

Hotel

Facilities



TOMMASO ZANZOTTO TALKS ABOUT HILTON INTERNATIONAL...

HIS HOTELS: What is absolutely essential is the core – a well-equipped room with all the facilities expected by the customer. That must be perfect. Then what I expect of a hotel is the circle around this room such as meeting facilities, banquet facilities, bar and relaxation areas which form the first circle around the core. What I expect after that is the ambience, the quality of service and what I call the intangibles. The customer goes from the outside ring into the core because he expects the core to be there. I do not think people start with the core. They start at the intangible and the advantage of Hilton is it does have an intangible element around the core.

STAFF: I think the most important thing for staff is attitude. Attitude assumes you have the right tools behind you. For instance, there must be the right check-in system at reception and room service but not the only ingredient. I started my career in a travel agency in Milan when I was seventeen. When you go into the agency you like the staff to ask how you are even if they have already done that 150 times that day because it is a unique experience to you. It is a tough job. I recognise it is not easy. The human touch – particularly in the hotel business, that is one place computers will never take over.

RATES: Pricing must be a local strategy in terms of what the hotel is. I am against discounting just for the sake of keeping the customer. There is a price for a product and the customer must pay that in order for the quality of service to be maintained. I do not believe in giving mileage programmes – somebody is paying for these somewhere and that is not fair on the customer, but competition makes you do things which you do not think are necessarily right. If I find a solution I will do that. I do not have a magic solution. But I believe that all the millions of miles which exist all over the world, somebody will pay for them and it will not be the shareholders. The cost will pass through the system through different pricing mechanisms. There is no such thing as a free lunch. Loyalty must be built on true relations rather than the fact you have a few miles from me.

FAVOURITE STAY AT A HOTEL: Club Med in Bali. A combination of events contributed to this recent stay. One was the fact I was changing jobs so I was very relaxed and it was also my twenty-fifth wedding anniversary. What was particularly good was the ambience and the pleasant attitude of the staff.

DISLIKES: The hotels I do not like are the ones with no personality or flavour or anything local. If there are some hotels in our group which need to move along that route we will do something.

ONE WISH FOR THE INDUSTRY: That government and society realise travel and tourism is such a powerful economic driver. It has to be taken into serious planning consideration in all countries.

(from Travel Trade Gazette)

Describing hotel facilities

Making and answering enquiries

Setting rates

Preview

1 Work in groups and discuss these questions.

a What do you expect from a good hotel?

b Which of these do you consider the most important? • price • facilities • service • location

Reading 1

2 Work with a partner. You are going to read about the organisation of two hotels, as described by their respective managing directors. Student A read the opinions of Tommaso Zanzotto, Chairman and Chief Executive of Hilton International on the right.

Student B read the views of Richard Williams, General Manager of Sandy Lane, Barbados, on pages 112–113.

STUDENT A

When you have finished reading your text, ask your partner questions to find out about:

• the good features of Richard Williams's hotel.

• the staff.

• the room-pricing policy.

• his favourite stay at a hotel.

• what he dislikes at a hotel.

• what he would like to see happen in the industry.

Answer your partner's questions about Tommaso Zanzotto.

Speaking 1

3 Discuss these questions with your partner.

a Where would you prefer to stay – at Sandy Lane or at one of the Hilton hotels?

b What are your best and worst experiences at a hotel?