through the ranks can mean years of lost income potential and missed opportunities. By upgrading your academic training, you'll advance faster and have more careers open to you.

### **Online College Courses & Degrees**

Online tourism and hospitality degree programs, from associate's degrees to MBAs, offer plenty of options. A formal education provides fills in any gaps that practical experience alone can't provide, and provides recognized endorsement of your skills and abilities. Online college classes in travel, tourism and hospitality have become increasingly popular for employees already in the industry who want to advance without taking a pay cut to attend a traditional school. The courses combine theory and skill development with an emphasis on practical work experience.

### **Associate's Degrees in Hospitality Management**

Associate-level degrees in business can provide you with a logical starting point for further studies in tourism and hospitality. A more specialized program, such as an Associate of Science in Hospitality Management, can prepare you for a travel career through industry tailored coursework and internships with airlines, resorts, and travel agencies.

### **Bachelor's Degrees in Hospitality Management**

A bachelor's degree in tourism and hospitality management is designed to prepare you for a broad range of managerial roles across the hospitality and tourism industry.

Your curriculum cover industry standards & practices; you can focus on hospitality management; convention and meeting planning; destination services management; travel and tourism; recreation related industries; fundamentals of purchasing; or food & beverage.

These courses will be supplemented with classes in liberal arts, business, specialized courses in technical applications, leadership, case analysis applied to the global industry.

Other Bachelor of Science programs will allow you to specialize in: Casino Management, Club Management, Food & Beverage Management, Lodging Management, Tourism, Convention & Event Management.

For those not interested in pursuing a full degree, or those, who need a short program to round out their skills, other colleges offer certificate programs. These focused courses allow experienced professionals to add a hospitality dimension to existing business skills, or brush up on new developments in the industry.

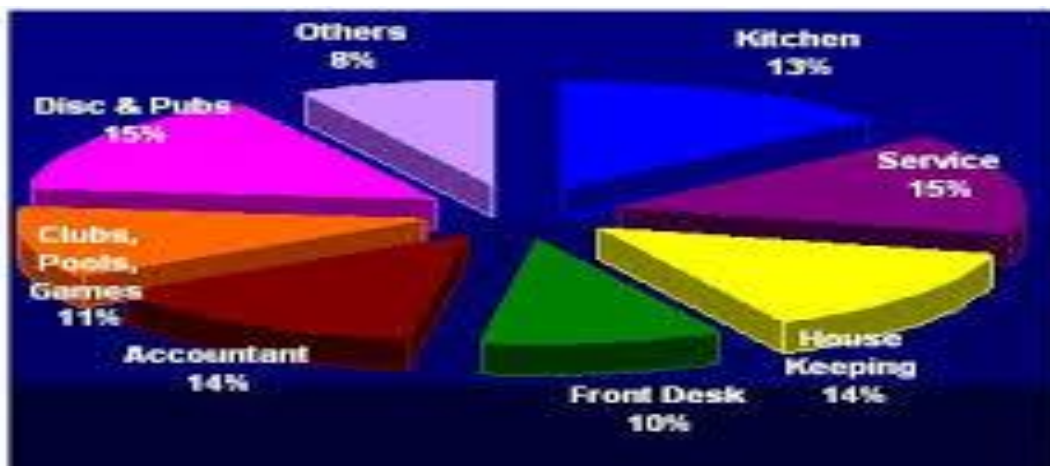
## Master's Degrees & MBAs in Hospitality Management

If you want to market yourself globally or work in the very top establishments in your area, consider a master's degree in hospitality and tourism management. Online MBA programs are specialized degrees with applications in a wide variety of careers, combining general business management skills with industry-specific knowledge and case studies.

### Hospitality Management Career Options

The diversity of careers in tourism and hospitality makes it impossible to cover every job description. But with increasing levels of education, you open up the door to more opportunities, different branches in the field, and locations around the world.

*Exercise 1. Render the main idea of the text briefly in English.*



Fastest growing occupations by projected percent change in employment

## CAREERS IN EVENT PLANNING

Event planners, special events coordinators, meeting planners, bridal consultants, and party planners all do the same kind of job, but on widely divergent scales.

If you choose any one of these careers, you'll organize and plan events, such as a wedding, open house, convention, or special celebration – up to and including the date, location, agenda, guest list, and catering. With so many details, it's important that you're "born to organize," have a good head for planning an entire event, and be adaptable and creative when faced with the inevitable snags you'll encounter.

You may have event planning as part of your larger job description if you work in marketing, corporate communications, or public relations. You may be employed by a company that specializes in event planning on a contract basis, or you may work in-house for a convention center or tourism bureau. Your job can further be specialized by the function you perform – you might work as a travel coordinator, exhibit planner, facilities manager, display or trade floor coordinator, or registration coordinator.

Many companies find that it is most cost-effective to let an event coordinator handle their trade shows or conventions. The event coordinator will be familiar with all the logistics of the venue, such as fire regulations and space limitations, contact lists for caterers, registration services, advertising and support material production, display companies, travel and accommodation planning, and staffing.

A bachelor's degree in hospitality, business, communications, public relations, marketing, or sales is considered acceptable in the events coordination profession. A graduate degree is the norm for event company directors or meeting planning executives.

The U.S. Bureau of Labor Statistics reports that 2004 earnings for meeting planners averaged over \$39,000, and a healthy growth in the industry is expected.

Expect to work unusual hours (this is a draw for many planners, who can't abide the 9-to-5 in a cubicle), and in a pinch you may need to roll up your sleeves to help get the 200 chairs in place for the opening in less than an hour.

Certification is available from several organizations such as Meeting Professionals International, which offers the Certification in Meeting Management or the International Association for Exhibitions & Events, which provides the Certified in Exhibition Management designation.

### **Become a travel agent**

Travel agents provide a dual service. First, they help pleasure and business travelers to make arrangements for transportation, accommodation, and excursions.

Second, they help cruise lines, resorts, and specialty travel groups promote travel packages to millions of people every year. As a travel agent, you must be well-organized, accurate, and meticulous to plan and organize your client's travel itineraries. Other desirable qualifications include good writing, interpersonal, and sales skills.

For the general public they serve, travel agents are expected to be experts on weather conditions, restaurants, tourist attractions, recreation, customs regulations, required papers (passports, visas, and certificates of vaccination), and currency exchange rates – and then bear the brunt of the complaints if the information they provide isn't accurate.

The Internet and travel publications are the main sources of information that travel agents use, and they can supplement this hard data with their own personal experiences or on the feedback they receive from clients.

Depending on the size of the travel agency, an agent may specialize in type of travel, such as leisure, business, or adventure, or specialize by destination, such as Europe or Africa. Many agents, especially those who are self-employed, frequently work long hours, but with advanced computer systems and telecommunication networks, some travel agents are able to work at home. More than 8 out of 10 agents work for travel agencies with a 40-hour workweek. Previously, the minimum educational requirement for a travel agent was a high school diploma, but with advances in technology and computerization, formal career training is increasingly important.

A college education & proficiency in a foreign language is often desired by employers.

Courses in accounting & business management are important, especially for those who expect to manage or start their own travel agencies.

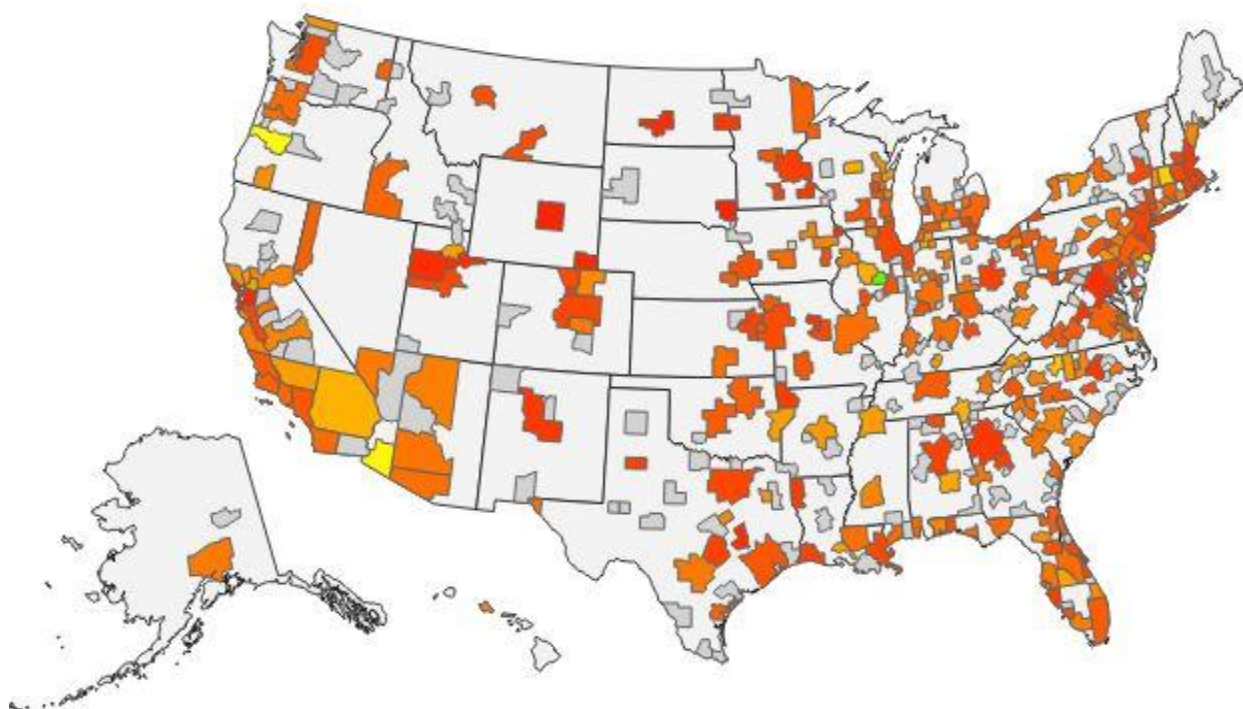
As Internet travel sites start to overtake traditional travel agencies, keen competition for jobs is expected. Industry perks also crowd the field; travel agents get reduced rates for personal transportation and accommodations. Agents sometimes take *familiarization* trips, at no cost to themselves, to learn about various vacation sites. These benefits attract many people to this occupation. Career training in travel and tourism can put you at an advantage when competing for jobs or launching your own agency.

Experience, sales ability, and the size and location of the agency determine the salary of a travel agent. Median annual earnings of travel agents were \$27,760 in 2004. Agencies focusing on corporate sales pay higher salaries and provide more extensive benefits, on average, than do those that focus on leisure sales.

**Exercise 1. Summarize the information briefly in English in the form of quick notes.**

**Exercise 2. Draw up some dialogues and carry them on with your classmate in class.**

Easier-to-fill jobs ■ ■ ■ ■ ■ Harder-to-fill jobs  Unavailable





## INNOVATIONS IN TRAINING

### **Modul Hotel**

The International Training Center *Modul* encompasses a modern 4-star seminar hotel with state-of-the-art equipment. *Modul* is the only training center in and around Vienna that runs its own hotel. It has 40 guest rooms and private suites as well as seminar and banqueting facilities with a capacity of up to 500 persons. Its restaurant *Cottage* features Austrian and international specialties. Placements and caterings for special events at Modul Hotel offer students valuable insight into the operation of a first-class hotel.

### **The Technological Perspective**

Providing future-oriented know-how means employing modern communication technology. *Modul* is connected to the Internet and has Intranet. All students have their own e-mail address. Specialized training is offered in modern computer rooms, language laboratories & kitchens. In-house TV enables teachers and trainers to use film and videos in each classroom.

In addition, *Modul* is the only training center in Austria to run its own sound and TV-studio, where audiovisual aids for the school and other institutions of the Vienna Chamber of Commerce are produced.

### **Modul-Partner of the Industry**

*Modul* maintains excellent contacts with all the leading hotels and tourism operations in Vienna. These contacts are understood as true partnerships with mutual benefit for both school and industry. Partners are, among others, Austrian Airlines, the Austrian Federal Railways and the Austrian Olympic Committee. In this way *Modul* acts as a model for many other schools and similar institutions. Many of the partner hotels and tourism operations adopt classes and thus guarantee current updated knowledge for students and teachers alike. In addition, lecturers from the industry are involved in classroom teaching.

### **Modul International**

International educational and consulting activities are another field of operation of *Modul*. Many of the teachers and trainers of *Modul* have acquired international expertise in the hospitality and tourism industries, which they pass on to students and professionals around the globe. The International Training Center has formed cooperation agreements with similar institutions in Europe & overseas; takes part in exchange programmes funded by the European Union. Agreements with universities abroad grant credits to *Modul* graduates and thus enable them to continue their studies towards post-graduate degrees.

### **Chances for a Career**

*Modul* prides itself in 90 years' experience in the education and training of young people. These 9 decades of tradition and pioneer work have earned our training center international reputation. Young people who have successfully completed their studies and training at *Modul* can launch a career in all fields of hospitality, tourism and the leisure industries. Graduates of *Modul* hold leading positions in the industry around the world. As we constantly update our programmes, we can guarantee that future graduates will be able to pursue exciting careers, be it in Austria or abroad. With disposable income and leisure-time increasing and with growing mobility and inclination to travel, the future for *Modul* graduates in tourism looks bright.

**Exercise 1. Read the text «A full house» and arrange the extracts in the correct order.**

*Recruiting the entire staff for the Bellagio hotel in Las Vegas in record time and at minimum cost may sound like mission impossible. But Arte Nathan came up trumps.*

Talk about long odds. Arte Nathan was Vice President of human Resources for the launch of the Bellagio in Las Vegas. Everything about Bellagio was larger than life.

So too was the challenge that confronted Nathan: hire 9,600 workers in 24 weeks.

Nathan & his HR team would have to screen 84,000 applicants in 12 weeks, interview 27,000 finalists in 10 weeks, and process 9,600 hires in 11 days. In the end, they nailed the deadline and here's how they did it.

**A.** This started out as an experiment. but in the end, the guinea pig survived. Most HR people are afraid to let go of their hire-and-fire authority. But if you really want to sit at the big table, you've got to start thinking strategically and globally. You have to be willing to say, *I am in the wrong place in this process.* You have to take yourself out of the system.

**B.** If a manager wanted to hire you, he would click on *Conduct background check.*

Law enforcement officials would then receive your application online and check your employment and education history. We rejected about 8% of our candidates at this stage for various reasons, such as lying on their applications. If you passed this and a drug test, the manager would then make the final decision.

When you appoint somebody, create three files: a personnel file, an equal employment opportunity commission file and a medical file. So we developed one & transmitted everything from the application database to the new-hire database.

Using the same technology for all of our personnel and payroll forms meant that we no longer had to collect, input, and file thousands of paper forms.

**C.** The only way to hire so many so fast was to move everything online. That meant we had to build an online job application and HR system. I told our managers that this technology would give them hire-and-fire responsibility, which they say want, and complete authority, which they rarely get. And it would make them 100% accountable for their decisions. Going online would take human resources out of the process.

**D.** Next came the interviews. Everyday, 180 hiring managers, who we had specially trained, conducted 740 interviews of 30 minutes each. Applicants were asked a set of behavioral questions that we had developed, like "Tell me about a time when you were at the front desk. And a guest was late. What did you do when you couldn't find the reservation?" Using a PC embedded in their desktops the managers evaluated the answers on a rating sheet and the scores were fed into the database.

**E.** In 14 months we had designed, built, and implemented the system. This is how it worked: to apply for a position, you set up an appointment. When you arrived, an HR staff person wearing a microphone confirmed your identity and notified staff, who greeted you by name and assigned you to a computer terminal. Once you completed the application, the computer would ask you to proceed to a checkout desk where a staff member would review it. In fact what our people were really doing was assessing your communication skills and your overall demeanor. At that point, we weeded out about 20% of the applicants.

**Exercise 2. Match the subheadings with paragraphs A-E.**

1. Speed interviewing. 2. Click to file. 3. Checking in and checking out. 4. Empower your managers. 5. Making yourself redundant.

**Exercise 3. What do the following numbers refer to in the text?**

1. 24 weeks 2. 740 3. 20% 4. 30 minut 5. 8% 6. \$1.9 million.

**Exercise 4. Read these definitions of words from the text. Write the word in the appropriate column and complete the other two columns.**

	verb	noun	person
1. Make a formal request	apply	application	applicant
2. Test of someone's skills	_____	_____	_____
3. Ask a candidate questions	_____	_____	_____
4. Make a plan for smth. that'll be built	_____	_____	_____
5. Evaluate	_____	_____	_____
6. Process of exchanging of information	_____	_____	_____
7. Choose someone for a position	_____	_____	_____

**Exercise 5. The two lists below show the Bellagio recruitment process from the viewpoint of the applicants and the HR team. Complete the lists with one of the following words.**

Deadline, trai, appoitment, computer, application, identity, checkout, conduct, interview, backgrounds, test, screen, files, syste.

Applicants	The HR team
1. Set up _____	1. Fix a _____ to complete each phase
2. Have staff confirm _____	2. Design a computer _____
3. Enter data on a _____ terminal	3. _____ all applications
4. Complete the _____	4. _____ hiring managers
5. Proceed to _____	5. _____ interviews with candidates
6. Attend an _____	6. Check candidates' _____
7. Take a drug _____	7. Create personnel _____

**Exercise 6. Make notes of your new knowledge about hospitality training.**

**Exercise 7. Transfer the given information from the passages onto a table.**

No	Activity			
	Notion	Where	When	Score
1.				

**Exercise 8. Complete the dialogue with the following phrases.**

*How about, why don't you, if I were you, you might be better off.*

A.: I'm sick of hotel work. I wish I could have a career change.

B.: 1) \_\_\_\_\_ look at the job offers in the papers?

A.: But I'd probably need to retrain first. I've never worked in any other field.

B.: 2) \_\_\_\_\_ I would think about areas related to your present qualifications.

A.: Like what?

B.: 3) \_\_\_\_\_ another aspect of tourism, like tour operator or tour guide for example.

A.: That's a good idea, I would really like to keep using my foreign language skills.

B.: Well, in that case, 4) \_\_\_\_\_ looking at the possibility of translating too.

**Exercise 9. Underline the incorrect extra word in each sentence in the dialogue.**

A.: How was your trip about?

B.: Fantstic lots. In fact, I'm be thinking of asking for transfer. I'd love to work there for a while ago.

A.: Really true?

B.: Yeah, really our team there is so much dynamic and the social life is great.

A.: Sounds ideal, when would you like to leave it?

B.: Well, I have to finish at my project here first, so it depends on how much time that takes.

A.: Yeah, well, I don't want to keep you any more longer, so let me know how it goes.

**Exercise 10. Complete the extract from a company newsletter with appropriate relative pronouns. In some cases more than one answer is possible.**

**Sammy Moreno** has been appointed Human Resources Director for Europe and takes over from Rose Wasserman 1) \_\_\_ retires at the end of April. Sammy, 2) \_\_\_ career has included key strategic assignments in both Latin America and Asia, doesn't underestimate the challenges 3) \_\_\_ lie ahead.

"This is a difficult time for organisations like ours 4) \_\_\_ are working to consolidate positions on the European market", he says. "The new regulations and legislation 5) \_\_\_ have been introduced recently, will complicate the task of co-ordinating the policies 6) \_\_\_ the group can apply in individual countries on the continent". Sammy, 7) \_\_\_ responsibilities will include providing policies, assistance and guidelines to regional HR directors is nonetheless optimistic: "I'm hoping that with the new guidelines 8) \_\_\_ we will shortly be introducing, HR will be better positioned to do the job 9) \_\_\_ it's supposed to do –looking after the interests of the group as a whole and also of all our staff 10) \_\_\_ dedication and professionalism have put us in the leading position 11) \_\_\_ we are in today. "



**Exercise 11. Read the text and answer the main question briefly: How do you prepare people to do business internationally?**

How do you prepare people to do business internationally really depends on the task that they're undertaking on behalf of their company or organisation. For example, if you're being sent by your company to live and work overseas for a period say of two or three years, as an assignee. Then we would provide you either with a one- or two-day programme covering such issues as: cultural awareness, practical issues of living in, working in, as well as how to deal with culture shock, which everybody goes through when they go on assignment. We'll also deal with particular issues such as exhooring, health care and, in particular parts of the world increasingly, with sexurity.

However, if, as is the case now, many more people are not actually going to live overseas but have international responsibility. You need a different set of learning tools and that is, frist of all, a general cultural awareness and understanding of how you should really operate when dealing with people with other cultures; teaching you how to negatiate contracts; communication, just generally whether that's by telephone, by e-mail or even by the written word. The words that you choose have a very different effect on the recipient depending on which culture you're converrsing with. Another important area these days is presentations skills. In the past it has been assumed that you see the same presentation from your home country when presenting to a more multi-cultural audience.

That's very much not the case, and we teach people even down to the kind of words you use on the slides, the colours you use, indeed how to deal with questions & answers & manage your audience because of course in different cultures there's a different response.

Finally, it's very important we believe here at Farnham Castle, to underpin all this with some ability to communicate in the host language. Whilst English is still very much regarded as the international language of business, it is increasingly expected that people will make at least some effort & attempt to learn the language of the people that they are dealing with, particularly, in a social environment. It really demostrates an interest and an affinity with the people that really you are trying to buid relationships with.

**Exercise 12. Complete the statements with the help of the text.**

1. People to do business internationally undertake on behalf of \_\_\_\_\_. 2. They are provided with a programme covering such issues as \_\_\_\_\_. 3. People deal with particular issues such as \_\_\_\_\_. 4. Many more people are not actually going to live \_\_\_\_\_. 5. They need a different set of learning tools and that is, frist of all, \_\_\_\_\_. 6. They should really operate when dealing with people with other culturesn \_\_\_\_\_. 7. The words have a very different effect on the recipient depending on \_\_\_\_\_. 8. You see the same presentation from your home country when \_\_\_\_\_. 9. It's very important to underpin all this with \_\_\_\_\_. 10. It really demostrates an interest \_\_\_\_\_. 11. Another important area these days is presentations \_\_\_\_\_. 12. We teach people even down to the kind of words you use on \_\_\_\_\_. In different cultures there's a different \_\_\_\_\_. 14. English is still very much regarded as the international language of \_\_\_\_\_. 15. People will make at least some effort and attempt to learn the language of the people \_\_\_\_\_. 16. Business is all about building \_\_\_\_\_. 17. It really demostrates an affinity with the people that \_\_\_\_\_. 18. In the past it has been assumed that \_\_\_\_\_. 19. We teach people to deal with questions and answers and manage \_\_\_\_\_.

**Exercise 13. Give your own point of view to the main questions in the dialogue.**

**I. And are there certain skills and techniques for doing business internationally, which can be applied in any culture?**

I think rather than skills and techniques there are some very strong personality traits that those people who tend to be more successful in an international business environment tend to demonstrate. For example, flexibility and adaptability would be a particularly strong requirement, the ability to observe, participate in something and adapt your own set of skills and knowledge in your own way of doing things.

To actually listen carefully would be another strong trait that you really ought to demonstrate. Adaptability, listening and I think really to take an approach with a very positive attitude. I think anybody who approaches cultural issues with a very negative attitude will get a very negative response from the people they are trying to do business with.

**II. Can you give us examples of typical cultural mistakes made by people doing business internationally?**

There are lots of quoted examples and I think they are really to do with attitudes, particular facets of cultures. For examples, time would be a very important cultural aspect that you really do have to learn if you are from a western culture then how you do approach time and how you do business. For example, in a country like Saudi Arabia would be very important. Other examples are really attitudes to hierarchy.

For example, there are many US corporations who have very young, high-flying business, very successful business executives. For example, if you send one of those individuals to meet and do business with a senior Asian businessperson, again Japan comes to mind, then they will be met with a very distinctively negative response.

And what indeed will happen is that the senior businessperson will see it very much as an insult, probably either leave the meeting or refuse to attend the meeting and will actually send somebody who they think is equal status and age to negotiate with that individual and because that lower individual, more junior individual doesn't have the authority then you're very unlikely to achieve anything out of that meeting.

**Exercise 14. Translate the idioms and remember them.**

1. I was thrown in at the deep end when my company sent me to run the German office. I was only given two days' notice to prepare. 2. We don't really see eye to eye about relocating the factory. The Finance Director wants to move production to the Far East, but the rest of the board want it to remain in Spain. 3. I got into hot water with my boss for wearing casual clothes to the meeting with our Milanese customers. 4. Small talk is one way to break the ice when meeting someone for the first time. 5. I really put my foot in it when I met our Japanese partner. Because I was nervous, I said "Who are you?" rather than "How are you?" 6. I get on like a house on fire with our Polish agent; we like the same things and have the same sense of humour. 7. When I visited China for the first time I was like a fish out of water. Everything was so different, and I couldn't read any of the signs! 8. My first meeting with our overseas clients was a real eye-opener. I had not seen that style of negotiation before.

**Exercise 15. Write out some more words and phrases according to the topic «education».**





**Exercise 16. Read the article on different culture customs and remember that.**

I'll talk first about building relationships with the Chinese, then move on to suitable conversation topics. After that, I'll comment on gift-giving and, finally, mention a couple of points to think about when dealing with Chinese visitors.

It's important to remember that business relationships with the Chinese are built on personal trust and respect. Everything you do during visits must show that you consider your visitors to be important people.

Developing a personal relationship and having a good social programme will often be more important than a business meeting. Remember that status is important.

The most senior people may not speak English as well as other, more junior, members of the group. However, you should pay careful attention to everything that person says.

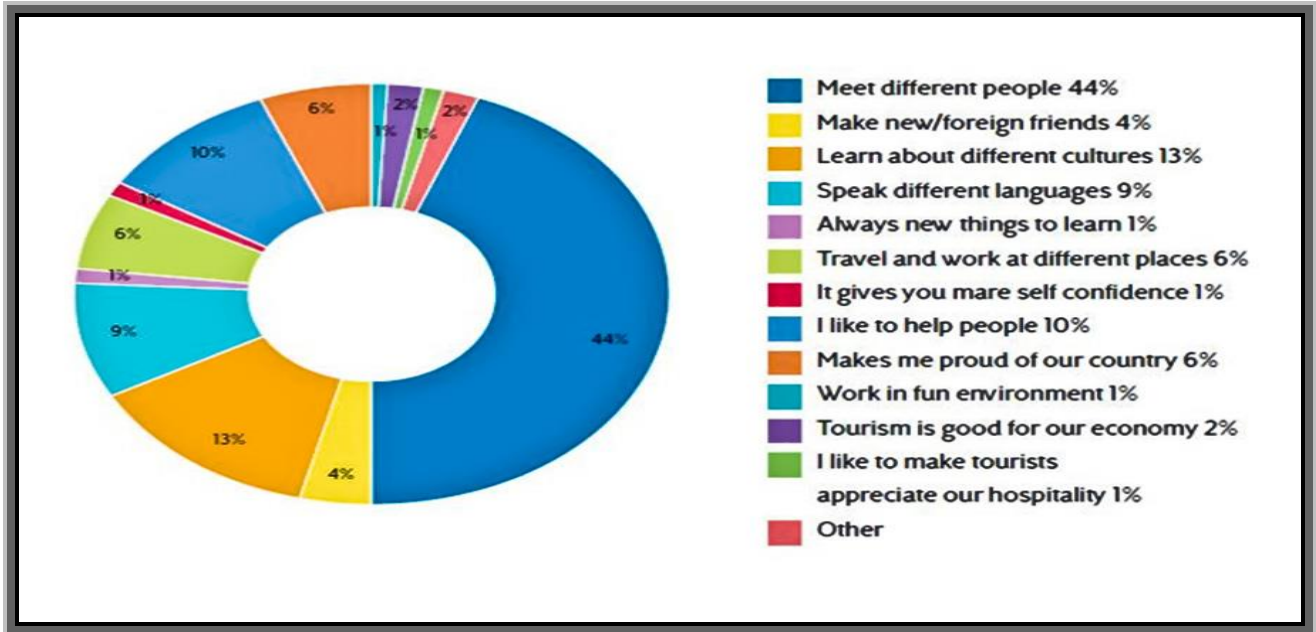
Make an effort to learn and use a few words in Chinese. Your visitors will appreciate this. If there's someone in your company who speaks Chinese, it may be better to use that person instead of a professional interpreter. It will be cheaper and the Chinese may trust a company member of staff more quickly. Be careful about topics for discussion at social events. Don't embarrass visitors by introducing *difficult topics*. They will be eager to learn about life in your country and about its culture. now a word about gifts.

Chinese people will often refuse a gift a number of items before finally accepting. Don't offer anything that's too expensive. Five similar gifts to people who are at the same level of importance. Wrap your gifts in red paper which is considered a lucky colour.

Chinese people will appreciate any famous brands of the country they're visiting. Punctually is very important. They expect people to arrive on time for a meeting. To arrive late shows a lack of respect. *Sincerity* is highly valued by the Chinese.

**Exercise 17. Summarize the whole information and write a small essay on the topic.**

### Aspects students like about hospitality & tourism professions



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