

浅析
英国酒店对中国
文化和传统理解的重要
性



VISIT LEEDS CHINA FORUM

To Understand and Engage with
Chinese Guests

Workshop 24th August 2019





利兹
欢迎 huān yíng
您



您好 nín hǎo

肆 Food

叁 Rooms & facilities

贰 check in

壹 Welcome



目录 /contents

服务中国游客

Hospitality for Chinese guests

1. Welcome

1. Greetings in Chinese
2. Recognise the most senior guests among the group
3. Show respect to the elderly



2. Check in - independent travellers

Meals, room facilities,
location, local
attractions
information can be
supported by Chinese
social media Wechat



Chinese Description



Mealtimes



Check out times



Room card for signing to account



Payment of account

3. Rooms



Room Size

Larger room; Light room; Airy room



Room allocation

Avoid ground floor. Avoid near the lift.
Flexible change.

Discussion: welcoming high profile Chinese delegation – How do you prepare

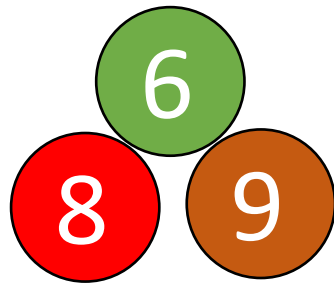
Room Numbers

Which number is better?

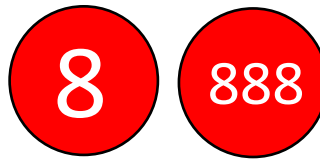
Try to avoid number 4 and try to allocate rooms with an even number or an 8 and allocate bright and airy rooms, wherever possible.



Preferable not to allocate a room with a single number 4



Seems as good fortune but not a requirement



very auspicious number in Chinese for VIP visitor

Discussion

Welcoming high profile Chinese delegation –

What do you expect?
How do you prepare?

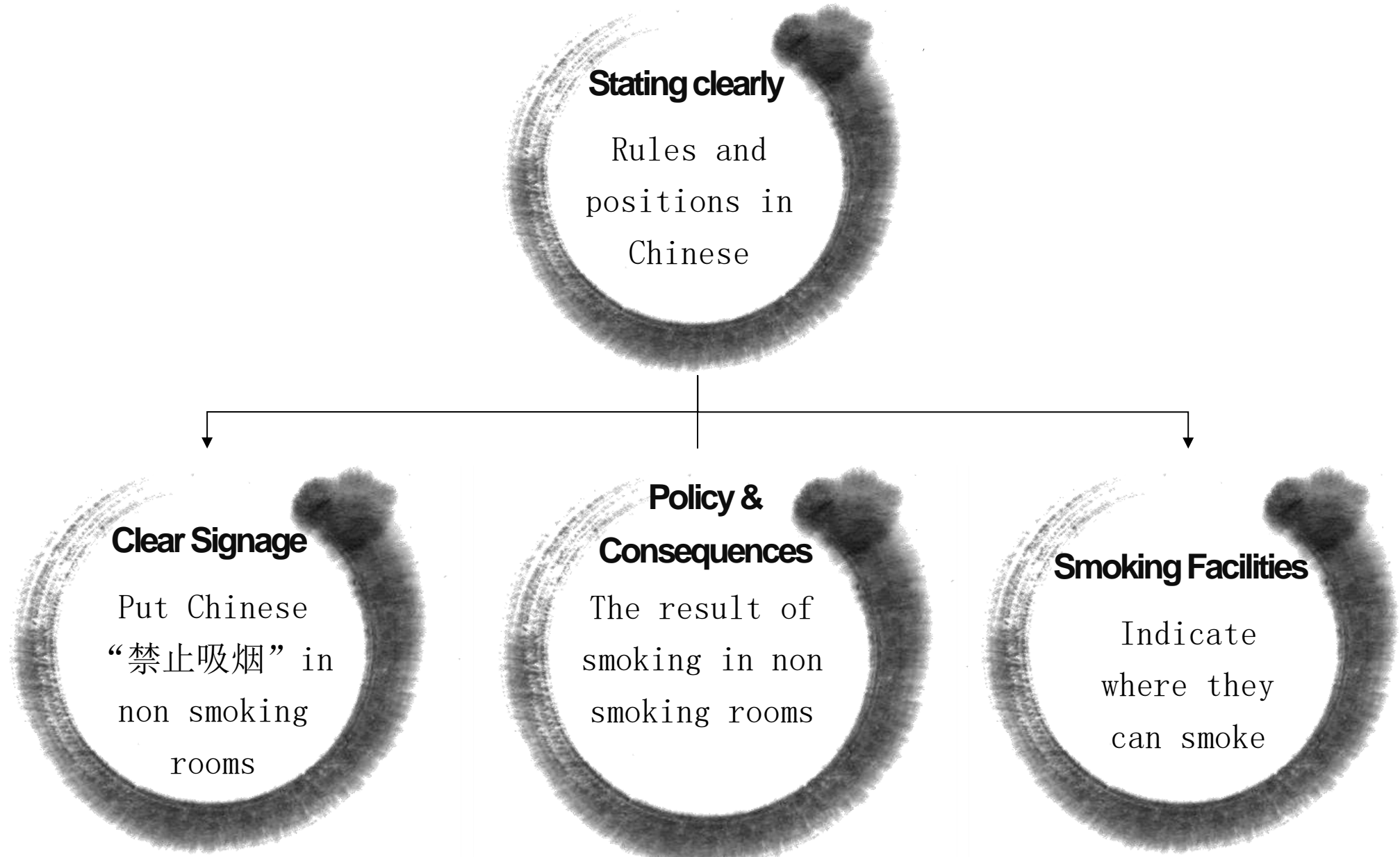


Discussion

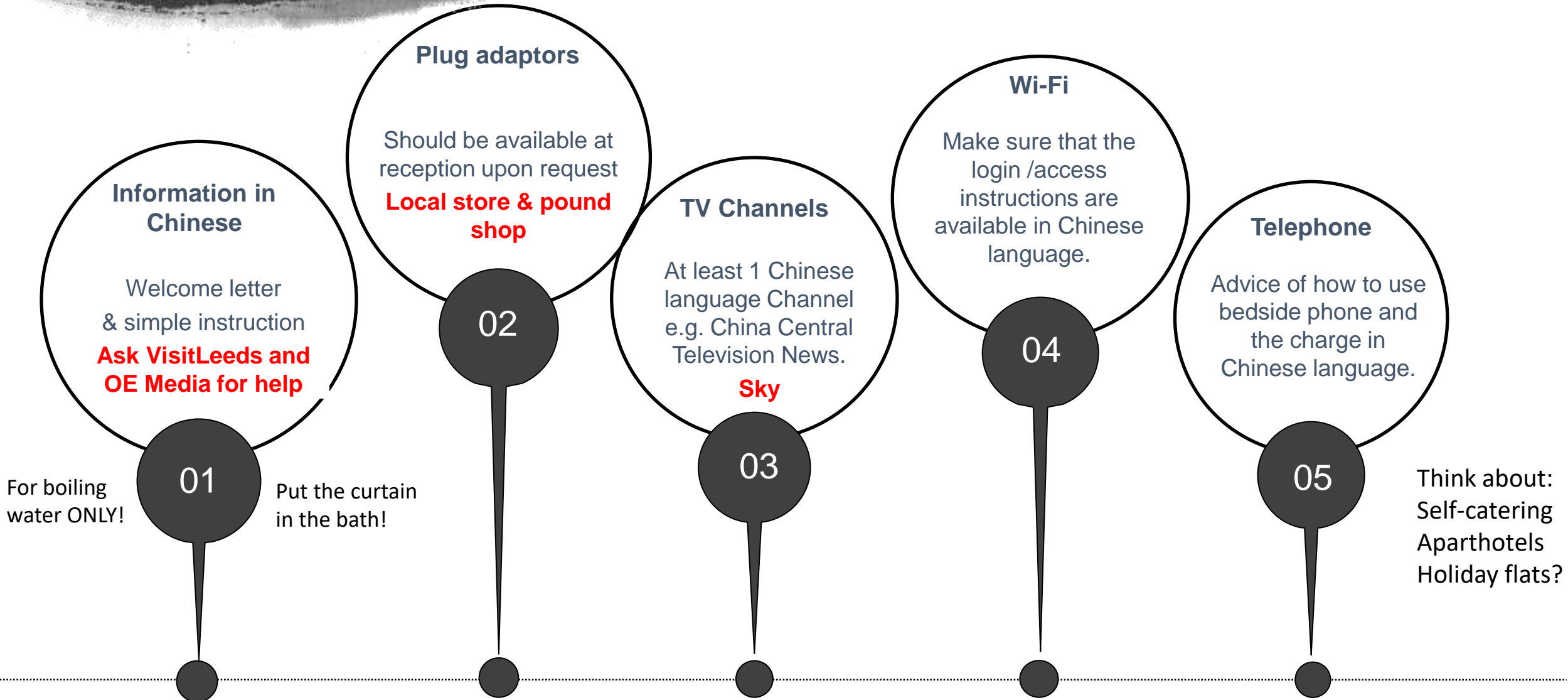
- Number of delegates
- Care about the leader
- Check in
- VIP pack
- meals
- Other assistance



Smoking/Non Smoking Rooms



3. In Room Facilities

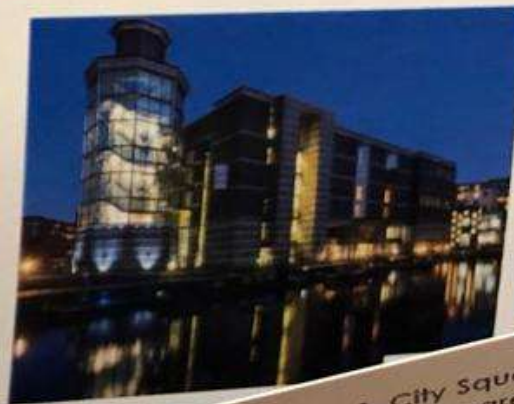
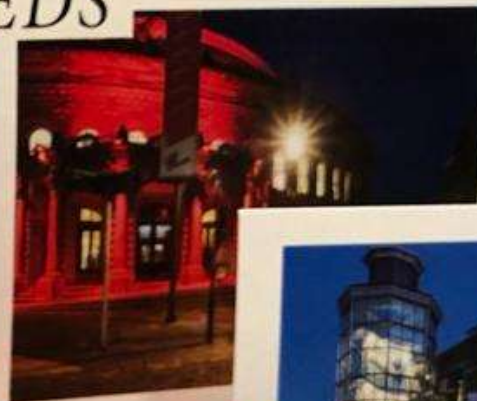
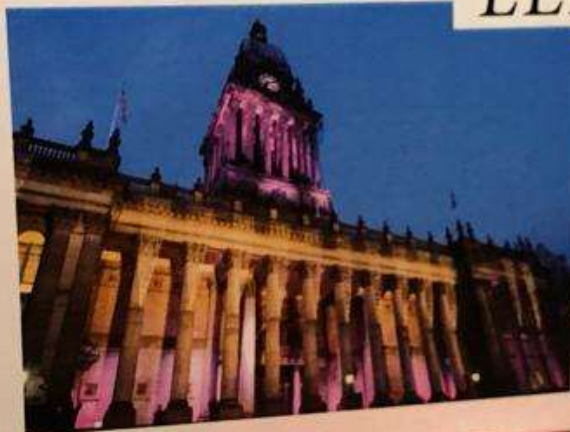


In Room Facilities

- It is very much welcomed if the Tray can contain a selection of Chinese branded products.
- Chinese brand green tea
- Chinese brand instant noodles.
- A kettle and complimentary bottled (still) water should be available in all rooms.



LEEDS



1. City Square
2. The H
3. Park Square
4. Millenni

尊敬的 Miss Deng Jie
欢迎光临 Leeds 万豪酒店。
我们将竭诚为您服务。在此我
们希望您有一个难忘又愉快的
旅程。

Koh-Kae



PEANUTS



LOTT
SHAN
YORK
PAI

4. Food for Chinese tourists

- Chinese tourists are keen to experience new and different styles food.
- They will ask reception for recommendations.
- Gastronomy experience is key part of Chinese tourist satisfaction.



How to serve group meal?

1

Groups seated together.

2

Groups' meals served all at the same time.

3

Always communicate with group leader.

4

Let tour guides give clear explanations.



Preference of Chinese Breakfast

- **Chinese menu!** – staff training
- Chinese Tourists prefer hot breakfast
- Warm milk or soya milk
- Offer Hot water and a range of tea bags including green tea.
- If you have regular Chinese visitors and groups consider offering rice congee, steamed buns and noodles.



Preference of Chinese Breakfast

- Chinese Tourists prefer hot breakfast
- Normal milk is acceptable but served warm.
- Chinese tourists would like to drink soya milk.
- Offer Hot water and a range of tea bags.
- English Tea (normally taken black), Chinese Green Tea and Chinese Jasmine Tea are popular hot drinks.
- If you have regular Chinese visitors and groups consider offering rice congee, steamed buns and noodles.



Summary: when and where do we need Chinese Translation

Tourist information

VisitLeeds
Wechat and Weibo QR codes
Brochure in Chinese



Signage on premises

Welcome letter
Signs
Wechat QR codes



Chinese speaking staff

Recruitment and training





谢谢

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感谢您的聆听！

VISIT
LEEDS

CHINA FORUM

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肆

問 答

Q & A





再见

zài jiàn