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Федеральное государственное бюджетное образовательное учреждение высшего образования

«РОССИЙСКАЯ АКАДЕМИЯ НАРОДНОГО ХОЗЯЙСТВА И ГОСУДАРСТВЕННОЙ

СЛУЖБЫ ПРИ ПРЕЗИДЕНТЕ РОССИЙСКОЙ ФЕДЕРАЦИИ»

СЕВЕРО-ЗАПАДНЫЙ ИНСТИТУТ УПРАВЛЕНИЯ

ФАКУЛЬТЕТ СРЕДНЕГО ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ

УТВЕРЖДЕНО на заседании

ПЦК по профессиональным модулям

Протокол №1

От «30» августа 2023 г.

ФОНД ОЦЕНОЧНЫХ СРЕДСТВ

МДК 04.02 Иностранный язык в сфере профессиональной коммуникации для

службы бронирования и продаж

для специальности 43.02.14 «Гостиничное дело»

на базе основного общего образования

очная форма обучения

Квалификация выпускника

Специалист по гостеприимству

Год набора - 2022

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1. Перечень планируемых результатов обучения по дисциплине

В результате изучения профессионального модуля студент должен освоить основной вид деятельности «Организация и контроль текущей деятельности сотрудников службы бронирования и продаж» и соответствующие ему общие компетенции и профессиональные компетенции:

1.1.1. Перечень общих компетенций

Код	Наименование общих компетенций
ОК-1	Выбирать способы решения задач профессиональной деятельности, применительно к различным контекстам.
ОК-2	Осуществлять поиск, анализ и интерпретацию информации, необходимой для выполнения задач профессиональной деятельности.
ОК-3	Планировать и реализовывать собственное профессиональное и личностное развитие.
ОК-4	Работать в коллективе и команде, эффективно взаимодействовать с коллегами, руководством, клиентами.
ОК-5	Осуществлять устную и письменную коммуникацию на государственном языке с учетом особенностей социального и культурного контекста.
ОК-7	Содействовать сохранению окружающей среды, ресурсосбережению, эффективно действовать в чрезвычайных ситуациях.
ОК-9	Использовать информационные технологии в профессиональной деятельности.
ОК-10	Пользоваться профессиональной документацией на государственном и иностранных языках.

1.1.2. Перечень профессиональных компетенций

Код	Наименование видов деятельности и профессиональных компетенций
ВД-4	Организация и контроль текущей деятельности работников службы бронирования и продаж.
ПК-4.1	Планировать потребности службы бронирования и продаж в материальных ресурсах и персонале.
ПК-4.2	Организовывать деятельность работников службы бронирования и продаж в соответствии с текущими планами и стандартами гостиницы.
ПК-4.3	Контролировать текущую деятельность работников службы бронирования

	и продаж для поддержания требуемого уровня качества обслуживания гостей.
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1.1.3. В результате освоения профессионального модуля студент должен:

Иметь практический опыт	<ul style="list-style-type: none"> — планировании, организации, стимулировании и контроле деятельности работников службы бронирования и продаж; — разработке практических рекомендаций по формированию спроса и стимулированию сбыта гостиничного продукта для различных целевых сегментов; — выявлении конкурентоспособности гостиничного продукта; — определении эффективности мероприятий по стимулированию сбыта гостиничного продукта.
уметь	<ul style="list-style-type: none"> — осуществлять мониторинг рынка гостиничных услуг; — выделять целевой сегмент клиентской базы; — собирать и анализировать информацию о потребностях целевого рынка; — ориентироваться в номенклатуре основных и дополнительных услуг гостиницы; — разрабатывать мероприятия по повышению лояльности гостей; — выявлять конкурентоспособность гостиничного продукта и разрабатывать мероприятия по ее повышению; — планировать и прогнозировать продажи; — проводить обучение персонала службы бронирования и продаж приемам эффективных продаж.
знать	<ul style="list-style-type: none"> — структуру и место службы бронирования и продаж в системе управления гостиницей и взаимосвязи с другими подразделениями гостиницы; — способы управления доходами гостиницы; — особенности спроса и предложения в гостиничном деле; — особенности работы с различными категориями гостей; — методы управления продажами с учетом сегментации; — способы позиционирования гостиницы и выделения ее

	<p>конкурентных преимуществ;</p> <ul style="list-style-type: none"> — особенности продаж номерного фонда и дополнительных услуг гостиницы; — каналы и технологии продаж гостиничного продукта; — ценообразование, — виды тарифных планов и тарифную политику гостиницы; — принципы создания системы «лояльности» работы с гостями — методы максимизации доходов гостиницы; — критерии эффективности работы персонала гостиницы по продажам; — виды отчетности по продажам.
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2. Оценочные средства по дисциплине

2.1. Текущий контроль.

В ходе реализации профессионального модуля ПМ 04 «Организация и контроль текущей деятельности сотрудников службы бронирования и продаж» используются следующие методы текущего контроля успеваемости обучающихся:

Тема (раздел)	Формы (методы) текущего контроля успеваемости
Раздел 1. Организация и технология работы службы бронирования и продаж	<i>Тесты</i> <i>Практические задания</i>
Раздел 2. Технология взаимодействия сотрудников с клиентами при бронировании и продажах.	<i>Ситуационные задачи (кейсы)</i> <i>Собеседование</i>
Раздел 3. Стандарты качества обслуживания гостей в процессе бронирования и продаж	

2.1.1. Тесты

Тестовые задания (примерные).

Вариант 1.

1. Preliminary confirmation is:

- a) a document including the conditions for making an advance payment;
- b) a document including the conditions for making an entry about additional services ordered by the client;
- c) all answers are correct.

2. Guaranteed booking from a material point of view is beneficial:

- a) for the client;
- b) for a hotel;
- c) for everyone.

3. Imprinter is:

- a) equipment for paying customers with credit cards;
- b) equipment for paying customers for parking;
- c) equipment for paying clients for additional services.

4. Concierge is:

- a) cash register operator;
- b) accommodation service manager;
- c) a manager who provides individual services to clients;
- d) manager of a hotel.

5. Reservation confirmation is:

- a) information for the client that his wishes are satisfied;
- b) information that the reservation service manager transmits to the accounting department;
- c) information from the tour operator that he has booked the room.

6. The application for reservation of a place must include the following mandatory information:

- a) number and categories of rooms; length of stay at the hotel; names of visitors; form of payment;
- b) room categories; length of stay at the hotel; names of visitors;
- c) room categories; length of stay at the hotel; names of visitors; form of payment.

7. Which of the following services are considered additional services in accommodation facilities:

- a) wake-up service;
- b) currency exchange service;
- c) delivery of correspondence to the client's number.

8. A single checkout time at 12 o'clock on the current day in hotels is used:

- a) for the correct calculation of hotel guests for their stay;
- b) to issue payment receipts to guests at a strictly established time;
- c) all hotel cash registers submit reports to the accounting department at this time.

9. The rate provided to hotel guests for accommodation for several hours during the day, not including overnight accommodation, is called:

- a) daily rate;
- b) personal tariff;
- c) daily rate.

10. The tariff provided to hotel guests, which includes the cost of breakfast and dinner (or lunch), is called:

- a) half board rate;
- b) “full board” rate;
- c) all-inclusive rate.

Ключ

вопрос	1	2	3	4	5	6	7	8	9	10
ответ	c	c	a	b	a	a	b	a	a	a

Вариант 2.

1. A structural unit that carries out the procedure for reserving rooms through telephone calls, through commercial representatives of hotels, by mail, telex, fax, e-mail:

- a. reception service
- b. concierge service
- c. engineering and technical service
- d. reservation service

2. Hotel occupancy factor is:

- a. percentage of actually occupied hotel rooms to the total number of hotel rooms
- b. ratio of total number of guests to number of rooms sold
- c. ratio of the number of occupied rooms to the number of eight-hour maid shifts
- d. ratio of the difference between the number of guests and the number of rooms sold to the number of rooms sold

3. The price for a room or place in a hotel does NOT depend on:

- a. number of days of stay at the hotel
- b. low demand for hotels
- c. weather conditions
- d. % room occupancy

4. Functions of the reservation department:

- a. maintaining the required sanitary condition of the rooms
- b. dry cleaning services
- c. makes advance reservations for hotel beds and rooms
- d. control of technical equipment

5. If, with a guaranteed reservation, the required deposit amount is not paid by the appointed date, then the reservation department employee:

- a. transfers the reservation to the non-guaranteed category
- b. cancels reservation
- c. doing nothing
- d. add a client to the "black list"

6. A guaranteed reservation is canceled if the consumer is late:

- a. at 12 o'clock
- b. at 18 o'clock
- c. for 24 hours
- d. for 36 hours

7. Double booking is:

- a. confirmation of the future provision of hotel accommodations to two clients at the same time on the same date
- b. reservation for one last name for two rooms at once on the same date
- c. reservation for one last name, two rooms for different dates
- d. reservation for one surname for two rooms of different categories

8. The abbreviation accepted in the hotel business RB (Room booked) means:

- a. number of rooms canceled at the last minute
- b. number of rooms booked
- c. number of rooms booked but idle due to no-show guests

9. A document evidencing the conclusion of an agreement between the client and the hotel:

- a. settlement permit
- b. questionnaire
- c. notification of the arrival of a foreign citizen
- d. application for reservation of seats

10. The booking process includes the following steps:

- a. meeting, greeting the guest, registering him, checking into the room
- b. receiving an application, determining room availability, registering a pre-order, confirming a reservation, fulfilling an order, compiling reservation reports

- c. receiving an application, fulfilling an order
- d. Receiving a reservation request by fax or phone, completing the order

Ключ

вопрос	1	2	3	4	5	6	7	8	9	10
ответ	d	a	c	c	a	c	a	b	a	b

Вариант 3.

1. Functions of the reservation department:

- a) control of technical equipment;
- b) pre-ordering places and rooms in a hotel;
- c) providing tourists with physical education and health services;
- d) dry cleaning services.

2. Hotel reservations, registration and accommodation of tourists, processing of payments upon departure of the guest, provision of various reference information are the responsibilities of:

- a) commercial service;
- b) reception, registration and accommodation services;
- c) administrative and management service;
- d) security service.

3. Who handles the room reservations?

- a) reservation department managers;
- b) managers of the reservation department or reception service;
- c) reception service managers;
- d) managers of administrative and economic services.

4. Reservation is...

- a) pre-ordering places and rooms in a hotel;
- b) reception, registration and accommodation of guests;
- c) provision of food and accommodation services;
- d) provision of additional services.

5. Together with which service does the reservation department plan the hotel's activities?

- a) room service;
- b) marketing service;
- c) reception and accommodation service;
- d) food service.

6. What does the client send to the hotel?

- a) letter of application;
- b) letter of application;
- c) just a letter.

7. A payment document confirming payment by the tour operator for the entire duration of the guest's stay and some additional services provided during the stay is called...

- a) deposit;
- b) voucher;
- c) deposit.
- d) collateral.

8. For what type of reservation are penalties imposed on the guest if he does not check into the room before a certain date?

- a) non-guaranteed reservation;
- b) overbooking;
- c) guaranteed reservation;
- d) double booking.

9. A group application is considered to be one that will accommodate...

- a) at least five numbers;
- b) more than five numbers;
- c) ten numbers;
- d) more than ten numbers.

10. Restore the correct order of serving guests:

- a) accommodation in a room;
- b) booking a room category;
- c) guest registration upon arrival;
- d) payment for the room and additional services;
- d) check-out of the guest.

11. Special notice that the guest will be provided with hotel accommodation is:

- a) application;
- b) email;
- c) a letter with the application confirmation number;
- d) traveler's check;
- d) voucher.

12. Under what agreement does the company guarantee full payment of the allocated quota of places:

- a) agency agreement;

- b) current booking agreement;
- c) agreement on firm purchase of places with full payment;
- d) agreement on a quota of places with a guarantee of filling.

13. An application for hotel reservations must include the following mandatory information:

- a) length of stay at the hotel, names of guests, form of payment;
- b) categories of rooms, length of stay at the hotel, names of guests;
- c) number and categories of rooms, length of stay at the hotel, names of guests, form of payment;
- d) categories of rooms, length of stay at the hotel, names of guests, form of payment.

14. Double booking means:

- a) confirmation of the future provision of hotel accommodations to two clients at the same time on the same date;
- b) booking two rooms at once for the same last name on the same date;
- c) reservation for the same surname for two rooms on different dates;
- d) reservation for one surname for two rooms of different categories;

15. CRS systems are systems:

- a) management of the commercial department and banquet service;
- b) customer relationship service;
- c) central reservation;
- d) management of additional services.

Ключ

вопрос	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
ответ	b	b	b	a	b	b	b	c	d	a,b,c,d	c	c	c	a	c

2.1.2. Практические задания. Ситуационные задачи (кейсы).

Тема: Технология работы с заявками

Вариант №1 Переведите, кратко ответьте на вопрос:

1. What information does the reservation request contain?
2. Making a decision that a hotel can provide a room to a guest is (what) ...stage of working with applications?
3. Based on the date of arrival, applications are divided into...?
4. Applications submitted by telephone or fax. The Internet and the Central Bank are united by the characteristic....?
5. Restore the algorithm chain for working with reservation requests: acceptance of the request → → entering data into the automated control system, assigning an application

number → → booking confirmation → → confirmation of fax receipt → → recording changes in applications → →

Вариант №2 Переведите, кратко ответьте на вопрос:

1. For what reasons are changes made to booking requests?
2. Determining a specific room for a guest is (what)... stage when working with applications?
3. Applications for cash and non-cash are united by the characteristic ..?
4. Restore the chain of the algorithm for working with requests for bookings using non-cash payments: contact with a hotel specialist → → → send an invoice for the hotel → entering data into the journal and automated control system →

Вариант №3 Переведите, кратко ответьте на вопрос:

1. For what reasons can a hotel refuse to accommodate a guest? Why can a guest be moved from one room to another?
2. Making a decision that a hotel can provide a room to a guest is (what) ...stage of working with applications?
3. Based on the method of transmission, applications are divided into....?
4. Individual and group applications are united by the characteristic....?
5. Restore the algorithm chain for working with reservation requests: acceptance of the request → → entering data into the automated control system, assigning an application number → → booking confirmation → → confirmation of fax receipt → → recording changes in applications → →

Вариант №4

1. List the types of payment for the reservation.
2. The application has been accepted for consideration - this is (what)...stage of working with applications?
3. Based on the form of payment, applications are divided into...?
4. Current, prospective for the current month and prospective for subsequent months applications are united by the characteristic....?
5. Restore the algorithm chain for working with requests for bookings using non-cash payments: contact a hotel specialist → → → send an invoice for the hotel → enter data into the journal and automated control system →

Ситуационные задачи №1 (кейсы)

Переведите, подготовьте письменный ответ

1. The hotel owner received an oral request from a travel agency to book hotel services. What conditions must be met for the request to be considered accepted?

2. A group of tourists consisting of 13 people was supposed to stay in a hotel according to the concluded contract for 15 days. After seven days, prices for hotel services changed. In this case, should the hotel owner adhere to the prices stipulated in the contract? After what period of time from the date of their change can new prices apply? Give a reasoned answer.

3. The hotel owner decided not to accept credit cards as payment for services provided. Is the hotel owner right if the contract stipulates that payment for services booked by the travel agent is made by the client?

4. The travel agent canceled the order for the provision of hotel services within the time limits provided for in the contract. Within how long after cancellation must the amount received by the hotel owner as an advance payment be returned to the travel agent? Indicate the payment procedure to the travel agent if payments are not made within the established time frame.

5. The client left the hotel four days earlier than the deadline established in the contract. Who should compensate for the actual losses incurred by the hotel owner when the client's early departure was not the fault of the hotel owner?

6. What should a hotel owner do if a client stays at the hotel for a longer time than agreed in the hotel contract?

7. Payment for the services provided at the hotel was made directly by the client. Within 30 days of the client's departure, the hotel owner paid the travel agent's commission. How is payment made to a travel agent if payments are not made on time?

8. If the hotel owner is unable to fulfill his obligations under the International Hotel Convention, he is obliged to compensate the actual damage caused to the travel agent. In exceptional cases, if it has been provided that the travel agent has been notified three weeks in advance, the hotel owner may accommodate clients in the nearest similar hotel or a higher class hotel.

Is the travel agent entitled to compensation in this case? Who pays the difference in the price of hotel services?

9. There was a fire in the hotel. For this reason, the hotel owner was unable to fulfill his obligations. Is the hotel owner exempt from liability in this case? What measures should he take to limit the damage that may be caused to the travel agent by such failure to perform?

10. In October, a travel agent informed the owner of a hotel for tourists in St. Petersburg 10 days before the date of arrival of a group of tourists that the order for the provision of hotel services to a tourist from Murmansk was cancelled. Is compensation required in this case? What amounts of compensation are provided? What are the minimum cancellation periods for hotels catering to groups of tourists during peak season?

Ситуационные задачи №2

Переведите, подготовьте письменный ответ

Задача 1. The process of providing hotel services lies in a wide range; from fully automated to completely personalized. Determine in the specified range the place where the main efforts will be made to solve problems of the quality of hotel services. The problem requires an analytical solution. Key words: hospitality, human factor, quality management system.

Задача 2. Customers of Hotel A (86 rooms) often complained about the lack of courtesy from the employees. As a solution to the problem, the administration chose a strategy to reduce contacts between guests and service staff (increased automation of the guest service cycle). Analyze the situation, evaluate the decision made by the administration, offer your options for getting out of this situation.

Задача 3. At the Sovetskaya Hotel (St. Petersburg), staff surveys are used to solve many production problems. The company's management believes that this approach allows saving up to 1 million rubles. annually. Explain how staff surveys help regulate hotel work processes? What was the reason for saving money?

Задача 4. At the hotel, the guest is given a marketing questionnaire before departure, inviting him to express his opinion about the hotel. For completing the questionnaire, the guest receives a symbolic discount of \$1-2. Explain the purpose of such a questionnaire, suggest other methods of motivating the guest to fill out the questionnaire. Develop your own version of a guest questionnaire that allows you to evaluate the quality of the services provided by the hotel.

Задача 5. In one of the 4-star Spanish hotels, the pricing policy is based on forecasting demand. Prices are differentiated for four seasons:

- low (September 20-June 10);
- medium (June 12-July 1 and August 31-September 19);
- high (July 2-August 4 and August 21-30);
- maximum (August 5-20).

During what periods can a hotel guest freely choose the scope of the package of services provided, and when is he accommodated only on half board and board programs? Determine the cost of a hotel room in the maximum season, if the base (minimum) price is \$100, the increase in rates for accommodation when moving from season to season is 12%, food services are 20% of the base room price. Offer the hotel a discount program based on parameters such as target segment, weekend price, and discounts for children. groups, corporate clients, seasonal discounts. How can you determine the effectiveness of the proposed discounts?

Задача 6. A large enterprise is planning to build a 3* hotel with a total area of 1200 sq. m. m. Determine the design cost of construction if it is known that there are 35 square meters per room.

m of total area, of which 20 sq. m. - room area. Costs are determined at the rate of \$40 thousand per unit of room stock. Calculate the area required for organizing a conference room (35% of the hotel's housing stock).

Задача 7. In international practice, special terms are used to determine the status of a number. For example:

- free: the number is occupied, but the guest does not pay for its use;
- delayed: the guest extends the stay by at least 1 day;
- skipper: the guest left the hotel without paying for the stay.

Offer other room status options necessary for operational accounting of the state of the hotel rooms.

Задача 8. Modern transit suburban hotel: 350 rooms. 2 restaurants, several bars, a cafe, a banquet hall (150 sq. m.), room service, an indoor swimming pool with a fitness center, a fully automated reception desk, a games room (table tennis, video game billiards)). Present the organizational structure of the hotel, show the functional relationships between its services.

Задача 9. Based on a typical hotel model with 3,540 rooms, we will take as a basis a cleaning rate of 18 rooms per shift. The hotel's occupancy rate is currently 80%. A housekeeping team consists of four employees and a head maid, with each team assigned an assistant to clean common areas and perform other tasks. The hotel laundry operates daily shifts of 5 people on a 5-day work schedule, with a 40-hour work week. Determine the minimum number of staff required to maintain cleanliness and order in the hotel and smooth operation of the laundry. It should be noted that personnel changes are periodically required (vacation, sick leave, etc.).

Задача 10. The economy A-class hotel has an area of 8000 sq. m. m., number of rooms - 110 units, average area of each - 18 sq. m. The potential average annual income from a room is \$20 thousand. Determine the amount of income lost by the hotel from the sale of room stock for the year of operation, if in international practice the design area of the room stock of such a hotel is up to 80% of the total area.

Задача 11. When designing a business hotel with 300 rooms, you need to determine:

- area of conference rooms (40% of the total number of guests, with a norm of 4-5 sq. m. per guest);
- area of the lobby bar (25% of the number of guests and the norm is 3 sq. m. for each bar seat).

Задача 12. Determine the correct sequence of stages in the development of the global hotel industry:

- the emergence of caravanserais
- the emergence of an extensive network of inns and taverns

- the rise of hotels at monasteries
- construction of hotels exclusively to serve tourists
- emergence of hotel corporations and syndicates
 - formation of the International Union of Hotel Owners
- construction of motels for traveling motorists
- transformation of the hotel base into the service and entertainment industry
- segmentation of the hotel market
 - construction of super-hotels and fancy hotels, new management concepts in the hotel business.

Задача 13. Select all possible classification features from the description of the room below.

Hotel "Zapadnaya" (3*) was built in July 2002 in Pereslavl-Zalessky - the ancient Russian city of the Golden Ring of Russia. The hotel is located in the city center in a park area on the banks of the Trubezh River. From the windows of all rooms there is an amazing view - a picturesque river against the backdrop of the city ramparts, above which the dome of the Transfiguration Cathedral rises.

The hotel has 11 spacious rooms (single and double). All rooms are equipped with TVs, air conditioners, telephones, hair dryers, orthopedic mattresses, and beautiful furniture. Free guarded parking and breakfast are a gift from the hotel. Guests have access to the Internet, fax, copying services, and guide services. There is a bar. 24-hour security. Heat and hot water are provided by our own boiler room. The hotel is open all year round.

Our clients are business people who prefer comfort, a high level of service, safety and reliability. Here you can not only relax, but also hold a conference, seminar.

Задача 14. The HR department of the Moscow Marriot Hotel has developed original training programs for reception and restaurant staff: "The Art of Communication", "Know Yourself", "Who is Who". "Know Yourself" training promotes the development of effective communication skills, the formation of contact, and patience.

2.1.3. Вопросы для собеседования

Собеседование №1 Технология бронирования гостиничных услуг

1. Переведите. Приведите примеры

What types of discounts can we think of?

- Timed – for a given period of time or on certain days.
- Group – when the booking includes, for example, 3 rooms.
- Loyalty – based on the guest's attachment to your property. We often use it in loyalty systems. This discount makes a big difference if your hotel has many returning guests.

- Seasonal.
- Occasional – depends on the event, e.g. the Jewish festival in Cracow.
- Depending on the length of stay – e.g. over 3 days.
- Depending on the number of purchased services or when purchasing a specific service.
- Situational – often given to the client when he is dissatisfied with something. It could also be a free lunch or drink.

2. Переведите. Приведите примеры.

What are the reasons for the room change?

Guest requests: If the guest is unhappy with the room given to him, they request to change it. Reasons for that could be things like not liking the location of the guest room, not enjoying the view, not wanting the room number, and hearing more noise because the room is closer to the restaurant and club. Apart from this, there are cases where a guest room change depending on other factors.

Maintenance and Repairs: If the air conditioner, fan, bathroom tap, TV or something else in the room is not working correctly or is broken, if they cannot be repaired or replaced quickly, then a room change has to be done.

Upgrades: This opportunity can be seen more when the guest stays in the hotel for a few days. Here, guests have bought a standard room, but they want to go to a higher room category, so there are times when they request to change the room.

Room reserved: In some cases, the guest is expected to stay at the hotel for a long time on the scheduled check-out date. In such a case, if the guest's current room is allocated to another guest, the guest will have to be given another room. Therefore, there are times when a room change has to be done.

Joiners: A room change can also happen due to adding an extra person. For example, when a guest is in a single room, if one of his or her friends comes and wants to stay in the hotel with him/her, the room has to be changed from a single room to a double or twin room. In those cases, a room change has to be done.

Собеседование №2 Технология продаж и продвижения гостиничного продукта

1. Переведите. Перескажите суть приведенного понятия.

What problems is practical marketing aimed at solving?

Practical marketing is focused on benefits rather than product features. Product features are all about you, your company, and your product. Product benefits — what your product does to solve a problem or improve user experience — concern every company's most important market metrics: customer experience and satisfaction.

From a customer perspective, features are the mechanism for delivering benefits, but it's the benefits that matter most. While your competition is focused on cool new features, customer benefits make your brand and product stand out. Customers will flock to a brand that provides the solutions they need, but they could not care less about feature lists. It's the benefits your product features create that fulfill customer needs and wants, and not every feature addresses the needs and wants of every customer.

When you focus on product features, you focus on your company and your product, putting the burden on your customer to recognize or extrapolate end-user benefits. But focusing on benefits puts them front and center in your customer's mind.

2. Переведите. Перескажите суть приведенного понятия.

What is the Tourism Industry?

So, what is the tourism industry? First, it is important to define what the 'tourism industry' means. Essentially, it refers to all activity related to the short-term movement of people to locations away from where they usually reside. It is one of the world's largest industries, and the economies of many nations are driven, to a large extent, by their tourist trade.

It is also a wide-ranging industry, which includes the hotel industry, the transport industry, and several additional industries or sectors. It is vital to understand that the tourist industry is linked to movement to different locations, based on leisure, business, and some additional travel motivators.

With that being said, according to the most common definitions, the tourism industry does not cover activities related to travel where the person intends to stay in their destination for longer than one year. As an example, this means that expatriates and long-term international students are not technically classed as tourists.

Собеседование №3.

1. Переведите. Перескажите суть приведенного понятия.

How to handle VIP and VVIP guest arrival at hotel check-in procedure.

Every customer in the hospitality sector ought to be treated like a VIP guest and the hotel staff must be aware of how to treat VIP guest in hotel, since they are the lifeblood of the business. Although excellent customer service is crucial for every organization, the hotel sector is unique in that the product itself is the service being provided to customers.

In order to ensure repeat business, it is critical that customers feel appreciated and get individualized attention. While it is important that all visitors get first-rate service, there are some clients for whom the hotel must spare no effort in order to exceed their expectations.

Guests that fall into this category have a history with the hotel or a firm (maybe via a loyalty program) and/or invest significantly in the business.

Who exactly is a Very Important Person (VIP) Guest?

A VIP guest visitor is an extremely significant individual who is given extra perks and attention. These are the customers that have stayed at the hotel several times via the loyalty program and consistently provide the most revenue for the business. Different hotels will have different criteria for what makes a VIP guest in hotel, but here are a few things that most of them have in common. These are the types of VIP guest you may encounter:

- Key Personnel in Organizations
- Director General
- VIPs invited by travel agents
- Happy newlyweds
- Editors Producers Managers of Corporate Events
- Visitor referrals from General Manager

Who exactly qualifies as a VVIP Guest?

A very, very, important person (VVIP) is a visitor who receives exceptional service and special perks. This sort of visitor is prestigious, influential, and well-respected. The specifics of the VVIP guest are as follows:

- Executive Committee
- Famous People
- Owners
- Chairman
- Managing Director
- CEO
- Influencer Sportsperson
- Committed followers
- Contextual Political Factors
- Chief Executives of Various Nations
- Leaders in the Government

2. Переведите. Перескажите суть приведенного понятия.

Landscaping and floristry of hotel interiors.

An oasis

One of the things that you need to do in your hotel's backyard is to create an oasis of lush shrubbery and wildlife. Now, a lot of people fail to understand the very concept of oasis and fully grasp that it's not about the water or the shrubbery, it's about the beauty being concealed from the prying eye.

An impeccable lawn

Due to the fact that boutique hotels tend to be somewhat smaller in size, in order to preserve this compactness and make them appear larger (and more impressive), you'll have to resort to optical illusions. One of the things you can do in order to achieve this is to play a bit with the field of vision and this starts with the lawn. Much can be done with the shape of the lawn, the size and the position of objects scattered across it, and the way in which these elements mutually interact.

Flowerbeds

It's not that hard to imagine how important fresh flowers are to a hotel. What better way to further explore this idea than to plant your own flowerbeds? Some hotels take this even one step further and encourage their guests to take the tour and decide what they want to see in their room's central vase the next morning. This may not seem like that much, however, this allows you to further customize, even personalize, the experience of your visitors. In the hotel industry, customization nowadays usually takes place in the digital environment. This traditional, analog approach to personalisation can be a surprise and especially effective.

2.2. Промежуточная аттестация

2.2.1 Разно уровневые задачи к экзамену.

Задача №1 Переведите, ответьте на вопросы.

After completing his college studies, a young food and beverage manager came to take a job on a college campus in Ohio. Soon after, campus food service employees went on strike. The management began to train students with no experience and fill all the vacant jobs with them. The town had been lobbying for some time to be able to use the Rotary Club premises for its business dinners, but when the issue was finally resolved the strike was unstoppable.

Recognizing the significance of the situation, the new food and beverage manager introduced a special dish to the menu - beef stroganoff, which had to be prepared from a special part of beef - tenderloin. The new manager learned this recipe during his studies. The famed chef demonstrated the preparation of this dish in a food class seminar, after which the students told the professor teaching the course that the beef stroganoff was excellent. True, then this young manager did not appreciate the chef's gift and noted that anyone could cook a delicious beef stroganoff from such an excellent piece of meat.

The sauce was excellent, the salads were well prepared, and the manager looked forward to the Rotary Club becoming a casual restaurant. Along with this, he discovered that most guests leave a considerable amount of beef stroganoff on their plates. Suddenly the manager remembered that in his haste to prepare the dish, he had used stewed pieces of meat instead of excellent beef tenderloin. As a result, the University City lost a significant group of customers due to poor food preparation and imperfect quality control. This group of customers could generate a profit of \$7,000 per year for the restaurant, or \$35,000 over a 5-year period. So the mistake in choosing meat turned out to be an extremely expensive mistake, once again proving the importance of quality.

Questions:

1. What way out of this situation can be offered to the management of the University campus?
2. Think about what product strategy could be developed for the Rotary Club now and for the future?
3. What new Rotary Club products could be developed and brought to market?

Задача 2.

The Ritz-Carlton hotel is aimed at very wealthy guests and can offer them luxurious apartments equipped with the latest technology. But the services provided by the hotel seem insufficient to individual guests. Some people want computers with Internet access and satellite communications installed in their apartments. Others, no less wealthy, choose rooms without frills and less expensive service.

Questions:

1. Describe the product strategies of this hotel. Think about what exactly might be on the 4 product levels (main product, reinforcement product, etc.) of this hotel.
2. Practice confirms that more than a third of ideas for new tourism products come from consumers. Does this go against the marketing philosophy that says, "Find a need and fill it?" Why "yes" or why "no"?
3. You are an employee of a company engaged in social and cultural services. Where and how would you look for new product ideas for your company?

Задача №3

It is known that the activities of a travel agency are related to:

- a) the domestic tourism market;
- b) the inbound tourism market.

What main goals should a company set for itself in order for the business to be successful:

- improvement of customer service;
- stimulation of sales of vouchers;

- effectiveness of advertising themes;
- maintaining regular customers (target consumer segment);
- increase in profit share;
- development of new tourism services;
- increase in advertising costs;
- improvement of pricing policy.

Задача №4

Each of the five managers of a travel company is a supporter of one marketing concept. Determine which one of their proposals for improving the company's performance are as follows:

Andrey: "Constantly offer new routes."

Boris: "Reduce costs and reduce travel prices."

Pavel: "Organize vegetarian meals for those who wish."

Yuri: "Conduct a survey among clients about the quality of service."

Mikhail: "Widely advertise existing routes."

Задача №5

Draw up a questionnaire and conduct marketing research on the supply and demand of hotel services among such a segment of consumers as married couples (random sampling, survey, at least 20 people). Based on the research results, offer a comprehensive set of services for this segment.

Determine partners for its formation, sales partners and forms of interaction with them. Develop a plan to promote your hotel product.

Задача №6

Draw up a questionnaire and conduct marketing research on the supply and demand of hotel services among such a segment of consumers as pensioners (random sampling, survey, at least 20 people). Based on the research results, offer a comprehensive set of services for this segment.

Determine partners for its formation, sales partners and forms of interaction with them.

Develop a plan to promote your hotel product

Задача №7

Draw up a questionnaire and conduct marketing research on the supply and demand for hotel services among such a segment of consumers as businessmen (random sampling, survey, at least 20 people). Based on the research results, offer a comprehensive set of services for this segment.

Determine partners for its formation, sales partners and forms of interaction with them.

Develop a plan to promote your hotel product.

Задача №8

Draw up a questionnaire and conduct marketing research on the supply and demand for hotel services among such a segment of consumers as students (random sampling, survey, at least 20 people). Based on the research results, offer a comprehensive set of services for this segment.

Determine partners for its formation, sales partners and forms of interaction with them.

Develop a plan to promote your hotel product.

Задача №9

Draw up a questionnaire and conduct marketing research on the supply and demand for hotel services among such a segment of consumers as pensioners (random sampling, survey, at least 20 people). Based on the research results, offer a comprehensive set of services for this segment.

Determine partners for its formation, sales partners and forms of interaction with them.

Develop a plan to promote your hotel product.

Задача № 10

Draw up a questionnaire and conduct marketing research on the supply and demand for hotel services among such a segment of consumers as families with children under 6 years of age (random sampling, survey, at least 20 people). Based on the research results, offer a comprehensive set of services for this segment.

Determine partners for its formation, sales partners and forms of interaction with them.

Develop a plan to promote your hotel product.

2.2.2 Вопросы к дифференцированному зачету. Подготовьте письменный или устный ответ.

1. The role of the reservation and sales service in the guest service production cycle.
2. Reservation and sales services: goals, main functions, personnel composition.
3. Sales channels for the hotel product. Indicators for assessing hotel performance.
4. Organization of the workplace for reservation and sales employees.
5. Speech standards for booking and sales. Organization and conduct of the negotiation process.
6. Rules for conducting telephone conversations when booking.
7. Rules of conduct in conflict situations with consumers. Creation of goodwill (goodwill).
8. Psychological models of consumer motivations. Types of purchasing motivations and decisions.
9. Technological cycle of guest service. Reservation. Reservation definition and metrics.
10. Types and forms of documentation in the activities of the reservation and sales service.
11. Types of booking: guaranteed, non-guaranteed and double.
12. Methods of booking hotel rooms. Individual, group, collective booking and their features.

13. Placing orders for room reservations. Algorithm for consideration of applications.
14. Confirmation of applications for guaranteed and non-guaranteed reservations. Types of cancellations.
15. Cancellation for guaranteed and non-guaranteed reservations.
16. Types of payment for booking.
17. Familiarization with on-line booking technology.
18. Customer segmentation. Formation and maintenance of a database. Identification of target customer groups.
19. Loyalty programs. Hotel packages.
20. The concept of customer-oriented hotel. Client events.
21. Work with corporate clients, selling conference services.
22. Types of contracts (agreements) for booking.
23. Scheme of work of reservation and sales service specialists with travel companies.
24. Main means of marketing communications: advertising, personal selling, public relations, sales promotion.
25. Sales at exhibitions and fairs, advertising campaigns.
26. Booking reports.
27. Indicators (kipiai) of the activity of a hotel enterprise.
28. Pricing, calculation of prices for services. Methods for calculating the price of hotel services.
29. Factors influencing the formation of prices in a hotel.
30. Drawing up a planned calculation of the average price of accommodation in one hotel room.
31. Price and tariff revenue management, forecasting.
32. The concept of tariff, tariff options.

3. Описание системы оценивания, шкала оценивания

3.1 Показатели и критерии оценивания для текущего контроля

Опрос — это основной вид устной проверки, может использоваться как фронтальный (на вопросы преподавателя по сравнительно небольшому объему материала краткие ответы (как правило, с места) дают многие обучающиеся), так и индивидуальный (проверка знаний отдельных обучающихся). Комбинированный опрос - одновременный вызов для ответа сразу нескольких обучающихся, из которых один отвечает устно, один-два готовятся к ответу, выполняя на доске различные записи, а

остальные выполняют за отдельными столами индивидуальные письменные или практические задания преподавателя.

Примерная шкала оценки устного опроса:

Критерии оценивания:

Оценки «отлично» заслуживает студент, если он свободно и правильно ответил на поставленный вопрос, знает основные термины и определения по теме, отвечает на дополнительные вопросы;

Оценки «хорошо» заслуживает студент, если он свободно и правильно ответил на поставленный вопрос, знает основные термины и определения по теме, затрудняется ответить на дополнительные вопросы;

Оценки «удовлетворительно» заслуживает студент, если он правильно ответил на поставленный вопрос, но при этом плохо ориентируется в основных терминах и определениях по теме, не может ответить на дополнительные вопросы;

Оценка «неудовлетворительно» ставится студенту, который неправильно ответил на вопрос или совсем не дал ответа.

Критерии оценки:

Ответ оценивается отметкой «5», если:

- работа выполнена полностью;
- в логических рассуждениях и обосновании решения нет пробелов и ошибок;
- в решении нет лексико-грамматических ошибок (возможны некоторые неточности, описки, которая не является следствием незнания или непонимания учебного материала). Студент имеет глубокое знание материала, умение свободно выполнять задания, понимающий взаимосвязь основных понятий темы;

Отметка «4» ставится в следующих случаях:

- работа выполнена успешно и полностью, но студент допустил незначительные ошибки: указал неточность фактов, лексико-грамматические ошибки, стилистические ошибки;
- допущены одна ошибка, или есть два – три недочёта в ответах, формулировках (если эти виды работ не являлись специальным объектом проверки).

Отметка «3» ставится, если:

- допущено не более пяти ошибок или более двух – трех недочетов в ответах, формулировках (если эти виды работ не являлись специальным объектом проверки), но обучающийся обладает обязательными умениями по проверяемой теме. основного материала в объеме, необходимом для дальнейшего изучения

дисциплины. Справляющийся с выполнением заданий; допустивший погрешности в ответе, но обладающий необходимыми знаниями для их устранения под руководством преподавателя.

Отметка «2» ставится, если:

- допущены существенные ошибки, показавшие, что обучающийся не обладает обязательными умениями по данной теме в полной мере.

Преподаватель может повысить отметку за оригинальный ответ на вопрос или оригинальное решение задачи, которые свидетельствуют о высоком математическом развитии обучающегося; за решение более сложной задачи или ответ на более сложный вопрос, предложенные обучающемуся дополнительно после выполнения им каких-либо других заданий.

Примерная шкала оценки контрольной работы:

Отметка	Критерии оценки выполненного задания
5	Найден правильный ход решения, все его шаги выполнены верно и получен правильный ответ.
4	Приведено верное решение, но допущена вычислительная ошибка или описка, при этом может быть получен неверный ответ
3	Решение начато логически верно, но допущена ошибка, либо решение не доведено до конца, при этом ответ неверный или отсутствует.
2	Неверное решение, неверный ответ или отсутствие решения.

Критерии оценивания тестовых работ

Отметка	Критерии оценивания, в %
5	Правильное выполнение более 85% заданий
4	71-85% выполненных заданий
3	51-70% выполненных заданий
2	Правильное выполнение менее 51% заданий

3.2 Показатели и критерии оценивания для промежуточного контроля

Промежуточная аттестация проводится в виде дифференцированного зачета – Зачет с оценкой (ЗаО). Общая трудоёмкость дисциплины содержит 1, 27 зачетную единицу. Промежуточная аттестация проводится письменно и устно. В форме письменного ответа она содержит 4 развернутые лексико-грамматические практические задачи по изученным темам. В форме устного опроса – 4 теоретические вопроса.

Критерии оценивания:

«Зачтено» / «Не зачтено»	Критерии оценки письменного/ устного ответа
«Зачтено»	Студент показывает полные или достаточные знания основного учебно-программного материала в объеме, необходимом для дальнейшей учебы и профессиональной деятельности; справляется с выполнением заданий, предусмотренных программой, понимает взаимосвязь основных понятий дисциплины в их значении для самовоспитания, идентификации, активного участия в профессиональном обучении. Знаком с основной литературой, рекомендованной программой.
«Не зачтено»	Студент показывает существенные пробелы в знании основного учебно-программного материала; не справляется с выполнением заданий, предусмотренных программой; слабо знаком или не знаком с основной литературой, рекомендованной программой; допустил серьезные погрешности в ответах. Нуждается в повторении основных разделов курса под руководством преподавателя.