

THE IMPORTANCE OF A FOREIGN LANGUAGE FOR THE PROFESSIONAL DEVELOPMENT OF FUTURE SPECIALISTS IN THE FIELD OF PUBLIC CATERING

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This scientific article is devoted to the author's research on the topic “The role of foreign language in the profession of catering workers and usage of informational-communicational technologies (ICT) in the formation of knowledge for workers of this sphere”. The actuality of the research is explained by the importance of various catering establishments in modern life (among which there are dinners, canteens, gourmet restaurants, take-away restaurants, steakhouses, fast food restaurants, catering services, coffee-bars, food trucks, self-service restaurants and others) and importance of knowledge of foreign language for workers of this sphere (among which there are waiters, sauciers, pastry chefs, sous chefs, head chefs, wine waiters, bar staff, bartenders, hosts and others) for solving different situations with customers (among which there are communication with the client, communication with the client by phone, guest meeting, order acceptance with the names of the main dishes on the menu and menu discussion, guest calculation, farewell, conflicts with clients, kitchen situations and storage of products, a knowledge of English for passing through the interview in a restaurant sphere as well and others). The purpose of the article is to clarify the role and importance of a foreign language in the profession of catering workers and its use in solving various types of problems when communicating with consumers and clients of public catering establishments and usage of ICT in the formation of such knowledge. The main objectives of the article are to overview the main types of public catering establishments, to overview the main types of employees of the specified institutions; to overview the main types and issues of problems that these employees have to solve, in particular in English, when communicating with consumers and clients of public catering establishments, to investigate the role of ICT for the formation of knowledge of English for this sphere. In the article it was proved that English is crucially important in the work of catering establishments' staff and it was analyzed the role of ICT in the formation of this knowledge and main types of exercises that are used for this. The particular results of the research prove that knowledge of English is necessary for catering workers and modern ICT help to form this knowledge.

ЗНАЧЕННЯ ІНОЗЕМНОЇ МОВИ ДЛЯ ПРОФЕСІЙНОГО РОЗВИТКУ МАЙБУТНІХ ФАХІВЦІВ СФЕРИ ГРОМАДСЬКОГО ХАРЧУВАННЯ

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Ключові слова: підприємства громадського харчування, персонал, споживачі, іноземна мова, інформаційно-комунікаційні технології.

У цій науковій статті автор презентує своє дослідження на тему «Роль іноземної мови в професії працівників громадського харчування та використання інформаційно-комунікаційних технологій у формуванні знань працівників цієї сфери». Актуальність дослідження пояснюється важливістю різноманітних закладів громадського харчування в сучасному житті (серед яких обідні, їдальні, ресторани для гурманів, ресторани на винос, стейк-хауси, ресторани швидкого харчування, кейтерингові служби, кафе-бари, фудтраки, ресторани самообслуговування й інші) та важливістю знання іноземної мови для працівників цієї сфери (серед яких офіціанти, соусники, кондитери, су-шефи, шеф-кухарі, винні офіціанти, барники, бармени, хости й інші) для вирішення різних ситуацій із клієнтами (серед яких спілкування з клієнтом, спілкування з клієнтом телефоном, зустріч гостей, прийняття замовлення з назвами основних страв у меню й обговорення меню, розрахунок гостей, прощання, конфлікти з клієнтами, кухонні обставини та зберігання продуктів, знання англійської мови для проходження співбесіди в ресторанній сфері й інше). Метою статті є з'ясування ролі та значення іноземної мови в професії працівників громадського харчування та її використання у вирішенні різноманітних проблем під час спілкування зі споживачами та клієнтами закладів громадського харчування й використання інформаційно-комунікаційних технологій у формуванні таких знань. Основними завданнями статті є огляд основних типів підприємств громадського харчування, основних типів працівників зазначених закладів; огляд основних видів проблем, які доводиться вирішувати цим працівникам, зокрема англійською мовою, під час спілкування зі споживачами та клієнтами закладів громадського харчування, дослідження ролі інформаційно-комунікаційних технологій для формування знань англійської мови для цієї сфери. У статті доведено, що англійська мова є надзвичайно важливою у роботі персоналу закладів громадського харчування, проаналізовано роль ІКТ у формуванні цих знань і основні види вправ, які для цього використовуються. Окремі результати дослідження доводять, що знання англійської мови потрібне працівникам громадського харчування, а сучасні ІКТ допомагають сформувати ці знання.

Formulation of the problem. Today, the public catering services market is represented by a wide range of establishments, including snack bars, canteens; fine dining restaurants, takeaway restaurants, and restaurants specializing in steaks, quick service cafes, and banquet services. These establishments employ a wide range of employees who provide customer services of these establishments. When

serving consumers (clients), there is a need to solve various types of issues, which requires, in particular, knowledge of a foreign language when working with foreign clients or in institutions abroad. Therefore, the problem of researching the role of knowledge of a foreign language in the profession of catering workers is relevant, which is the focus of this study. Nowadays there are different informational-

communicational technologies (ICT) of study which make it possible to form sufficient level of knowledge of a foreign language. Thus investigation of role of such technologies and their main examples are also in the center of this article.

Analysis of recent research and publications.

The problem of personnel communication with clients of modern catering establishments and usage of a foreign language for this purpose is paid attention in the modern publications [1], [6], [7]. The problem of usage of ICT in formation of knowledge of a foreign language is also paid attention in the modern publications [3, p. 55], [8], [2, p. 4], [4, p. 81], [5, p. 35]. However the problem of usage of ICT in the formation of knowledge of English among the future workers of catering establishments for solving different situation during communication with customers and clients needs further researches and investigations. Thus the article is relevant and actual.

The purpose of the article is to clarify the role and importance of a foreign language in the profession of catering workers and its use in solving various types of issues and problems when communicating with consumers and clients of public catering establishments and usage of ICT in the formation of such knowledge.

The main objectives of the article are:

- overview of the main types of public catering establishments;
- overview of the main types of employees of the specified institutions;
- an overview of the main types and types of issues and problems that these employees have to solve, in particular in English, when communicating with consumers and clients of public catering establishments;
- to investigate the role of ICT for the formation of knowledge of English for this sphere.

Research methods. Implementation of the tasks and achievement of the research goal involves the use of a set of methods: *theoretical – analysis, synthesis, generalization*, which allowed to systematize scientific sources on the researched problem; *empirical – scientific observation* of the organization of the educational process among students – future employees of public catering establishments – using ICT for the formation of knowledge of the English language to solve various problems when communicating with clients of the specified institutions, a *methodical experiment* with the aim of proving the importance and effectiveness of the use of ICT for the formation of such knowledge.

Research results. Today the market of public catering establishments is presented by a wide spectrum of institutions among which there are coffee bars, food trucks, self-service restaurants, take-away restaurants, steak-houses, gourmet restaurants, fast food restaurants, catering services (Fig. 1).

Let's consider the main types of public catering institutions professions (Fig. 2).

When traveling to popular tourist destinations in the world, it is difficult to imagine a restaurant or bar where the employees do not speak English. Even in Ukraine, waiters with knowledge of English are a must, because in order to take into account the preferences of a foreign client, resolve a conflict situation or support dialogue, the initial level is not enough. That is why it is necessary to study English for employees of catering establishments.

The spectrum of issues which can be solved between the personnel of catering establishment and the clients includes the following:

- communication with the client;
- communication with the client by phone;
- guest meeting;
- order acceptance (the names of the main dishes on the menu) and menu discussion;



Fig. 1. Main types of modern catering establishments

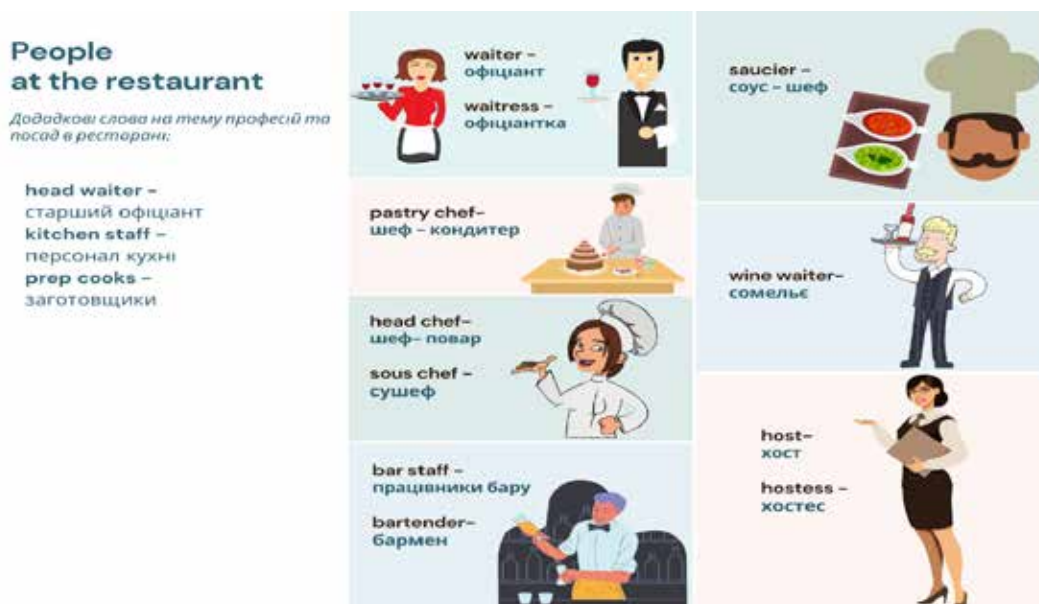


Fig. 2. The main types of public catering institutions professions

- guest calculation;
- farewell;
- conflicts with clients;
- kitchen situations and storage of products etc.

It is also necessary to have a knowledge of English for passing through the interview in a restaurant sphere as well.

Let's consider the main phrases and sentences and linguistic constructions which are used for these particular situations (Fig. 3).

Communication with the client. English for employees of public catering establishments is the key in communicating with customers, without which the work of a Hostess is unimaginable. Let's go in order, first welcome the client, indicate the name of the restaurant, specify the number of people.

– *Good evening! Welcome to our restaurant. Are there 4 of you?*

Confirm the reservation:

– *Have you booked a table?*



Fig. 3. A list of issues solved by the personnel of the catering establishments

- Did you reserve a table?
- May I have the name of your reservation?
- What is the name of the reservation?
- We offer a table and conduct.
- Can I suggest a table by the window?
- May I suggest a table by the window?
- Would you prefer a table in a smoking or non-smoking area?
- Would you prefer a table in the hall for smokers or non-smokers?
- This way, please. Right this way.
- Please come here.
- Please wait: unfortunately, you have to wait for 20 minutes. You can sit at the bar.
- Once the table is ready, I will come to you.
- As soon as the table is ready, I will come to you.

Communication with the client by phone.

Spoken English for catering workers will only be the beginning of the journey, the next step will be training listening skills, because confirmation of an order, reservation of a table or settlement of a conflict often takes place over the phone. Basic phrases:

- Good evening! This is our restaurant. My name is Julia. How can I help you?
- For how many people do you wish to make a reservation? –
- How many people do you want to book a table for?

If the client's name is hard to hear, ask to spell it out to avoid misunderstandings.

- Could you spell your name, please.
- Spell out your name, please.

If necessary, we ask clarifying questions:

- What is the occasion for your celebration?
 - What is the reason for your holiday?
 - How long would you like to stay?
 - How long would you like to stay (in the restaurant)?
 - Do you need additional high chairs?
 - Do you have any special requests or wishes?
 - Can I take your order?
 - Can I recommend anything for the main course?
- May* is an improved, more polite version of *can*.
- May I take your order? May I recommend anything for the main course?

Would like is a polite variant of the word *want*. We use it in questions to suggest something, to inquire that the client wants. If *would like* is followed by a verb, we use the particle *to*. Expressions:

- What would you like (to order) for dessert?
- Would your daughter like anything else?

Guest meeting. English in a restaurant for a waiter starts with a greeting, choose good morning, good afternoon or good evening, depending on the time. Use *hello* in restaurants, *hi* will sound familiar if you don't want to create a friendly casual atmosphere like in bars or small cafes. Next, we welcome the guest to the establishment:

- Welcome to our restaurant.
- Have you reserved a table?
- May I have the name on your reservation?
- Have you reserved a table?
- Where would you like to sit?
- A table for 2?
- We escort the client to the table. Follow me. I'll show you to your table.

Order acceptance (the names of the main dishes on the menu) and menu discussion. Restaurant English cannot be imagined without ordering food:

- Good evening, how is everyone doing?
- Welcome to ____, my name is ____. Have you dined with us before?
- May I offer you a drink?
- Are you ready to order?
- What would you like to eat / drink?
- Can I offer you anything else?
- May I suggest something else?
- I would recommend ordering ____.

Guest calculation.

- Have you enjoyed the meal?
- Here's your bill.
- There are 2 bills – one for the food and one for the drinks.
- Will you pay cash or by card?
- It's easy with cash, you can pay in cash, pay by cash, or just pay cash.

Farewell.

- Come again.
- Have a good day.
- Hope to see you again.
- Looking forward to seeing you.

Conflicts with clients. Let's analyze useful expressions for resolving conflicts with clients.

- We specify what the problem is. Let me make things clear.
- Have I understood the issue correctly?
- We regret what happened.
- I am sorry for what happened.
- I understand you, this is an unpleasant situation indeed.
- We apologize.
- I apologize to you.
- We are deeply sorry.
- I apologize to you on behalf of our Company.
- We explain and correct the situation.
- I can assure you that ...
- The thing is that ...

Kitchen situations and storage of products etc. In addition to fork, spoon, plate and knife, the restaurant staff uses many words for the names of things in the kitchen. Consider the following words (Fig. 4).

Interview in a restaurant sphere. English to work as a waiter, cook, bartender or hostess is also needed to successfully pass an interview. Let's analyze the top 5 interview questions and tips for them.

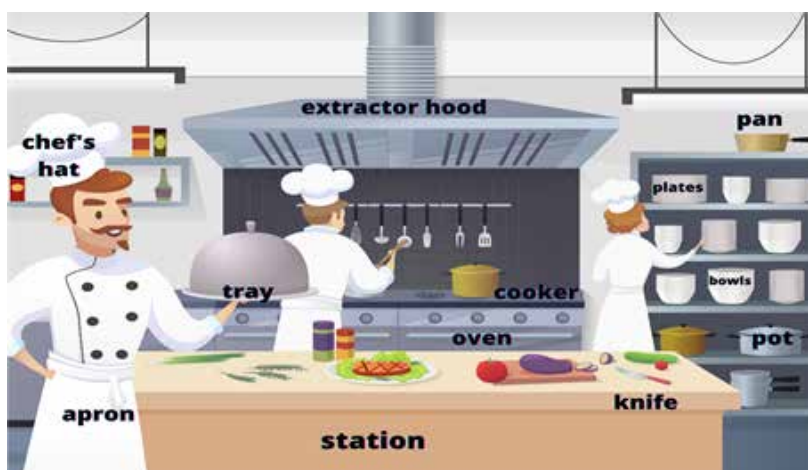


Fig. 4. The names of things in the kitchen

Question 1. Tell me about yourself. Tell us about yourself.

Tell not only about your work experience and your achievements, share your passion for your profession and personal qualities that will help you move up the career ladder in your chosen profession.

Question 2. Why our restaurant?

It is important for the interviewer to know that they are not just another restaurant on the job list, there is something that resonates with you. If you have visited this restaurant before and noticed the peculiarities, small details: “decor matches the theme of the restaurant”; fantastic service; particularly colorful plates», tell us about it.

Question 3. What are your career goals?

If a career in the restaurant business is a plan for the future and you want to grow and develop, then the phrase “this position will be a valuable stepping stone to advancing to a managerial position” – will be wonderful.

Question 4. How do you work — with or independently? Do you prefer to work in a team or independently?

The technically correct version of the answer is “I prefer working with a team”. Since working in the restaurant business involves the ability to work in a team, it is easy to get along not only with customers, but also with colleagues.

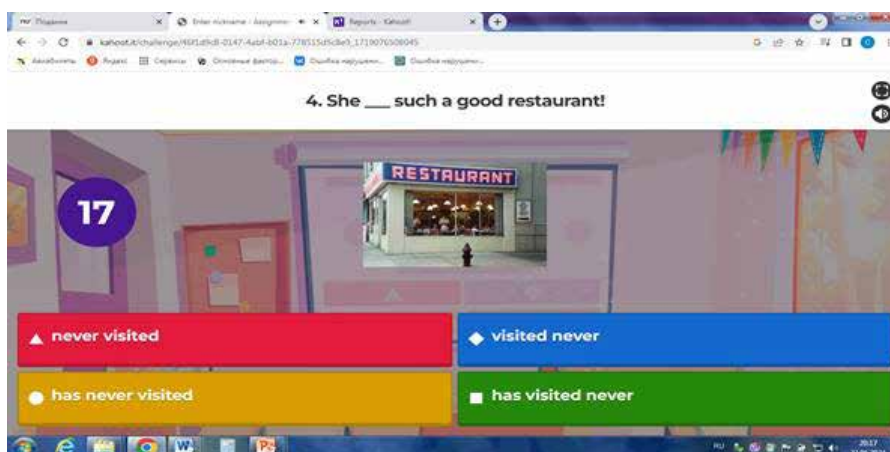
– I always appreciate collaborating with others, especially if they help me get the job done in a better way.

Question 5. Describe a time you had to deal with a difficult customer, co-worker, or person.

– How did you deal with that situation? Describe a time when you had to deal with a difficult client, colleague, or person.

Let’s consider the role of usage of informational-communicational technologies (ICT) for the formation of knowledge of English among the workers of catering establishments for accompanying and solving different situations with clients and customers.

Main kinds of ICT for the formation of English language different competences for future workers of catering establishments’ sphere which I use in particular at my lessons are the following (Fig. 5).



a) Kahoot



b) MS PowerPoint presentations



c) Learningapps.org

Fig. 5. ICT for the formation of English language knowledge for catering establishments' personnel

These ICT make it possible to conduct control and automatization of control of foreign language knowledge level, to present topical material about cuisines and other catering establishments' issues and fulfill exercises on grammar and other English language's competences. That's why these ICT are popular and important.

Conclusions and prospects of further studies. So, the role of knowledge of English for the workers of catering establishments' sphere is crucially important and evident. This knowledge makes it possible to accompany and solve different situations between the personnel and the clients

and customers. In this research the main typical issues were discussed and corresponding linguistic constructions used for corresponding situations were overviewed. The importance of ICT for formation of knowledge of a foreign language for catering workers was proved and main services which are popularly used were presented. Thus, the main aim and tasks of the article were achieved. The prospects of further studies are connected with the research of various exercises among the ICT and their implementation for the formation of corresponding knowledge of English among workers of catering sphere.

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