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for
universities colleges

The Hotel Business

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Цель пособия — способствовать дальнейшему формированию и совершенствованию речевых навыков и умений студентов, обучающихся по специальностям сервиса и коммерции, в профессиональной для них сфере коммуникации — гостиничном бизнесе.

Пособие включает в себя аутентичные тексты из оригинальных американских и британских источников по указанной тематике, а также тексты периодики.

Предлагаемая система лексических и речевых упражнений, а также ситуативно-коммуникативные задания (Case study) призваны способствовать развитию и совершенствованию речевых навыков студентов на заключительном этапе обучения английскому языку.

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UNIT 1

CLASSIFICATION OF HOTELS

Pre-reading



1. Read and translate the following international words:

consist	total	generate
diamond	billion	sophistication
classify	classification	rate
inspect	motel	state
appeal	comfort	criteria (criterion)
represent	interior	decor
guest	selection	percent
famous	price	

2. Read and translate the following groups of words derived from a common root:

- 1) class — classify — classification — classifier — classified;
- 2) manage — manager — manageress — managerial — management — manageable — mismanagement;
- 3) nation — national — nationally — international — nationalize — nationality — nationalist;
- 4) market — marketing — marketplace — marketer;
- 5) part — party — partner — partnership — partial — partially;
- 6) compete — competition — competitive — competitor;
- 7) mean — means — meanness — meanly — meaning — meaningful — meaningless — meanwhile — meantime;
- 8) value — valuable — evaluate — evaluation — devalue — devaluation.

3. Read the text and translate it. While reading try and find answers to these questions:

1. What is the difference between diamond- and star-rating of hotels?
2. What criteria are used to evaluate American hotels?
3. Does the AAA inspect and rate only the U.S. hotels?

CLASSIFICATION OF HOTELS

According to the American Hotel and Motel Association, the United States lodging industry consists of 46,000 hotels and motels, with a total of 3.3 million rooms. The gross volume of business generated from these rooms is \$65 billion.

Unlike many other countries, the United States has no formal government classification of hotels. However, the American Automobile Association (AAA) classifies hotels by diamond award, and the Mobile Travel Guide offers a five-star award. Of the more than 21,000 star-rated establishments, fewer than two percent have been awarded five-star status. The guide currently gives the five-star award to thirty-five lodging properties.



The AAA has been inspecting and rating the nation's hotels since 1977. Less than two percent of the 19,500 properties inspected annually throughout the United States, Canada, and Mexico earned the five-diamond award, which is the association's highest award for excellence. In 1996, the five-diamond award was given to fifty-two hotels and resorts in twenty states. Twelve of the properties received both the five-diamond and the five-star awards.

The AAA uses descriptive criteria to evaluate the more than 24,000 hotels that they rate annually in the United States, Canada, Mexico, and the Caribbean (see *Figure 1*).

- One-diamond properties have simple roadside appeal and the basic lodging needs.
- Two-diamond properties have average roadside appeal, with some landscaping and a noticeable enhancement in interior decor.
- Three diamonds carry a degree of sophistication through higher service and comfort.
- Four diamonds have excellent roadside appeal and service levels that give guests what they need before they even ask for it.
- Five-diamond properties have the highest service levels, sophistication, and offerings.

	*	**	***	****	*****
General	Simple roadside appeal. Limited landscaping	Average roadside appeal. Some landscaping	Very good roadside appeal. Attractive landscaping	Excellent roadside appeal. Professionally planned landscaping	Outstanding roadside appeal. Professional landscaping with a variety of foliage and stunning architecture
Lobby	Adequate size with registration, front desk, limited seating and budget art, if any	Medium size with registration, front desk, limited seating, carpeted floors, budget art and some plants	Spacious with front desk, carpeted seating area arranged in conversation groupings, good-quality framed art, live plants, luggage carts and bell-station	Spacious or consistent with historical attributes; registration and front desk above average with solid wood or marble; ample seating area with conversation groupings and upscale appointments; impressive lighting fixtures; variety of fine art; abundant plants and fresh floral arrangements; background music; separate check-in/-out; bellstation	Comfortably spacious or consistent with historical attributes; registration and front desk above average; ample seating with conversation groupings and upscale appointments; impressive lighting fixtures; variety of fine art; abundant plants and fresh floral arrangements; background music; separate check-in/-out; that may be part of concierge area concierge desk
Guest rooms	May not reflect current industry standards	Generally reflect current industry standards	Reflect current industry standards	Reflect current industry standards and provide upscale appearance	Reflect current standards and provide luxury appearance
Service	Basic attentive service	More attentive service	Upgraded service levels	High service levels and hospitality	Guests are pampered by flawless service executed by professional staff

Figure 1. Summary of AAA diamond-rating guidelines

Josette Constantine, manager of AAA inspections, said one word to describe the five-diamond properties is «Wow!»



Even the one-diamond properties provide a valuable listing, Constantine said. One diamond doesn't represent low quality by any means. Almost 40 percent of lodging facilities are not approved for inspection at all because they don't meet the minimum standards of cleanliness, comfort, safety, and maintenance.

Hotels may be classified according to location, price, and type of services offered. This allows guests to make a selection on these as well as personal criteria. A list of hotel classifications follows:

- City Center — luxury, first-class, midscale, economy, suites;
- Resort — luxury, midscale, economy suites, condominium, time-share, convention;
- Airport — luxury, midscale, economy, suites;
- Freeway — midscale, economy, suites;
- Casino — luxury, midscale, economy.

Alternatively, the hotel industry may be segmented according to price [1, 93–95]¹.



Vocabulary notes

lodging industry	гостиничная индустрия
gross volume	валовой объем
room	гостиничный номер; комната
diamond	бриллиант
award	награда, приз
guide	зд. справочник
to rate	давать оценку, проводить рейтинг

¹ Цифры в квадратных скобках обозначают номер источника заимствования по списку литературы (References) и страницы.

to diamond-rate	давать рейтинговую оценку, выражаемую числом бриллиантов
to star-rate	давать рейтинговую оценку, выражаемую числом звезд
a five-star hotel resort	пятизвездочный отель курорт
to meet minimum standards	отвечать элементарным (минимальным) требованиям
decor	обстановка, интерьер
roadside appeal	зд. привлекательный внешний вид здания (с улицы)
basic needs	элементарные (основные) потребности
lodging facilities enhancement	условия проживания заметное улучшение; явный сдвиг в лучшую сторону
lobby	вестибюль гостиницы
landscape	пейзаж
sophistication	изысканность, утонченность
property	зд. отель
offering	предложение (услуг)
midscale	умеренный (о цене)
economy (adj.)	невысокий, скромный (о цене)

Vocabulary focus

4. Match each word or phrase on the left with the correct equivalent on the right:

- | | |
|----------------|--|
| 1) safety | a) курорт |
| 2) resort | b) роскошь |
| 3) need | c) чистота |
| 4) luxury | d) конторка портье (стойка регистрации прибывших гостей) |
| 5) suite | e) безопасность |
| 6) front desk | f) привлекательный вид |
| 7) cleanliness | g) многокомнатный номер |
| 8) appeal | h) потребность |
| 9) carpet | i) предлагать |
| 10) offer | j) ковер |

5. Match each word on the left with the correct definition on the right:

- | | |
|-------------|--|
| 1) motel | a) the amount of money that you have to pay in order to buy something |
| 2) resort | b) someone who is paying to stay at a hotel or eat in a restaurant |
| 3) guest | c) a building where you pay to stay in a room and have meals |
| 4) criteria | d) a place that many people go to for a holiday |
| 5) casino | e) a prize or other reward that is given to someone who has achieved something |
| 6) price | f) a hotel for people who are travelling by car |
| 7) manager | g) a set of rooms at a hotel |
| 8) award | h) a place where people risk money in the hope of winning more by playing card games, roulette, or slot machines |
| 9) suite | i) someone whose job is to organize and control the work of a business or organization or a part of it |
| 10) hotel | j) standards that are used for judging something or making a decision about something [7], [8] |

6. Match the synonyms:

- | | |
|----------------|----------------|
| 1) nation | a) road |
| 2) possess | b) hotel |
| 3) standard | c) country |
| 4) excellent | d) association |
| 5) rank | e) superb |
| 6) enhancement | f) status |
| 7) street | g) level |
| 8) union | h) have |
| 9) inn | i) improvement |

7. Match the antonyms:

- | | |
|---------------|----------------|
| 1) luxury | a) low |
| 2) many | b) fine |
| 3) award | c) economy |
| 4) simple | d) excellent |
| 5) noticeable | e) like |
| 6) high | f) invisible |
| 7) bad | g) complicated |
| 8) more | h) few |
| 9) unlike | i) less |

Comprehension

8. Answer the questions on the text:

1. How many hotels and motels does the United States lodging industry consist of?
2. What does the gross volume of business generated from these hotels and motels amount to?
3. Is there a formal government classification of hotels in the United States?
4. How long has the AAA been inspecting and rating the nation's hotels?
5. What kind of award does the Mobile Travel Guide offer?
6. What are the AAA's lowest and highest awards for excellence?
7. Who is manager of AAA inspections?
8. Do one-diamond hotels provide their guests with low-quality service?
9. How many lodging facilities are not approved for inspection at all?
10. According to what criteria may hotels be classified?
11. Why does the AAA inspect not only the U.S. hotels, but also Canadian and Mexican ones?

9. Use proper words and phrases in the box below to complete these sentences.

1. American _____ are classified by diamond awards.
2. The United States _____ consists of about fifty thousand hotels and motels.
3. The best Russia's hotels receive the _____ awards.
4. All in all, the U.S. hotels and motels have a total of 3.3 million _____.
5. Four-star hotels give _____ what they need before they even ask for it.
6. Only one Nizhny Novgorod hotel, *Volna*, _____ four-star status.
7. Even one-diamond hotels provide _____ service.
8. Hotels are often classified according to _____ offered to guests.

high-quality, lodging industry, type of services, was awarded, hotels, rooms, five-star, their guests

10. Say whether the following statements are true or false.

Comment on the true statements and correct the false ones.

1. Like in many other countries, there is a formal government classification of hotels in the United States.

2. The United States has a formal government classification of hotels.
3. The American Automobile Association's (AAA) highest award for excellence is the five-star award.
4. Four-diamond hotels have service levels that give guests what they need before they even ask for it.
5. The AAA offers a five-star award.
6. The AAA inspects and rates American hotels according to certain descriptive criteria.
7. The Mobile Travel Guide classifies the nation's hotels by diamond award.
8. One-diamond hotels provide low quality of service.
9. American luxury hotels receive both the five-diamond and the five-star awards.
10. The Mobile Travel Guide classifies hotels by diamond award.
11. The AAA evaluates hotels not only in the United States but also in Canada and Mexico.

Discussion

11. Try to identify the organization inspecting and rewarding hotels on the basis of the following procedures and criteria. These words and phrases will come in handy:

- association
- to inspect
- to evaluate
- descriptive criteria
- to earn the one- (two-... five-diamond award
- award for excellence
- highest award
- lowest award
- roadside appeal
- sophistication
- basic lodging needs
- throughout
- annually
- both the five-diamond and the five-star award

Having identified this organization, describe its methods of classification in detail. Try and convince your partner that your guess is correct.

12. Entitle the paragraphs beginning with the words:

Unlike many other countries...
The AAA has been inspecting ...

13. Divide the text into other logical parts and entitle each of them.

14. Give a summary of the text.

Case Study

CULTURAL DIFFERENCES

Background:

Cultural differences of both guests and employees should also be taken into account. Otherwise they may result in mutual misunderstanding, directly affecting hoteliers' profits.

1. Read the supporting article and provide detailed answers to the case questions below.

General managers need to understand, empathize, and allow for the cultures of both guests and employees. For example, in the Pacific Rim, spiritual dictates are frequently believed to directly affect hoteliers' profits. At the Westin Kyoto Takaragaike Prince, hotels with floors numbered «four» or «nine» are not likely to be very popular. The pronunciation of the number «four» and the Japanese word for «death» sound the same, and the number «nine» sounds very similar to «pain» in Japanese.

Often, success of a hotel can be heavily influenced by the country's culture. For instance, in South-East Asia, many hoteliers employ *Fung Shui* experts. *Fung Shui* is a centuries-old tradition that maintains that placing architectural elements in correct configurations or holding events at correct times pleases spirits. For instance, at the *Hyatt Regency Singapore*, doors were originally positioned at right angles to the street. A *Fung Shui* master recognized and told the general manager that the hotel, which was then having problems, would never be successful until the angle was changed. After the doors were repositioned, occupancies began to rise [1, 122–123].



Vocabulary notes

to empathize	сопереживать, проникаться чувствами другого человека; входить в его положение
empathy	способность сопереживать... и т.д. (см. выше)
to allow for (smth.)	учитывать; принимать во внимание (<i>что-либо</i>)
the Pacific Rim	страны тихоокеанского бассейна
famous	известный, знаменитый, прославленный
spiritual dictates	зд. предрассудки; представления или верования, связанные с религией, магией и т.д.
to directly affect	непосредственно влиять
to sound	звучать
to hold events	проводить мероприятия
to please spirits	зд. благотворно влиять на настроение
at right angle	под прямым углом
to reposition	зд. вернуть в первоначальное положение

Case questions:

1. Who needs to understand, empathize, and allow for the cultures of both guests and employees? What for?
2. What is often believed to directly affect hoteliers' profits?
3. Why won't hotels with floors numbered «four» or «nine» be very popular?
4. How does the pronunciation of the words «four» and «nine» sound in Japanese?
5. Why do many hoteliers in South-East Asia hire *Fung Shui* experts?
6. What is *Fung Shui*?
7. What does this tradition maintain?
8. How were doors at the *Hyatt Regency Singapore* originally positioned?
9. Why did a *Fung Shui* master tell the general manager to change the angle of the doors?
10. What happened after the entrance doors of the hotel had been repositioned?
11. Why did the occupancies begin to rise after the doors were repositioned?



Role-play:

Pretend you are a general manager of the famous Nizhny Novgorod *Volna Hotel*. You have just found out that three Arab guests from the Middle East got dissatisfied with the service skills of your employees. You decide to take drastic measures to exclude such things in the future.

While making a final decision consider the following issues:

- as General Manager you must provide owners with a reasonable return on investment;
- the cultures of both guests and employees are sometimes absolutely different;
- spiritual dictates often directly affect your hotel's profits;
- at the same time you are supposed to keep employees happy;
- employees must do everything to keep guests satisfied and returning;
- it could be worthwhile to employ experts in Middle-East culture and customs;
- drinking alcohol is a centuries-old tradition in Russia but alcohol is banned in most Muslim countries.

2. Identify key points in the text and extract information from it to pass on to your partner.

3. Let your partner see whether key points identified by you are the same as those covered in the text. Let him agree or disagree with you.

UNIT 2

RESORT HOTELS (Part I)

Pre-reading

1. Read and translate the following international words:

Caribbean	Europe	Mexico
city	Mexico City	exotic
clientele	rail	famous
scenery	visit	golf
public	plan	regular
formal	type	automobile
focus	major	sport
spectacular	population	family
season	convention	variety
activity	atmosphere	conference
meeting	occupy	expert

2. Read and translate the following groups of words derived from a common root:

1. luxuriate — luxuriant — luxuriantly — luxury — luxurious — luxuriously
2. develop — developer — developed — development — developmental — developmentally
3. accommodate — accommodation
4. client — clientele
5. picture — pictures — picturesque — picturesquely
6. travel — traveler — traveling

Reading

3. Read the text and translate it. While reading try and find answers to these questions:

1. What is a typical *resort hotel*?
2. How did the clientele travel to luxury resort hotels in the late 1800s?
3. Why have Europe and Mexico become more accessible for American tourists?