To Understand and Engage with Chinese Guests

Workshop 24th August 2019
欢迎您 huān yíng
您好 nín hǎo

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服务中国游客 Hospitality for Chinese guests

壹 Welcome
贰 check in
叁 Rooms & facilities
肆 Food
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.

4
Preferable not to allocate a room with a single number 4

8 9
Seems as good fortune but not a requirement

8 888
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

Stating clearly
Rules and positions in Chinese

Clear Signage
Put Chinese “禁止吸烟” in non smoking rooms

Policy & Consequences
The result of smoking in non smoking rooms

Smoking Facilities
Indicate where they can smoke
3. In Room Facilities

01. Information in Chinese
   - Welcome letter & simple instruction
   - Ask VisitLeeds and OE Media for help
   - For boiling water ONLY!

02. Plug adaptors
   - Should be available at reception upon request
   - Local store & pound shop
   - Put the curtain in the bath!

03. TV Channels
   - At least 1 Chinese language Channel
   - e.g. China Central Television News.
   - Sky

04. Wi-Fi
   - Make sure that the login /access instructions are available in Chinese language.

05. Telephone
   - Advice of how to use bedside phone and the charge in Chinese language.
   - Think about: Self-catering Aparthotels Holiday flats?
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.
4. Food for Chinese tourists

- Chinese tourists are keen to experience new and different styles of 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！

感谢您的聆听！
再见

zài jiàn