

Exceeding Customer Expectations: One Hotel's Story:

超越客人期待之酒店故事

Learning Objectives: After viewing and discussing this video, students

will be able to:

学习目标：观看视频并讨论视频内容后，学生能够：

- Describe various scenes in the video
描述视频中出现的不同场景
- Make small talk with guests
与客人进行闲聊
- Define and explain what it means to exceed customer expectations
理解并阐述超越客人期待的内涵
- Deliver exceptional customer service by exceeding customer expectations
超越客人期待，提供优质对客服务
- Define topic-related words and use expressions from the video
定义视频中与主题相关的生词并使用相关表达
- Demonstrate role-plays from various scenes and create original role plays
演示并创建不同场景下的情景对话

Warm-up Activities 热身活动

Discuss the following questions with a partner:

与你的搭档讨论下列问题：

1. Small talk is the way that hotel staff begin to interact with guests. What are some safe topics that you can think of when striking up a conversation with hotel guests?
闲聊是酒店员工与客人互动的一种方式。你知道哪些话题适合与酒店客人进行闲聊吗？
2. What are your expectations when you stay in a hotel or dine in a restaurant?
Describe a time when you received excellent customer service that exceeded your expectation in a hotel or restaurant setting.
当你在酒店入住或在餐厅用餐时，你有哪些期望？请讲述一次你在酒店或餐厅曾获得的优质服务，并指出哪些地方超越你的期待。

New Words and Expressions 生词和表达

grill: v. cook food by putting it on a flat metal frame with bars across it; cook food above or below strong direct heat 烧烤 n. a place where you can buy and eat grilled food 烧烤店

platinum n. a chemical element that is an extremely valuable silver-colored metal, used in jewelry and in industry 白金，铂

upgrade *v.* to give someone a better seat on a plane or a better room in a hotel than the one he or she paid for 给（飞机乘客或酒店客人）升级

suite *n.* a set of rooms, especially expensive ones in a hotel 套房（尤指酒店豪华套房）

appetizer *n.* a small dish that you eat at the beginning of a meal（餐前的）开胃小吃

champagne *n.* a French white wine with a lot of bubbles, consumed on special occasions（法国）香槟酒

memorable *a.* worth remembering 难忘的，值得纪念的

Guinness World Record It, known as The Guinness Book of World Records, is a reference book published annually, listing world records both of human achievements and the extremes of the natural world. 吉尼斯世界纪录

décor *n.* the way that the inside of a building is decorated 装修风格，装饰布局

ambience *n.* the quality and character of a particular place and the way these make you feel 气氛，情调，环境

patio *n.* a flat hard area near a house, where people sit outside 露台，天井

eternal *a.* continuing forever and having no end 永远的，永恒的

Merlot *n.* a type of red wine, originally made in France, or the type of grape from which this wine is produced 梅洛（原产自法国的一种红酒，也指酿酒用的葡萄）

Cabernet Sauvignon *n.* a type of dark red wine made from black grapes originally grown in the Bordeaux area of France, and now throughout the wine-producing world 赤霞珠（长在法国波尔罗地区的一种黑葡萄，现用于世界各地酿酒业中）

blend *n.* a mixture of different things or styles 混合物

Bordeaux *n.* a port city in southwestern France; a major center of the wine trade; a type of wine 波尔多（法国西南部港口城市）

Eiffel Tower *n.* a famous tall structure in Paris, made of metal, that is often regarded as a symbol of Paris or France 埃菲尔铁塔

Notes 注释

1. Guest relations officer: A hotel guest relations officer (GRO) is at the forefront of customer service. A GRO meets and greets arriving guests and bids them farewell as they leave. He or she reviews the arrival list daily and assists in preparing and distributing welcome amenities. GROs escort VIPs to their rooms and check them in before their arrival. The GRO provides hotel guests with above-and-beyond service to ensure their experience will be worth remembering. He or she also promotes all the facilities of the hotel and knows the surrounding areas when asked for directions. A GRO should also be familiar with the best places to tour, shop and dine.

宾客关系主任：酒店宾客关系主任（GRO）是对客户服务的一线员工。GRO 负责会见并迎接到店的客人，并在客人离店时进行道别。他们每天检查到店客人名单，并协助准备和分发欢迎礼物。GRO 护送 VIP 客人到房间，并在客人到店前办理好入住手续。GRO 为酒店客人提供超越期待的服务，希望能为客人留下难忘的入住体验。他们非常熟悉周边环境，能够根据客人需求提供游玩、购物和用餐的最佳场所，同时也会向客人推荐酒店的设施。

2. California Grill: It is the main dining outlet at JW Marriott Hotel Shanghai at Tomorrow Square, serving steaks and seafood finished on the grill, as well as brunch and business lunches. JW's California Grill also offers a stunning view of downtown Shanghai. It was selected as the "2016 Best Steakhouse" in Shanghai.

加州扒房：上海明天广场 JW 万豪酒店餐厅，提供烤牛排和海鲜、早午餐和商务午餐。餐厅地理位置优越，可以俯瞰上海城市中心的迷人景色。该餐厅被选为“2016 年度上海最佳牛排餐厅”。

3. Executive Lounge: The Executive Lounge is reserved for guests staying in rooms on the executive level in a hotel. Service and amenities of an executive lounge usually include buffet style breakfast in the morning, coffee, tea, snacks and non-alcoholic drinks throughout the day, appetizers, cocktails and a variety of wines during the "Happy Hour" (usually 5 pm to 8 pm). Guests who have access to the executive lounge can also check in and check out there. The executive lounge also serves as an effective workspace, with quiet work areas and free WiFi. Luxury hotels often place their executive lounges on high floors with a beautiful view of the city.

行政酒廊：入住行政楼层的客人可以享用行政酒廊的服务。通常包含自助早餐、全天咖啡、茶、小食和软饮、“欢乐时光”（通常晚 5 点至 8 点）期间开胃菜、鸡尾酒和各种葡萄酒。行政楼层的客人可以在行政酒廊办理入住和退房。同时提供安静、优雅的工作环境和免费 wifi。奢华型酒店通常将行政酒廊设在较高楼层，可俯瞰城市的美丽景观。

Exercises & Activities 练习与活动

Exercise 1: Pair work. Watch the video and answer the following questions with a partner.

练习 1: 组对活动。观看视频短片，回答下列问题，并与你的搭档进行讨论。

1. Who greeted Mr. and Mrs. Smith at the hotel gate? What did they talk about on the way to the executive lounge?

在酒店门口欢迎史密斯夫妇的员工是谁？在与客人去行政酒廊的路上他们谈论些什么？

2. What have you learned from the check-in conversation between Mr. and Mrs. Smith and Grace? Do you think Grace did a good job?

Grace 在给史密斯夫妇办理入住时表现得如何？你能学到什么？

3. Why did the lounge staff take Mr. and Mrs. Smith to the library on the 60th floor? What did they do up there?

行政酒廊的员工为什么带史密斯夫妇去参观位于酒店 60 层的图书馆，他们在图书馆做了什么？

4. What welcome amenities did the hotel prepare for Mr. and Mrs. Smith upon their arrival in their room?

酒店为史密斯夫妇在房间里准备了哪些欢迎礼物？

5. What did the hotel staff do to give Mr. and Mrs. Smith a memorable dining experience in the restaurant?

为了给史密斯夫妇一次难忘的用餐体验，酒店员工是如何做的？

6. What can you learn from customer service in this video? Please name at least three things that you learned.

从这个视频短片的对客服务中你能学到什么？请列出至少三点。

Note: The guest relations officer Jessica and the lounge receptionist Grace had a nice talk with the guests when they greeted them and checked them in. That way guests feel more comfortable than just standing around and not interacting in any way. We call this form of communication between strangers small talk or chit chatting. It helps you continue social interactions during some awkward moments. However, it is hard to find common areas of interest with strangers such as guests. Some topics are too personal and should be avoided unless guests bring them up first. Teachers can ask students to discuss what topics are safe and what should not be talked about during small talk with guests.

注：宾客关系主任 Jessica 在迎接客人、行政酒廊接待员 Grace 在为客人办理入住时与客人进行了愉快的交谈。比起沉默站立、没有任何互动来说，这种方式让客人感觉更舒适。我们称这种与陌生人的交流形式为“闲聊”。闲聊能够帮你打破社交聊天的尴尬局面。然而，与陌生人例如客人，寻找共同话题并不是一件容易的事。有些话题过于隐私，如果客人没有主动提出应当避免谈及。教师可以让学生讨论，与客人闲聊时哪些话题是合适的，哪些话题是应该回避的。

Note: Teachers can divide the video into five parts (greeting, check-in, library visit, guest room and dining in the restaurant) and ask questions based on each part separately. Teachers can also pause at certain points when showing the video to students and ask questions for brainstorming and further understanding. For example, you can:

注：教师可以将视频分为五部分（问候、办理入住、参观图书馆、回到客房和餐厅用餐），根据每部分内容分别进行提问。教师可以在某一位置将视频暂停，向学生提问，进行头脑风暴，以加深对视频内容的理解。例如，教师可以：

- Pause at 01:47 and ask, "If you were Jessica, what would you talk about with Mr. and Mrs. Smith on your way to the Executive Lounge?"
在 01:47 处暂停并提问：“如果你是 Jessica，在去行政酒廊的路上你会和史密斯夫妇聊些什么？”
- Pause at 03:08 and ask, "If you were Grace, what would you offer to the guests other than completing necessary business such as checked guests in?"
在 03:08 处暂停并提问：“如果你是 Grace，除了帮客人办理入住外你还会做什么？”
- Pause at 06:54 and ask, "If you took Mr. and Mrs. Smith up to the library on the 60th floor, what would you do to give the guests a memorable experience?"
在 06:54 处暂停并提问：“如果是你带领史密斯夫妇到 60 层的图书馆，你会为客人做些什么来给他们一个难忘的体验呢？”
- Pause at 09:46 and ask, "If you were the room attendant, what would you write on the welcome card to Mr. and Mrs. Smith?"
在 09:46 处暂停并提问：“如果你是客房服务员，你会在欢迎卡片上写些什么呢？”
- Pause at 10:30 and ask, "If you were a restaurant employee, what would you do to give Mr. and Mrs. Smith a fantastic dining experience for their anniversary?"
在 10:30 处暂停并提问：“如果你是餐厅服务员，你将怎样做来给客人的结婚纪念日留下一段难忘的用餐体验？”

Exercise 2: Watch the video again and fill in the blanks with the missing words or expressions.

练习 2: 请再次观看视频短片，并根据所听内容补全对话。

Conversation One (greeting):

对话一（问候）

Jessica: Good afternoon. Welcome to our hotel! Mr. and Mrs. Smith, _____?

Mrs. Smith: Oh, the flight was great! And _____.

Jessica: That is good to hear. We have some _____ at our hotel. What kind of food do you prefer?

Mr. Smith: _____. For my wife, she likes seafood or steak.

Jessica: We have _____ on the 40th floor that was selected as the " _____ " in Shanghai. After you have a rest, it might be a good place for dinner.

Mr. Smith: Sounds like a great idea!

Jessica: _____.

Mr. Smith: I would appreciate that. _____?

Jessica: Sure. Do you have any _____?

Mr. Smith: _____ would be nice. I sent an email to your hotel when I _____. If you can have a look at it, _____.

Jessica: _____. I think you will be very pleased.

Jessica: Mr. and Mrs. Smith, this is my colleague, Grace. She will help you check in.

Mrs. Smith: Thank you.

Conversation Two (check-in):

对话二（办理入住）

Grace: Good morning, Mr. and Mrs. Smith. Welcome to our hotel. May I see your passports, please? _____?

Mr. Smith: Actually, we are here to _____. My wife is Chinese and I am very interested in Chinese culture. We wanted to visit her hometown together for a long time, and we thought this was _____ to do so.

Grace: Congratulations on your anniversary! How long have you been away from China?

Mrs. Smith: I moved to the US with my parents thirty years ago. Coming back to Shanghai, _____.

Grace: I am sure you have noticed already that _____. I'd be happy to _____ in any other way.

Mrs. Smith: Thank you so much.

Grace: Sir, we thank you for _____ and have _____ your room to _____.

Mr. Smith: That's awesome. Thanks.

Grace: You will _____ where you can _____. We serve breakfast and an afternoon tea. Each evening we _____.

host a _____ with _____ and a selection of _____, _____ and a variety of _____.

Mrs. Smith: Wow that sounds wonderful.

Grace: Your room number is right here. I hope _____.

Mr. and Mrs. Smith: Thank you.

Conversation Three (library visit):

对话三（参观图书馆）

Mrs. Smith: Wow, I love the _____ here. And it looks like a great collection of books.

Hotel staff: The library has a very _____ and even _____. Would you like to look for it?

Mrs. Smith: Yes!

Mr. Smith: Is it here?

Hotel staff: Fantastic, no one has found the door that fast!

Hotel staff: _____.

Mr. Smith: Wow! I once heard the famous Chinese poem. It goes, "Huì dāng líng jué dǐng, yī lǎn zhòng shān xiǎo". It means _____. Is that right?

Hotel staff: Your Chinese is very good. And you are right, that is what it means. This patio is _____ and they often _____ out here. Through the years, _____ on Nanjing Road have _____. Why don't you take a photo here for a memory?

Mr. Smith: What do you think?

Mrs. Smith: Oh, I would love to.

Mr. and Mrs. Smith: Nice. Thank you.

Hotel staff: My pleasure.

Conversation Four (dining in the restaurant):

对话四（餐厅用餐）

Restaurant staff: Mr. Smith, this is the wine you ordered, Michel Lynch. It's a nice 2015 Merlot-Cabernet Sauvignon blend from the French Bordeaux region. Would you like to try this? I understand that _____. Congratulations! We also heard that _____, so _____. Would you like to try them?

Mrs. Smith: Oh, we would love to! Thank you!

Restaurant staff: My pleasure. Please enjoy.

Mr. Smith: All I mentioned in my email was that I hoped _____. I never expected _____. Thank you so much for _____.

Jessica: It is always our pleasure to _____ for each guest. Thank you so much for _____ and please _____.

Mr. and Mrs. Smith: Thank you.

Activity 1: Role-play.

活动 1: 角色扮演。

Group Work. Work in groups of three. Each student takes one of the roles: Mr. Smith, Mrs. Smith and Jessica. Role-play the first part of the video: Greeting.

小组活动。学生以三人为一个小组，每人扮演视频短片中的一个角色：史密斯先生、史密斯太太和 Jessica。根据视频中第一部分的对话“欢迎客人”进行角色扮演。

Note: Teachers can encourage students to be creative in the role-plays. For example, students can bring up different topics for small talk on their way to the Executive Lounge.

注：教师可以鼓励学生在角色扮演中发挥创造性。例如，Jessica 与客人在去行政酒廊的路上可以谈论不同的话题。

Activity 2: Group Work. Work in a group of three to five. Create a scenario about creating a memorable experience for Mr. and Mrs. Smith's wedding anniversary. Write the script and each student takes a role. Perform the conversations for the rest of the class.

活动 2: 小组活动。 学生以 3-5 人为一个小组。创建一个场景，为史密斯夫妇的周年纪念日创造一份难忘的回忆。写出剧本，请每个学生担任一个角色。为全班同学表演对话。

[Note: This activity takes more time to accomplish, so it can be an after-class assignment. A variation of this activity can be video shooting. Students film videos of their scenarios, submit their videos and scripts as a project, and perform their conversations in class.]

【注：完成这个活动需要的时间比较长，因此老师可以将其作为课后任务布置下去。另外一种活动形式是拍摄视频。每组学生将自己设计的情景对话进行角色扮演，并拍摄成视频。将视频和剧本作为完成的项目提交给老师，并且在班上进行表演。】

Additional Expressions 补充表达

Safe topics for small talk: 适合闲聊的话题:

Is this your first trip to (...Thailand)?

这是您第一次去（泰国）旅行吗？

Are you enjoying your stay so far?

到目前为止您玩得开心吗？

How do you like the weather (...on the island)?

您认为（岛上的）天气如何？

What country are you from?

您来自哪个国家？

What's the weather like in your country?

您国家的天气如何？

Are you traveling as tourists or for business?

您来这里工作是还是休闲？

What have you done so far since being here?

您到这里以后都去哪里玩了？

Are you getting a lot of good photographs? (if the person has a camera)

您拍了很多好看的照片吗？（如果客人携带照相机）

Have you been to any interesting places since you arrived?

您去过哪些有趣的地方？

What kind of food do you like?

您喜欢吃什么类型的食物？

Have you had any local dishes that you particularly like?

有没有您特别喜欢的当地特色菜？

Have you purchased many souvenirs yet?

您买纪念品了吗？

Have you been to many (...beaches on the island)? Which was your favorite?

您去过（岛上的沙滩）吗？您最喜欢的地方是哪里？

How was the flight here? (for a guest first arriving, but don't ask this if they have been in the hotel for a few days)

航班顺利吗？（此句适用于刚刚抵达酒店的客人，不要向已住店客人询问）