

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ

**ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ  
 «ДОНСКОЙ ГОСУДАРСТВЕННЫЙ ТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ»**

**(ДГТУ)**

**КАФЕДРА**

**«Иностранный язык в сфере социогуманитарных наук»**

**Николаева Е.А.**

**МЕТОДИЧЕСКИЕ УКАЗАНИЯ**

**И КОНТРОЛЬНАЯ РАБОТА №1**

ПО ДИСЦИПЛИНЕ

**«ПРОФЕССИОНАЛЬНАЯ КОММУНИКАЦИЯ НА ИНОСТРАННОМ ЯЗЫКЕ»**

ДЛЯ МАГИСТРАНТОВ ЗАОЧНОЙ ФОРМЫ ОБУЧЕНИЯ

НАПРАВЛЕНИЕ ПОДГОТОВКИ

**43.04.03 Гостиничное дело**

Ростов-на-Дону

2024

**Требования к зачету**

**1**. Правильно выполненная контрольная работа, проверенная преподавателем.

**2.** Составленный глоссарий терминов (не менее 30 терминов), отобранных магистрантом в ходе работы с аутентичными профессиональными текстами (статьи, монографии, учебные материалы) по теме научно-исследовательской работы. Литература для работы с терминами может быть предложена научным руководителем или выбрана самостоятельно по согласованию с преподавателем иностранного языка.

**Содержание зачёта**

**В зависимости от уровня владения иностранным языком по согласованию с преподавателем иностранного языка магистрант может выбрать:**

1. Реферирование и письменное аннотирование профессионального текста (объем 1500 печатных знаков).

2. Беседа по научно-исследовательской работе магистранта

**Общие требования к выполнению контрольной работы**

Памятка магистранту

Контрольное задание предлагается в четырех вариантах. Номер варианта определяется по последней цифре номера зачетной книжки студента:

1, 2 , 3 – 1-й вариант;

4, 5 , 6 – 2-й вариант;

7 , 8 – 3-й вариант;

9 , 0 – 4-й вариант.

Контрольная работа должна быть выполнена в отдельной тетради. На обложке тетради необходимо указать следующие данные: факультет, курс, номер группы, фамилию, имя и отчество, дату, номер контрольного задания и вариант.

Первую страницу необходимо оставить чистой для замечаний и рецензии преподавателя.

Все предлагаемые к выполнению задания (включая текст заданий на английском языке) переписываются на левой стороне разворота тетради, а выполняются на правой.

Контрольная работа должна быть написана четким подчерком, для замечаний преподавателя следует оставить поля.

Контрольная работа, выполненная не полностью или не отвечающая вышеприведенным требованиям, не проверяется и не засчитывается.

Проверенная контрольная работа должна быть переработана студентом (та часть ее, где содержатся ошибки и неточности перевода или неправильное выполнение заданий) в соответствии с замечаниями и методическими указаниями преподавателя. В той же тетради следует выполнить «Работу над ошибками», представив ее на защите контрольной работы.

Четыре варианта контрольной работы имеют одинаковую структуру. Все задания должны быть выполнены в письменной форме.

**ОСНОВНЫЕ ТРЕБОВАНИЯ К РЕФЕРИРОВАНИЮ ТЕКСТОВ**

Одной из базовых профессиональных компетенций магистрантов является компетенция в научной речи: готовность формировать презентации, оформлять результаты исследования в виде статей и докладов на научно-технических конференциях, представлять материалы в виде научных публикаций, рефератов. В лингвистике принято деление текстов на первичные (оригинальные) и вторичные. К первичным текстам относятся художественные произведения, научные исследования (монографии), учебники, учебные пособия, труды вузов и научно-исследовательских учреждений, отдельные публикации, журналы и журнальные статьи, газетные статьи, выступления и материалы научных конференций и др.

Избранная из первичного текста информация воссоздается в виде нового текста. Такие тексты (документы) именуются вторичными или производными. Вторичными документами являются реферат, аннотация, краткое изложение, конспект, пересказ содержания (устного выступления и публикации), аннотационный перевод, консультативный перевод, критическая статья, комментарий и др.

Вторичные документы представляют собой смысловую переработку содержания первичного текста и имеют своей целью не только передать то, что изложено в первоисточнике, но и дать ответ на главный вопрос: в чем состоит основная идея и новизна материала, изложенного в данном первичном документе. Вторичные тексты служат для хранения, накопления, переработки и совершенствования первичной информации. Нахождение и передача именно этой информации определяет ценность вторичного документа.

Реферирование статьи (от лат. refero – сообщаю, докладываю) – это краткое изложение содержания отдельного документа, его части или совокупности документов, включающее основные сведения и выводы, а также количественные и качественные данные об объектах описания. В высшем учебном заведении реферирование – это индивидуальная научно-исследовательская работа студента, раскрывающая суть исследуемой проблемы с различных позиций и точек зрения, с формированием самостоятельных выводов.

Основной чертой языка реферата является информативность, которую можно рассматривать как на уровне лексическом, так и синтаксическом.

На лексическом уровне отличительной чертой языка реферата является наличие в нем так называемых емких слов, т. е. слов с наибольшей семантической нагрузкой. Емкие слова имеют способность обобщать содержание текста оригинала. К ним относятся чаще всего термины и терминологические устойчивые сочетания, многие абстрактные существительные. В языке реферата максимально выражена тенденция к субстантивизации. Здесь преобладают существительные над другими частями речи и ослаблена роль глаголов, употребляются, как правило, глаголы с общим значением типа «считать, рассматривать, описывать, изображать» и т. д.

Синтаксис реферата характеризуется однообразием. Материал подается не в развитии, а в статике. Поэтому в тексте преобладают констатирующие перечисления и сообщения, оформленные в простые распространенные предложения. Назначение реферирования как вида учебной деятельности оправдывается тем, что здесь формируются навыки трансформирования различных языковых средств, а также перефразировки и обобщения.

Текст реферата должен составлять ориентировочно 5% объема статьи. Для текстов до 500 слов следует определять объем реферата сокращением оригинала в 3-4 раза.

Методика работы со специальным текстом состоит в последовательном выполнении шагов, помогающих в рамках практического модуля «Работа с научным текстом» подготовиться от понимания и интерпретации чужого научного текста к созданию собственного проекта, реферата с соблюдением культуры устной и письменной речи на английском языке.

1. **Основное содержание**

**План реферативного изложения:**

1. Библиографические сведения.

* The headline of the article (text).
* The author of the article
* The article is taken from the newspaper (book).
* The central idea of the article

1. Сжатое освещение главной проблемы, являющейся предметом данной статьи, работы или нескольких статей, подлежащих реферированию.

* Give a summary of the article (not more than 10-20 sentences).
* Find the answers to the major questions:
* What'? Where? When'? Why? and How?

1. Передача в обобщенном виде основных положений, выдвигаемых автором, (несколькими авторами): фактический материал, способы доказательства, обоснования и т. п.

* State the main problem discussed in the article and mark off the passages of the article that seem important to you.
* Look for minor peculiarities of the article.
* Point out the facts that turned out to be new for you.
* Look through the text for figures, which are important for general understanding.

4) Дается общая оценка, включающая как выводы и суждения автора, так и референта.

* State what places of the article contradict your former views.
* State the questions, which remained unanswered in the article and if it is possible add your tail to them.
* Speak on the conclusion the author comes to.
* Express your own point of view on the problem discussed.

**Алгоритм реферирования**

1) Беглый просмотр текста и ознакомление с его общим смыслом.

2) Более внимательное чтение текста, определение значения незнакомых слов по контексту или словарю.

3) Смысловой анализ текста, выделение ключевых фрагментов и распределение материала статьи на 3 группы по степени важности.

4) Ключевые фрагменты. Наиболее важные сообщения, требующие

полного и точного отражения в реферате.

5) Второстепенная информация, передаваемая в сокращенном виде.

6) Малозначимая информация, которую можно опустить.

7) Организация отобранного материала (логический план), языковая обработка и изложение.

**ТРЕБОВАНИЯ К АННОТАЦИИ (Abstract)**

Аннотация по своей сути является очень кратким изложением общих характеристик того или иного издания. Аннотация (авторское резюме) в периодическом издании является источником информации о содержании статьи и изложенных в ней результатах исследований.

Аннотация к статье должна быть:

* информативной (не содержать общих слов);
* оригинальной (не быть калькой русскоязычной аннотации с дословным переводом);
* содержательной (отражать основное содержание статьи и результаты исследований);
* структурированной (следовать логике описания результатов в статье);
* компактной (укладываться в объем от 100 до 250 слов), по ГОСТУ – 850 знаков, не менее 10 строк.

**Основные цели и задачи аннотации**

Аннотация является кратким резюме большей по объему работы, имеющей научный характер. По аннотации к статье читателю должна быть понятна суть исследования.

По аннотации читатель должен определить, стоит ли обращаться к полному тексту статьи для получения более подробной, интересующей его информации.

Аннотация к статье является основным источником информации в отечественных и зарубежных информационных системах и базах данных, индексирующих журнал.

Аннотация на английском языке включается в англоязычный блок информации о статье, который загружается на англоязычный вариант сайта журнала и подготавливается для зарубежных реферативных баз данных и аналитических систем (индексов цитирования). При переводе аннотаций должна использоваться англоязычная специальная терминология.

**Структура, содержание и объем**

Аннотация должна излагать существенные факты работы, и не должна преувеличивать или содержать материал, который отсутствует в основной части публикации.

Следует вкратце описать основную тему исследования, объект и предмет работы, а также те задачи, которые выполнил в исследовании автор. Можно сказать об актуальности подобной работы для практического применения в социальном, экономическом или культурном аспекте, а также в углублении теоретического научного знания. По желанию автора, аннотация может содержать также сделанные в процессе подведения результатов работы выводы. Приветствуется структура аннотации, повторяющая структуру статьи и включающая введение, цели и задачи, методы, результаты, заключение (выводы).

Результаты работы описывают предельно точно и информативно.

Сведения, содержащиеся в заглавии статьи, не должны повторяться в тексте аннотации.

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| **Вариант 1**   1. **Translate the text into Russian**   Different Categories of Hotels  No matter how much money a traveler wants to spend or how much space he or she needs, there are different hotel types to fit almost any budget and taste. From luxury hotels to eco friendly properties, there are certainly a wide variety of ways for a traveler to spend a night away from home. AMotelwas originally created for people travelling by car and became popular in the 1950s with the rise of the automobile. Motels were traditionally built near highways for the convenience of motorists. Motels are typically less expensive than other types of hotels and provide few amenities. A Bed and Breakfast hotel is often situated in a home rather than a building specifically designed to be a hotel. In many cases these homes are old and historic. Independently owned and operated, bed and breakfast hotels offer a unique and personal experience, and sometimes the owners live inside the house with quests. Bed and Breakfast generally offer free breakfast in the morning. Hostels are hotels for low income travelers. Students and long term travelers often stay in hostels, where beds are shared and prices are cheap. Hostels can have as little as two people to a room and as many as six or eight. Often, hostels have game rooms or kitchens where guests congregate. Bathrooms are usually shared between many guest rooms, meaning some hostels have twenty people competing for a bathroom. A Resort hotel is a destination accommodation where the hotel provides vacation style services to quests. In many cases, these types of hotels are located near vacation attractions such as beaches or theme parks. Popular amenities may include: spas, pools, beach or mountain locations, on site kids’ activities, restaurants, pool bars and babysitting services. Resort hotels are typically luxury facilities and cater to all types of guests from families to couples. Airport hotels are designed to have clean rooms and are booked because of their close proximity to the airport. Often, they offer shuttles to and from the airport. Many airport hotels offer business amenities and 35 restaurants for guests. Airport hotels may have a high turnover of guests staying for short durations of time, and are often located in cities. Casino hotels are unique because they provide preferential service to gamblers. Guests who spend enough time or money at the casinos can receive complimentary rooms and dining. Casino hotels are often luxurious and offer full service restaurants, indoor shopping, pools and fitness facilities. These hotels offer plenty of night life including shows, dance clubs and comedians. Sometimes they are located in resort areas. Star ratings vary based amenities, location and room quality. Conference centers and commercial hotels are designed for business clientele. Conference centers feature multipurpose rooms that can accommodate seminars and business programs. They have banquet facilities that can serve and accommodate large parties, and also offer equipment and acoustics suitable for speakers and visual presentations. Some conference centers and commercial hotels are located in resort areas, but they still focus on the business needs of clients and companies. Suite hotels appeal to business people that prefer a separate work space or families that want one room, yet also want some room separation from children. They often feature multiple rooms, and may have a pull out bed in addition to the main sleeping area. Suite hotels have a broad range of amenities, and can be classified as high as a luxury hotel, or as a basic economy hotel, depending on the location and the services offered. Beginning in the early 1980s, Boutique hotels have been springing up. These smaller hotels aim to give the guest a unique experience while providing above average guest services. Boutique hotels tend to gravitate away from the traditional chain hotel model. Even though some boutique hotels are owned by larger companies, each property is unique. The architecture and design of these hotels strive to be interesting, different and fresh. The service tends to be more personal because boutique hotels are typically smaller than traditional hotels. These hotels are marketed towards middle to upper income adults. Normally the hotels are segregated into five different ratings. There is no real international hotel rating system. Rating of hotels in different countries typically come from the government, independent rating agencies (the Automobile Association, Royal Automobile Club, English Tourist Board in Britain; the American Automobile Association in the United States) or sometimes hotel operators themselves. Therefore, each country uses its own criteria to rate hotels, but most establishments are rated based on the availability of certain amenities and accommodation. The higher the star rating, the better the quality of hotel.  One and Two Star Ratings.  One stars are budget tourist hotels. Only the basic necessity services are provided. Two stars are a little better, and provide a wider range of items. Rooms always have a private bathroom, television and telephone. There may or may not be room service, but they normally have a small restaurant.  Three and Four Star Ratings. A three star hotel is a noticeable step up from a two star, with the furnishings showing some quality and style. Amenities such as room service, a restaurant open for all three meals, pool and basic fitness room are usually available. The rooms always have access to cable or satellite television. The four star hotel takes a further step up in terms of decor and enters the realm of top quality professional service from the staff. A higher end restaurant and bar will be a part of the hotel, and valet parking service will be offered. Many will also have at least some or all of the following: fitness center, spa, pool, lounge and concierge. Four star hotel rooms often come with a safe.  Five Star Rating. Five star hotels are the top of the rating system as it is usually recognized. The decor and landscaping are always superb. Eateries will include at least one restaurant, cafe and bar/lounge and usually more than one of each. The availability of 24 hour room service is standard. A spa may accompany the pool and fitness room. Guest services will include amenities such as treatments and massages at the spa, laundry and tailoring, valet parking service and a concierge. The rooms will be furnished with touches such as stocked bar and refrigerator, DVD player and Jacuzzi function in the bath tub. Five Plus Ratings. Hotels rating themselves as six and even seven star hotels can be found, but these designations are almost always made by the hotel itself and are rarely recognized by any outside authority. Examples include the Burj Al Arab in Dubai, the Oriental Bangkok, and the Town House Galleria in Italy. It should be noted that Italian law does not recognized either a six or seven star rating, making the Town House Galleria a perfect example of an unofficial rating bestowed by the hotel itself. These facilities should be thought of as hotels that deserve a five plus rating, as they do generally exceed the five star standards in some or most departments. The rating system is generally reliable; however, how and by whom the rating standard is applied varies widely as there is no international standard. In addition to the traditional system of “Stars” classification of hotels today there are more than thirty other rating systems. All attempts at unifying the classification system have failed. Today, the hotels often use literal and symbolic denotation to determine their status. Thus, the system of “Letters” is used in Greece. There are two types of rating systems in Great Britain: the “Star” system and the “Diamond” system. In Sweden today as a symbol of class “Key” is used instead of “Star”, and the hotels on the coast of Goa receive “Points”.  **II. Make the summary of the text. Use the following phrases:**  1. The article (text) is head-lined …  The head-line of the article (text) is …  2. The author of the article (text) is …  The article is written by …  3. It was published (printed) in …  4. The main idea of the article (text) is …  The article is about …  The article is devoted to …  The article deals with …  The article touches upon …  5. The purpose of the article is to give the reader some information on …  The aim of the article is to provide the reader with some material on …  6. The author starts by telling the readers (about, that) …  The author writes (states, stresses, thinks, points out) that …  The article describes …  According to the article (text) …  Further the author goes on to say that …  7. The article is (can be) divided into 4(5-7) parts.  The first part deals with (is about, touches upon) …  8. In conclusion the article tells …  The author comes to the conclusion that …  9. I found the article interesting (important, dull, of no value, easy, too hard to understand).  **III. Make the abstract of the text**  **IV. Write 10 key words of the text and translate them into Russian**  **Вариант 2**   1. **Translate the text into Russian**   Reservation  A well organized reservation system allows hotels to ensure a steady flow of guests into their properties. Hotel chains offer their members the ability to fill 30 percent or more of available rooms on a nightly basis. Independent hoteliers have the onerous responsibility of creating exciting marketing programs to capture room business. Easy access to a hotel’s data bank of rooms helps in fulfilling the customers’ needs as well as in reaching a targeted daily occupancy rate, average daily rate, yield percentage, and Rev PAR (revenue per available room). A reservation system represents the primary means of producing positive cash flow and a favorable income statement. The hotel industry is powered by sales that are derived from the use of computerized reservations systems. The following information on Choice Hotels International, Six Continents Hotels (formerly Bass Hotels & Resorts), Carlson Hospitality Worldwide, and Pegasus Solutions provides a concise view of the importance of computerized reservation systems to the hospitality industry. Types of Reservation Systems The franchisee is a hotel owner who has access to a national reservation system and receives the benefits of the corporation’s management expertise, financial backing, national advertising, and group purchasing. A franchise member of a reservation system or a member of a referral system gains significant advantages from combined efforts of interhotel property referrals, a system in which one member property recommends another member property to a guest, and national advertising. A referral member of a reservation referral system, a worldwide organization that processes requests for room reservations at a particular member hotel, is a hotel developer/owner who has access to the national reservation system. Hotels that are members of the reservation system are more than able to justify these costs: for example, a chain property may obtain 15 percent to 30 percent of its daily room rentals from the national reservation system, depending on local economic and market 26 conditions. Compared to the costs incurred by an independent property that must generate every single room sale with individual marketing and sales efforts, franchise referral costs seem minimal. Sources of Reservations Guest reservations come from a variety of market segments. Some of the more common groups include corporate clients, group travelers, pleasure travelers, and current guests who want to return to the same hotel. This is only one way of classifying guest reservations. The purpose of analyzing these segments is to understand the needs of each group and provide reservation systems to meet their needs. Forecasting or rooms forecasts, which involves projecting room sales for a specific period, is a natural next step after the data from the reservation process have been collected. This step includes previewing the effects of reservations on the income statement, scheduling labor, and planning for the use of facilities. In addition to presenting a practical method for preparing a rooms forecast (sometimes referred to as a “projection of room sales”), this section also indicates how such a forecast can be used as a means of communication with other departments. One of the purposes of a rooms forecast is to preview the income statement. It enables the hotel managers to determine projected income and related expenses for a certain time period. The concept of overbooking – accepting reservations for more rooms than are available by forecasting the number of no show reservations, stayovers, understays, and walk ins, with the goal of attaining 100 percent occupancy – is viewed with skepticism. As future hoteliers, you will face the onerous task of developing a policy on overbooking. The front office manager has the responsibility of administering this policy. Confirmed reservations, prospective guests who have a reservation for accommodations that is honored until a specified time, represent the critical element in no shows. After that time, the hotel is under no obligation to hold a reservation. The front office manager must keep accurate records of no shows in this group. Various types of travelers with confirmed reservations – corporate, group, or pleasure – have varying no show rates. For example, corporate confirmed reservations may have a 1 percent overall no show rate. Group travelers may have a 0.5 percent no show rate, with no shows all coming from one or two particular bus companies. Pleasure travelers may have a 10 percent no show rate. The detailed investigation of each of these categories will suggest methods for minimizing no show rates. Guaranteed reservations, prospective guests who have made a contract with the hotel for a guest room, represent a less volatile group because the guest provides a credit card number to hold a room reservation. Stayovers are currently registered guests who wish to extend their stay beyond the time for which they made reservations. Accurate records on various traveler categories (corporate, group, or pleasure) will reveal their stayover rates. For example, employees of a corporation who travel with spouses may extend a Thursday and Friday business trip to include a Saturday. Similarly, a group conference scheduled from Monday through Thursday may encourage the attendees to stay longer to sightsee. Understays are guests who arrive on time but decide to leave before their predicted date of departure. Pleasure travelers may find their tourist attraction less interesting than anticipated. Urgent business may require the corporate client to return to the office sooner than expected. Maintaining accurate records will help the front office manager to predict understays. A welcome sector of the hotel market, walkin guests, can enhance daily occupancy percentages when effectively managed. The front office manager must be aware of the activity in the local area. Heavy tourist seasons, special tourist events, conventions, and the like will increase the number of potential guests in the area. Awareness of such possibilities helps the front office manager plan accordingly. Processing Guest Reservations Means of communication with the client; room inventory data banks; systems for reservation, confirmation, deposits, and cancellations; and blocking procedures, a process of reserving a room on a specific day, are the major components of a well organized guest reservation processing system.  **II. Make the summary of the text. Use the following phrases:**  1. The article (text) is head-lined …  The head-line of the article (text) is …  2. The author of the article (text) is …  The article is written by …  3. It was published (printed) in …  4. The main idea of the article (text) is …  The article is about …  The article is devoted to …  The article deals with …  The article touches upon …  5. The purpose of the article is to give the reader some information on …  The aim of the article is to provide the reader with some material on …  6. The author starts by telling the readers (about, that) …  The author writes (states, stresses, thinks, points out) that …  The article describes …  According to the article (text) …  Further the author goes on to say that …  7. The article is (can be) divided into 4(5-7) parts.  The first part deals with (is about, touches upon) …  8. In conclusion the article tells …  The author comes to the conclusion that …  9. I found the article interesting (important, dull, of no value, easy, too hard to understand).  **III. Make the abstract of the text**  **IV. Write 10 key words of the text and translate them into Russian**  **Вариант 3**   1. **Translate the text into Russian**   Food and Beverage Service  Like the lodging industry in general, foodservice in the hotel market has improved its position over the last few years. A typical characteristic is a market posting steady but not significant growth and emphasizing cost containment and innovation. As lodging foodservice competes with the multitude of commercial foodservice operations for the consumer dollar, value remains the focus of both operators and consumers. A number of studies have identified food and beverage services as a primary contributor of value to a customer’s lodging experience. “The goal of our food service operations is to provide the highest quality of food and service in a sophisticated, comfortable ambience, by friendly and professional staff, ensuring that every patron returns,” states the Four Seasons Hotel in Las Vegas. This statement, succinct and focused, exemplifies what lodging operations nationwide are seeking. Most lodging executives identify food and beverage operations as one of the more complex areas to manage in the entire lodging arena. Lodging foodservice not only involves the traditional difficulties associated with both producing and serving food and beverages but also the performance of these functions every day, often 24 hours a day. The resulting labor costs and operational expenses prove burdensome for many lodging establishments. In order for these food and beverage operations to survive and thrive, they must draw not only guests of the lodging facility but also consumers from the external market of the lodging property. Hoteliers are analyzing their operations to identify ways of increasing the percentage of guests who stay to dine onsite, known as the capture rate. In fact, the more profitable lodging food and beverage operations obtain more than 50 percent of their business from non guests of the property. The hotel or motel guest is not a captive diner; he or she has many other opportunities for dining. Yet, in order for a hotel property to be profitable, a significant percentage of sales must be produced by food and beverage operations. To accomplish this, lodging facilities must successfully compete with the numerous chains and independent restaurants that offer a variety of services. One advantage for 105 full service hotels is the banquet business, which can be a major revenue producer and operate at a high profit margin. It becomes critical for lodging operators to research tourists’ specific food needs and wants, and how their specific operation can better serve these tourists. In addition, a clear, objective analysis of local competition is necessary to determine the segment and genre in which the hotel can compete and succeed. If the hotel is competing with an established local competitor, then the hotel foodservice operation must outdeliver on all levels of quality, service, and ambience. In a large hotel, it is also necessary not to compete directly with another unit in the same hotel. Units must be diverse to give different segments of the market a choice; the ideal outcome is that hotel and local guests choose to dine in one of the hotel’s offerings. A strong food and beverage program that delivers a high quality product and experience can be used as a competitive advantage as well as a sales tool for the lodging facility. Many hoteliers choose not to compete in this environment. Instead, their strategy is to eliminate food and beverage operations altogether, or to lease food and beverage operations to outside companies, either chain operated or an independent restaurant. In particular, food and beverage sales in motels and motor hotel restaurants continue to decline as a percentage of overall sales when compared to full service hotels, primarily as a result of an increasing number of lower priced lodging operations offering free breakfast and no other meal service. However, that free breakfast has become a competitive positioning statement for the property. Guests now expect it, and they expect quality, yet such lodging facilities must maintain their cost structure. There are five major hotel chains whose foodservice sales per hotel average more than $2.3 million. At the top lies Sheraton Hotels, whose properties average well over $4.6 million in foodservice sales. It should be noted that a number of convention/resort hotels could do well over $30 million in annual food and beverage sales. Clearly, foodservice professionals have as much or more opportunity for success as in other segments of the foodservice industry. With potential sales like those noted, lodging food services remain a critical partner with respect to both the revenue and profit of the property. A smart, resourceful manager makes the foodservice operation unique, thus attracting additional patrons to the lodging establishment. Thus, foodservice can be looked on as a means of gaining competitive advantage over other lodging operations. 106 The field of lodging has a long history of serving people food and drink during their travels. From the earliest days of the Roman Empire, when people traveled on foot, on animal, or in vehicles drawn by animals, to the modern age of air, rail, and car transportation, hotels and inns provided for their needs. In fact, early hotels were usually the center of community activity and often the only place one could eat away from home. The glamour years of the late nineteenth and early twentieth centuries produced grander hotel properties, the so designated palaces of the people, which solidified this perception of hotels as centers of public entertainment and as sources of food and drink for guests. This reputation continued well into the twentieth century, as hotels became the logical place to meet for entertainment and business discussion. Foodservice operations independent of hotels were rare even in the larger urban centers. It was not until the post–World War II era that independent restaurants and restaurant chains grew in both number and influence over the customer. As we enter the twenty first century, lodging foodservice accounts for approximately 7 percent of the total foodservice market. From total domination of the market to its role as a secondary player today, lodging foodservice has undergone dramatic change. As properties struggle to decide whether or not to offer foodservice and, if so, the number of foodservice units and the level of service to offer, future managers must recall what the goals and mission of the foodservice operation should be: 1. To provide the appropriate level and degree of food and beverage service to the property’s guests. 2. To support the overall goal(s) of the property. 3. To assist the property in gaining a competitive advantage over other lodging establishments. 4. To function efficiently and effectively in order to produce a profit.  **II. Make the summary of the text. Use the following phrases:**  1. The article (text) is head-lined …  The head-line of the article (text) is …  2. The author of the article (text) is …  The article is written by …  3. It was published (printed) in …  4. The main idea of the article (text) is …  The article is about …  The article is devoted to …  The article deals with …  The article touches upon …  5. The purpose of the article is to give the reader some information on …  The aim of the article is to provide the reader with some material on …  6. The author starts by telling the readers (about, that) …  The author writes (states, stresses, thinks, points out) that …  The article describes …  According to the article (text) …  Further the author goes on to say that …  7. The article is (can be) divided into 4(5-7) parts.  The first part deals with (is about, touches upon) …  8. In conclusion the article tells …  The author comes to the conclusion that …  9. I found the article interesting (important, dull, of no value, easy, too hard to understand).  **III. Make the abstract of the text**  **IV. Write 10 key words of the text and translate them into Russian**  **Вариант 4**  **I. Translate the text into Russian**  Safety and Security Hospitality includes providing a safe environment for guests. There is nothing more important in any service industry then keeping the customer happy and safe. No other service industry has the burden of keeping guests safe as much as the tourist industry, because no other service industry has customers at such a disadvantage. Hotel quests routinely leave their rooms with valuables inside. They can become vulnerable when sleeping or showering, or injured of the hotel’s negligence. So there are a lot of things to think about from the point of view of management, and security is one of the major concerns. The security department of a hotel is vital to delivering hospitality to guests. This department is responsible for establishing the details of the following systems: Guest and employee safety Room key security Fire safety systems Bomb threat action Emergency evacuation plans Employee safety training plans Emergency communication plans The security department is often regarded as a passive department, reacting only when called on. In reality, it is a very active department. One of the department’s goals is to prevent emergencies through planning. Another goal, however, is to train all hotel employees to respond to emergencies. The security department of a hotel is organized like any other department. At the head of the department is the director of security – a trained professional who must ensure that a busy hotel filled with guests, employees, and equipment stays safe. The security director needs personnel, technology, and a budget to operate a 24 hour control system for the hotel. The number of people required to staff this department depends on the size of the hotel. National, state, and local safety codes and ordinances require the hotelier to adhere to a long list of rules and regulations. Hotels must have 121 safe and secure door locks, fire prevention measures, exit strategies and plans, pool safety, security cameras. Well lit and visible areas around the building are important, as is a staff. Trained security staff need to be on the hotel ground 24 hours a day. However, if this feasible, security staff and guards should be on duty at night when the most crime happens. Security cameras are also essential and need to be placed at the front desk, public areas of the hotel, such as the cafeterias, bars, pools, parking lots and waiting rooms. In the absence of security personnel, security cameras, while not required, are often utilized to not only protect the property from vandalism or theft, but also to keep quests and their personal belongings safe. Cameras can be used to watch for a variety of serious concerns such as room break ins, arson and assaults, as well as less serious infractions such as too many quests staying in a single room. Security cameras should be used 24 hours a day, be reviewed daily, and archived. Card key locks are an investment in guest security and safety. The electronic key system and smart card can be used for guest rooms as well as other areas of the hotel. As each new guest registers, a fresh plastic key is produced. The new combination for the guest room lock will respond only to the new guest room key. Smoke alarm installation and maintenance, sprinkler system installation and maintenance, fire drill testing, fire alarm operation and maintenance, are all very important in ensuring the safety of guests. The hotel staff should be equipped with fire safety plans, first aid kits and breathing assistance, such as a respirator, in case of an emergency. Pools and spas should have lifeguards, however most to do. Hotels with pools should enforce pool hours and hotel stuff should be trained in CPR (Cardiopulmonary resuscitation) and first aid. Hotel guests should be the only ones with access to the pool and spa facilities. Entrance to the facilities should require activated room card key. Guests in turn should follow some basic guidelines which will help keep stress and problems to a minimum, making travel an enjoyable and safe escape.    **II. Make the summary of the text. Use the following phrases:**  1. The article (text) is head-lined …  The head-line of the article (text) is …  2. The author of the article (text) is …  The article is written by …  3. It was published (printed) in …  4. The main idea of the article (text) is …  The article is about …  The article is devoted to …  The article deals with …  The article touches upon …  5. The purpose of the article is to give the reader some information on …  The aim of the article is to provide the reader with some material on …  6. The author starts by telling the readers (about, that) …  The author writes (states, stresses, thinks, points out) that …  The article describes …  According to the article (text) …  Further the author goes on to say that …  7. The article is (can be) divided into 4(5-7) parts.  The first part deals with (is about, touches upon) …  8. In conclusion the article tells …  The author comes to the conclusion that …  9. I found the article interesting (important, dull, of no value, easy, too hard to understand).  **III. Make the abstract of the text**  **IV. Write 10 key words of the text and translate them into Russian**. |