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HOTEL PRESENTATION

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Практикум предназначен для студентов неязыковых специальностей,
программа обучения которых включает изучение деловых коммуникаций в
сфере туризма.

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INTRODUCTION

HOTEL PRESENTATION is a course in Business English for students, specializing in communication in the tourism area. The course is aimed at further developing skills of listening, speaking, reading and writing. The ultimate goal of the course is to teach the ability to prepare a public talk and present some general information on Company/Product.

The course contains five parts:

ORGANIZATION AND STRUCTURE of TOURISM introduces the students into the language of statistical data, reading and drawing up new graphs and tables; commenting over organizational diagrams and creating the other ones in conformity with the situations.

HOTEL PROFILE includes a basic text and a few vocabulary and training exercises necessary to develop the skills of giving a brief description of a tourist organization.

HOTEL STRUCTURE features a variety of organizational diagrams highlighting corporate hierarchy.

HOTEL HISTORY is presented by an authentic text which is followed by a number of exercises focused on developing the skills of extracting, contracting information, applying annotated reports in preformatted 'Cause and Effect' and 'Problem Solving'.

COMPANY PERFORMANCE specify the skills obtained while working at ORGANIZATION AND STRUCTURE of TOURISM, but based on more detailed information and using more advanced and expanded topical vocabulary.

HOTEL PRESENTATION is supplied with the APPENDIX in which texts for extra reading, the structure for making a successful presentation, the FILES with tasks and various exercises for obtaining relevant skill are suggested.

Hotel Presentation

Part A THE ORGANIZATION AND STRUCTURE OF TOURISM

1. *SPEAKING* Reasons for Travelling

A. Look at these pie charts showing the reasons why people visited London in one year and answer the questions:

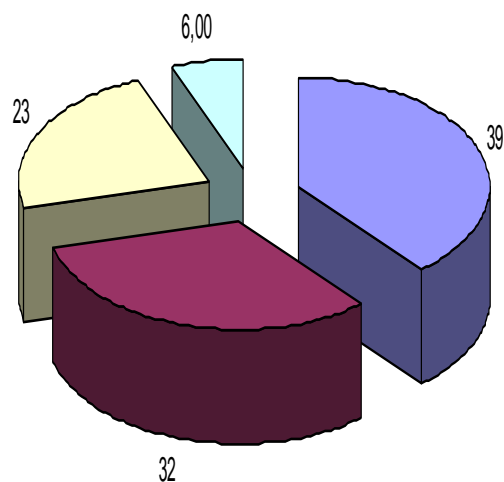
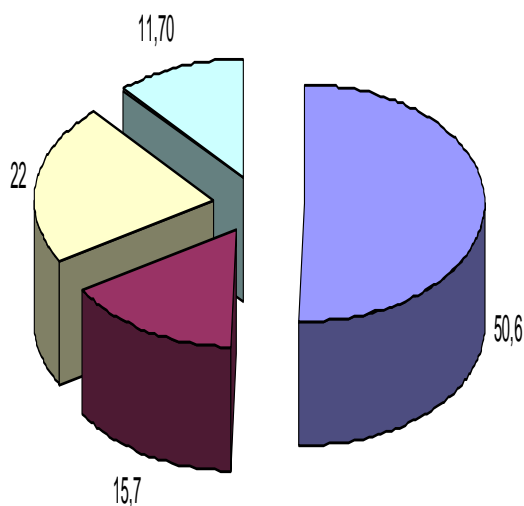
- a What are the main points shown by the charts?
- b The 'other' section is quite large. What do you think it could include?
- c Do you think the charts would be very different for your city or country?

Overseas visitors

Domestic visitors

1 – Holiday
2 – Other

3 – Business
4 - Friends and Relatives



B. Think of four people - family or friends - that you know well. Make a list of all the places they have travelled to in the past two years, and have stayed in for at least one night. In groups of three or four, put your lists together and make a pie chart similar to the ones above. Then compare with other groups.

2. LISTENING

A Passenger Survey at an Airport

A. Listen to this woman conducting a passenger survey at a busy airport. She is asking people why they are travelling and other details about their journey. As you listen, complete the chart below.

	Passenger1	Passenger2	Passenger3	Passenger4
Destination				
Purpose of visit				
Length of stay				
Size of party				
Mode of transport to airport				
Occupation				
Age				

B. Listen again and note down the different question forms the woman uses. Organize the questions into groups according to the way each is formed.

3. GRAMMAR FOCUS Indirect questions

A. Study the sentences.

I wonder if you'd mind answering some questions.

Could you tell me how you got to the airport?

Could you tell me where you are going?

Can I ask which of these age groups you're in?

Would you mind telling me how old you are?

Could you tell me where you're going?

B. Convert these direct questions into indirect questions.

- a What's the time?
- b When is the next flight to Amsterdam?
- c Is this your suitcase?
- d When does the flight from Istanbul arrive?
- e How many times a year do you fly?
- f Have you got any seats on the ten o'clock flight?
- g Is there a phone near here?
- h Why are there no trains on Sundays?

C. Now take turns to ask your partner each indirect question.

A passenger at an airport is being asked about his hotel arrangements. Rephrase the interviewer's questions beginning with the polite phrases in brackets. The first one has been done for you.

D. Continue asking each other indirect questions.

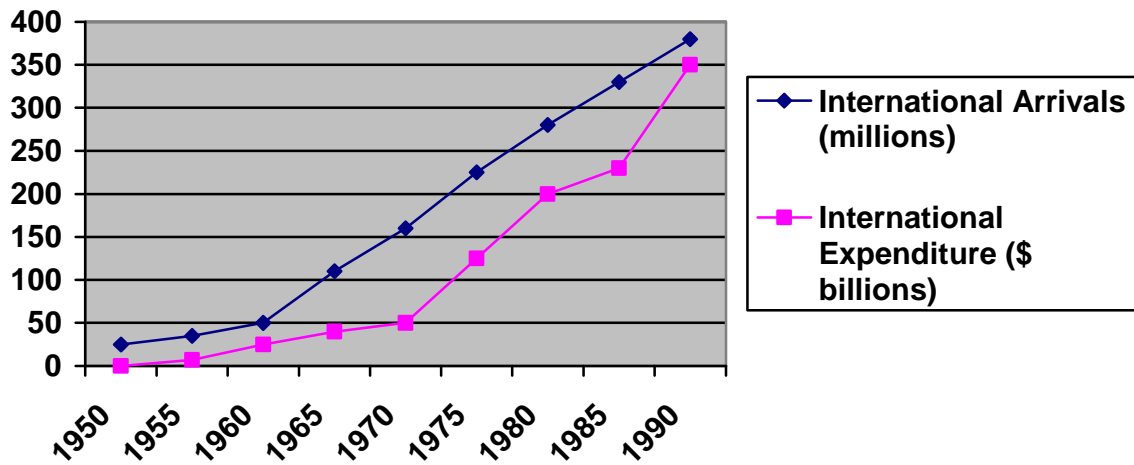
1. Which hotel will you be staying at? (Could you tell me...?)
Could you tell me which hotel you will be staying at?
2. Have you ever been there before? (May I...?)
3. Did anyone recommend it to you? (Can you...?)
4. Why did you choose it? (Would you mind...?)
5. How much does it cost? (Could you...?)
6. What facilities does it have? (Can you...?)
7. Does the hotel have a courtesy bus? (May I...?)
8. When will you be leaving? (Would you mind...?)

4. READING

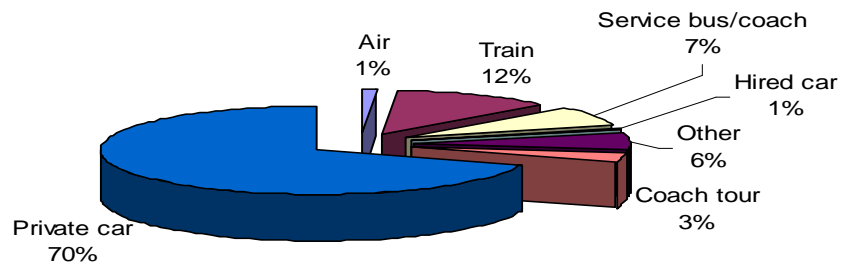
Displaying Statistical Information1.

A. These three graphs and charts give different statistical information related to tourism and travel. Which one is (a) a pie chart, (b) a block graph, and (c) a line graph?

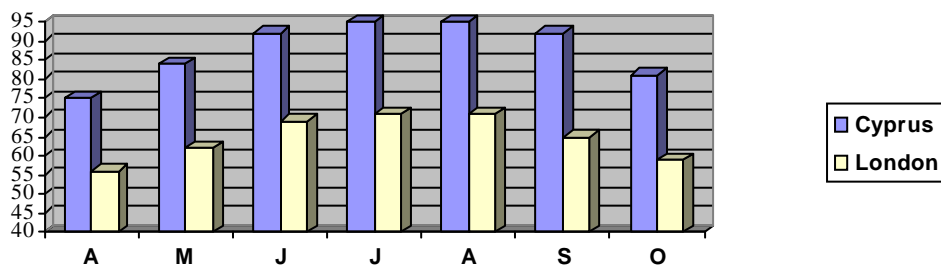
1



2



3. Average daily maximum temp. F°



B. Decide what the most important fact is shown in each graph or chart. Why is the information presented in these different ways? What other ways of displaying statistical information can you think of?

C. Now answer these questions.

- a What was the total international expenditure on tourism in 1985?
- b Which decade saw the biggest increase in international arrivals?
- c What is the most popular form of transport used by tourists in Britain?
- d Which is the hottest month in Cyprus?
- e In which month is there the greatest difference between the temperature in Cyprus and the temperature in London?

D. What do you think?

- a Why did the 1970s see so many international arrivals?
- b Why does air transport only account for 1% of tourist transport in Britain?
- c Do you think the chart showing tourist transport would be very different for your country?

5. LANGUAGE FOCUS Describing Graphs and Statistics

A. Describe the graphs and charts in the previous section. Use the words and expressions from the list to complete the sentences.

a. went up gradually	f. a small percentage of
b. levels off	g. from ... to ...
c. more than double	h. a fairly sharp fall
d. rose dramatically	i. the most popular
e. a gradual increase	j. the vast majority of

1. There was _____ in international arrivals between 1950 and 1960 _____
25.3 m _____ 69.3 m.
2. International expenditure on tourism _____ from 1950 to 1970 and then
_____ from 1970 to 1980.
3. _____ tourists in Britain travel by car.
4. _____ tourists in Britain travel by coach.

5. _____ mode of transport in Britain is by private car.
6. There is _____ in the temperature in Cyprus in October.
7. The temperature in Cyprus _____ in July and August at 95 degrees.
8. The number of hours of sunshine in Cyprus in July is _____ that in London.

B. Make some more sentences of your own.

6. *READING* A Statistical Report

A. Here is some information about tourism in Britain. At the moment it is in the form of a series of tables. With a partner, decide which type of graph or chart would be appropriate as a more visual way of presenting the information. Then draw the graphs and charts.

A. Top ten attractions in London (the number of visitors)

British Museum	5.8 m
National Gallery	3.8 m
Madame Tussaud's	2.4 m
Tower of London	2.3 m
St Paul's Cathedral	1.9 m
Tate Gallery	1.8 m
Natural History Museum	1.7 m
Chessington World of Adventure	1.5 m
Science Museum	1.3 m
Victoria and Albert Museum	1.1 m

B. Tourist spending breakdown

Accommodation	£ 6,520 m
Eating out	£ 4,388 m
Shopping	£ 3,576 m
Travel within UK	£ 2,564 m
Entertainment	£ 1,008 m
Services, etc.	£ 497 m
Total	£ 18,553 m

C. Recent trends in tourism (£)

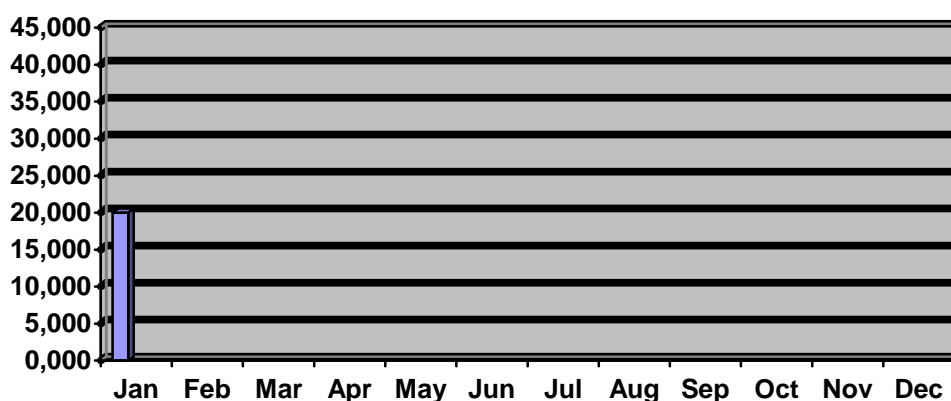
Visits	1992	1994	1996 (millions)
domestic	7.0	7.5	8.0
overseas	10.0	7.5	8.0
all	17.0	18.2	19.5
Nights			
domestic	19.4	19.0	18.5
overseas	68.7	74.0	80.0
all	88.1	93.0	98.0
Expenditure			
domestic	640	900	1,325
overseas	4,150	4,825	5,700
all	4,790	5,725	7,025

B. Write a brief report to accompany each of your graphs or charts. The report should include all the important information. Present one of your graphs or charts to the class. Use phrases: *went up significantly - went down slightly; saw a significant fall/rise*

7. READING The Language of Graphs

A. Read the report about the number of visitors at Rollercoaster World, a major tourist attraction, over the year. Then use the information to complete the bar chart below.

There were 20,000 visitors in January, although most of these came just after New Year and before the new school term. In February there was a sharp fall to 5,000 but this rose by 2,000 in March as the weather improved. In April numbers rose by 5,000 and there was a gradual increase in May and June, when numbers went up by 3,000 each month and then leveled off in July. The most popular month was August, when numbers more than doubled to 40,000 because of the school holidays and the summer tourist season, and there was a sharp fall of 10,000 in September. Numbers fell gradually during October and November by 5,000 a month, and then leveled off at 20,000 in December.



B. Read the following information. Complete the pie chart below and put the missing figures in the table.

Man I'm off to Australia, to Melbourne. I'm going to see my sister and her family. I haven't seen her for twenty-five years. But I retired recently and I thought, well, I've got the money, so why not?

Interviewer I think that's great! So how long are you planning to stay in Australia?

Man Well, I've got a return ticket to come back in a month's time, but if all goes well I might stay a bit longer. It's a bit of a risk, you know. I don't really know what my sister's like any more – or her family. I've never seen her children and I've only met her husband once.

Interviewer Yes, it's always a bit of an unknown. Anyway, just a couple more questions. How did you get to the airport?

Man My son gave me a lift.

Interviewer OK. And finally, would you mind telling me how old you are?

Man Twenty-one, dear. No, I'm only joking. I'm sixty-five – sixty-six next month.

Interviewer Thank you. I hope you have a wonderful time.

Man Thank you. So do I!

Interview 3

Interviewer Excuse me, madam. I wonder if you'd mind answering some questions?

Woman Er... OK. Will it take long?

Interviewer No, just a few minutes. Could you tell me where you're traveling to?

Woman Frankfurt.

Interviewer And are you traveling on business?

Woman Well, actually I'm going home. I've been here on business. – at a meeting with our partners in the UK.

Interviewer I see. So how long did you stay in the UK?

Woman For just two days.

Interviewer Thank you. And could you tell me if you're traveling alone?

Woman Yes, I am.

Interviewer OK. Nearly finished. Can you tell me how you got to the airport?

Woman By taxi, from my hotel.

Interviewer Good. Finally – occupation. I know you’re in business.

Woman Yes, I’m Marketing Manager for a company making pharmaceuticals.

Interviewer And can I ask which of three age groups you’re in?

Woman Here – thirty to thirty-nine.

Interviewer Right. Thank you very much. Have a pleasant journey.

Woman On the train.

Interview 4

Interviewer Excuse me. Do you have a few minutes to answer my questions?

Young man Yes, I think so.

Interviewer Thank you. I’m conducting a passenger survey.

Young man Right.

Interviewer Can you tell me where you’re going to?

Young man To St Petersburg.

Interviewer St Petersburg – and what ‘s the reason for the trip?

Young man I’m going out to teach – to teach English. I’ve just qualified, so it’s my first job abroad.

Interviewer You must be excited.

Young man Yes, excited, and a little bit apprehensive to be honest. It’s a big commitment – I’ve signed a twelve-month contract.

Interviewer So you’re staying for a year?

Young man That’s the plan. If it all works out.

Interviewer And are you traveling on your own?

Young man Yes.

Interviewer And can you tell me how you got to the airport?

Young man I came on the coach – it’s cheaper than the train.

Interviewer Right I’ve got everything. Just one last question – could you tell me your age?

Young man I’m twenty-four.

Interviewer Good, well thank you very much, and I hope it all goes well for you in Russia.

Young man Thanks.

Reasons for Travel and Money Spent on Travel

For British tourists, like most countries, leisure tourism is main reason for travel with 53% travelling for this reason. Visiting friends and relatives, VFR, is the next biggest reason with 32%. Business tourism is relatively small at 11%.

When we look at the money spent on travel by British tourists, the order is slightly different. Leisure tourism accounts for 70% of expenditure, then business travel at 16%. Tourists and travelers who are visiting friends and relatives, not surprisingly perhaps, spend less money and this is only 11%.

Working with Figures.

a Of the six and a half million visitors last year, about two thirds stayed in hotels.

b We're working on a thirteen point five commission basis at the moment.

c The revenue forecast for July at the full rate is £145,205.

d "Could you please quote your booking number?" – 'Yes. It's AS stroke oh two one nine seven eight.'

e Your flight number from Hong Kong to Guilin is CZ three zero three two.

f The rate of inflation has gone up by over 2 per cent, that is from 6 to 8.15 per cent.

g There'll be seventeen extra guests arriving on 30th July.

Staffing and Internal Organization

1. Let me start by 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 making 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.

2. I'm the Front Office Manager. I report to the Resident Manager on a regular basis but I can make a lot of daily operational decisions myself. I like the responsibility the hotel allows me to have. I have to supervise Front-of-House Operations and to do that efficiently, I need to have the assistance of the Hotel 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 also get involved in training and staff development, so there's plenty to do on that side, too.

3. I'm hoping to become Head Housekeeper in the near future. I've been Housekeeper for the Executive suites for a year now and there's a good chance I'll take over when Mrs. Jones leaves at the end of the year. At the moment, I give orders to the chambermaids and cleaners personally, but I'm looking forward to getting more involved in planning and training. I know I shouldn't say this, but I think I'll be pretty good at it.

The Staff Structure of Hotels

Interviewer: Roberta, can you tell us a little about the staffing at the Concordia?

Roberta: Well, the Hotel Concordia's part of a larger group so we've got the same structure as the other hotels in the chain. It's a medium-sized hotel, and it's divided into three departments-front office, housekeeping, and food and beverages. Food and beverages covers the restaurant, bar, cafeteria, and the kitchen. In the kitchen we've got a head chef, Giovanni, and three junior chefs. There are two kitchen assistants, as well. Then for the restaurant and bars, we have a head waiter and six waiters.

Interviewer: What about housekeeping?

Roberta: That' divided into maintenance and rooms. At the moment, there's one person in maintenance, Enrico, and on rooms there's the head housekeeper, Carlotta, and her team. She's got five housekeepers working for her right now, though in the high season we usually contract two more.

Interviewer: You use the team *housekeeper*. Is that the same as *chambermaid*?

Roberta: Yes, and in the past housekeepers were usually called chambermaids. But prefer *housekeepers*. We're talking about trained professionals here, and the idea of a *maid* sounds more like a servant than a paid professional.

Interviewer: What about the reception? Or should I say front office?

Roberta: For the ordinary client, it's the reception, obviously. But for us in the hotel trade, it's the *front office*. Now, here at the Hotel Concordia, the front office is run by Luigi, the Front Office Manager. He's got six receptionists working under him, and Silvio, the concierge.

Interviewer: The concierge? What does he do?

Roberta: As well as carrying bags to guests' rooms, a concierge runs information services for the gusts, or he gets them tickets for shows, for the theatre, he takes messages... things like that.

Interviewer: And Silvio does all this?

Roberta: Yes, he does. And he does it very well. Better still, if we are very busy, he also acts as an extra receptionist.

Interviewer: Roberta, thanks for your time.

Roberta: Not at all.

Hotel Staff

STUDENT: So you are the person who's in overall charge of the hotel?

MANAGER: That's right. But in fact the Assistant Manager is responsible for the day-today running of the hotel. You see, most of my time is taken up with negotiation with travel agencies, planning, meetings, that kind of thing.

STUDENT: I see. And then, under the Assistant Manager there are all the departments of the hotel ...

MANAGER: Yes. You'll find much the same departments in every hotel, but the actual details of organization always differ somewhat. In our case we have three main divisions — the restaurant staff, the housekeeping staff, and the reception staff. Reception is what the public see. And in our case we have three receptionists who work under the Head Receptionist.

STUDENT: And do the porters come under reception too?

MANAGER: In this hotel, yes. Here, the Head Porter reports to the Head Receptionist. And the Head Porter in turn has two porters under him.

STUDENT: And housekeeping is a separate department?

MANAGER: That's right. The Head Housekeeper is in charge of the chambermaids and the cleaners.

STUDENT: What about the bars? Where do they fit in?

MANAGER: Well, we have four bar operatives looking after the bars in the hotel. But the bars and the restaurants all come under the responsibility of the Restaurant Manager. The restaurant section includes both restaurant and bar service.

STUDENT: I see. And under the Restaurant Manager you also have the waiters and the kitchen staff?

MANAGER: Yes. As regards the waiters, the Head Waiter supervises three Station Waiters and a part-time waiter. And then there are the chefs. Under the Head Chef we have the Second Chef and two trainee chefs. And there are several part-time kitchen assistants — the numbers vary.

ANSWER KEYS

Part A.

Ex. 2.A.

Passenger 1	Passenger 2	Passenger 3	Passenger 4
Corfu	Australia, Melbourne	Frankfurt	St. Petersburg
On holiday	To see sister	Home from business	To teach
2 weeks	A month	2 days	A year
3	1	1	1
train	Son gave a lift	taxi	coach
Part-time in a supermarket/ chef in a hotel	retired	Marketing Manager	English teacher
29, 29, 6	65	30 -39	24

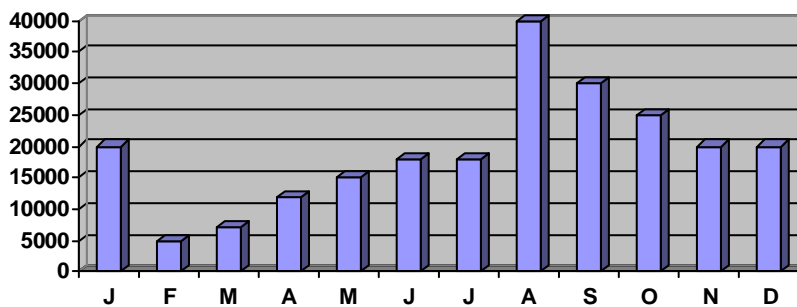
Ex 4 A — a line graph; 2. – a pie chart; 3. a block graph

Ex. 4 C. a - \$115bln; b – the 1970s (3d decade); c – private car; d – July and August; e – September

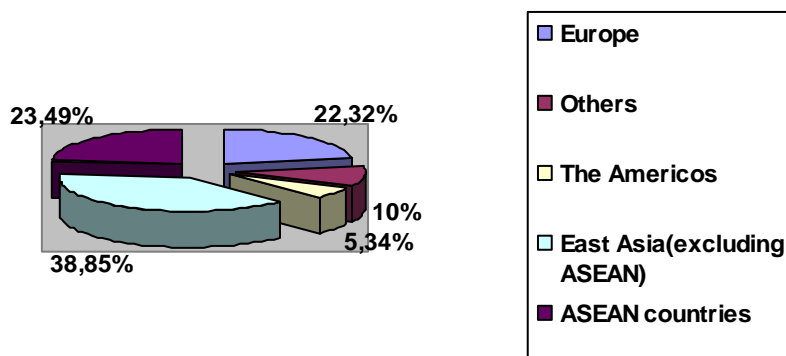
Ex. 4 D. a – cheaper package tours, greater disposal income; b – Britain is a small country, people travel by cars and trains

Ex. 5 A. - 1 e, g; 2 a,d; 3 j; 4 f; 5 i; 6 h; 7 b; 8 c.

Ex. 7 A.



Ex.7. B.



Ex. 10. A. b - old –high-rise, concrete, package; new – authentic, fly-drive, long-haul, ecotourist

Ex. 10. C.

	Old	New
1.	see lions, lie by the pool	horse riding, hill walking
2.	food from own country	traditional food with local people
3.	large concrete hotels	simple tents and lodges
4.	International tour operators	local Xhosa guides
1.	Sun and sea package holidays	independent, fly-drive, tailor-made
2.	2 weeks	shorter
3.	-	adventure, cultural, sports, ecotourist
4.	-	faraway places: China, Maldives, Botswana, Vanuatu

Ex. 11. A. 1b,e,f(Pr.Cont.); 2a,c(Past S.); 3d(Pr. Perf.); 4g b, e, f

Ex. 11. B - up – rise, increase, grow; down – decrease, fall, drop

Ex. 11. F. gradually – steadily – sharply – dramatically

Ex. 11. G. The number of people taking weekend c... is rising sharply. Going on long-haul flights is increasing gradually. ...choosing beach holiday is falling sharply. ... making online... is growing dramatically. ... dropping dramatically.

Ex. 12. A a - 6,500,000; 2/3; b – 13.5; c - £145,205; d – AS/021978; e – CZ 3032; f – over 2%, 6-8.15%; g – 17, 30th of July

Ex. 14 A. curator, porter, controller, customs, pilot, stewardess, guard, baggage, chambermaid

Ex 15. B. 1 e; 2 f; 3 c; 4 d; 5 i; 6 g; 7 h; 8 a; 9 j; 10 b

Ex. 15 D. 1 – others: youth; 2. cultural: genealogy; 3. – environmental: ecotourism; 4. – rural; festivals and events; 5. – rural; wine/gastronomy

Ex 15. E. 1. building sites, restoring; 2. amateur piloting; 3. beauty centers; 4. starring/shooting movies

Ex 15. F. a – film trail; b – plane-spotting; c – industrial; d – cosmetic surgery

Part B

Ex. 1. B. - 1e; 2 i; 3 a; 4 f; 5 c; 6 k; 7 j; 8 b; 9 g; 10 d; 11 h

Ex. 1. C. 1 - competition; 2 - cater to; 3 - accounts for – explains, is responsible for, constitutes; 4 - empowers – gives power or right; 5. – employee turnover; 6 - coddling; 7 – rivals; 8 – renowned; 9 - subsidiaries; 10. – redeemable; 11. outperform

Part C

Ex. 1B.a General Manager, b House manager, c resident manager, d Front of House office manager, e head receptionist, f head housekeeper, g Housekeeper

Ex. 2A Family Affair

Ex. 2 B a - 15 months ago; b – they do their best to satisfy their regular clients, although they suffer from a slow turnover of stock, low occupancy rate and high labor turnover; c – guests make a lot of fuss

Ex 4 A - 1c; 2e; 3h; 4g; 5i; 6d; 7f; 8b; 9a

Ex 4B 1- Marketing; 2 – Manufacturing; 3 – Administration; 4 – Legal; 5 – Transportation; 6 – R&D; 7- Personnel; 8 – Accounts; 9- Personnel; 10 - Administration; 11–Legal; 12 – Transportation; 13 – Sales; 14– Accounts; 15 – Administration; 16– R&D; 17– Accounts; 18- Marketing; 19 - Personnel; 20 – Purchasing; 21 – Manufacturing; 22- Transportation; 23 – Sales/Purchasing 24- Marketing;

Ex. 7 A – a. concierge, front office manager, porter, receptionist
b. chambermaid, housekeeper
c. - kitchen assistant, head chef, head waiter

Ex. 7 B. 1) front office manager, 2) receptionist, 3) concierge, 4) head housekeeper, 5) housekeepers, 6) head waiter, 7) head chef, 8) kitchen assistant

Ex. 7 C. . 1) restaurant, bar, café, kitchen; 2) 7; 3) it sounds more like a servant ...; 4) carries bags, runs errands..., etc.

Ex. 8 A. a IV; b III; c V; d II; e VI; f I.

Ex. 8 B. a – chef; b – reservation clerk; c – waiter; d – housekeeper; e – cashier; f – head porter

Ex. 8 C. a) responsible; b under; c to; d charge; e after; f under, includes; g supervises; h under

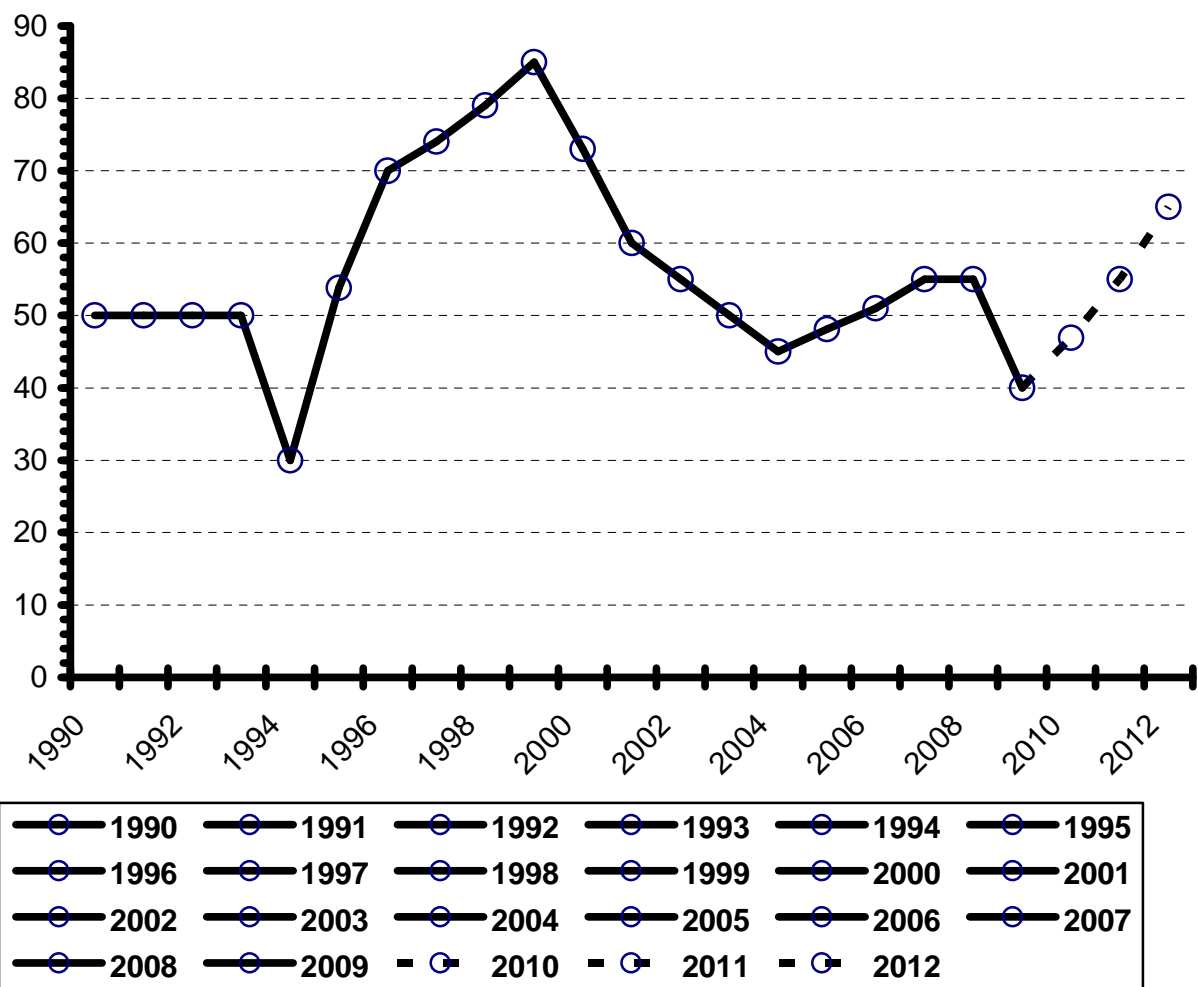
Ex. 10 A. The CEO – John Brown Jr.; Production; Purchasing; Sales and Marketing; PR; Finance; Accounting

Part E.

Ex. 2 B. – 1. – to; 2 – of; 3 – at; 4 – by; 5 – at; 6 – to; 7 – to; 8 – at

Ex. 2 D. – 1 –upward trend; 2 – rose steadily; 3 – leveled off; 4 – increased gradually; 5 – (sudden) fall; 6 – dramatic increase; 7 – (a) peak.-

Ex. 3



A

Ex. 4 B.. *Focus on vocabulary*

1 - doing; 2 - make; 3 – did; 4 – made; 5 – make; 6 – done; 7 – made; 8 – make;.
9 - make; 10 – made; 11 - make; 12 - do.

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