

## FRONT-LINE PRACTICE "CHINESE SERVICE" PRACTICE OF "TWO SESSIONS" SERVICE COURSES TO CULTIVATE HIGH-QUALITY SERVICE HABITS

*Hongsheng Cai & Qilun Zhang*

*Associate Professor, Beijing Institute of Economics & Management, Beijing, China*

**Received: 06 Feb 2020**

**Accepted: 20 Feb 2020**

**Published: 29 Feb 2020**

### **ABSTRACT**

*This article implies the real practice and perspectives of professional students to serve the "two sessions", and reflects how the hotel industry can implement "Chinese services" on the front line. It also lays a solid foundation for future students' learning and corporate practice between the enterprises and schools. The "two sessions" are short for "two big Conferences." Since December 2014, the hotel management major has contacted nearly 20 conference hotels that receive the "two sessions". At the same time, it has also identified 7 Beijing's famous four- and five-star conference hotels, and arranged 230 students of tourism department. The students undertook the reception services of members and deputies to the Conferences during the 2015 "two sessions." The following are some of the students' personal experiences and real experiences in "ceremonial service", "hotel service skills" and other aspects, as well as fresh examples of the implementation of "Chinese Quality-service with its special characteristics". In terms of the good example for the vocational schools' internship and future working-planning, this case deserves, and even sociably and economically brings with better impacts for the enterprises, simultaneously makes the participated schools have good reputations (Yimin Mao, 2018) . At last, this model will definitely plays an important role among the industry and vocational training programs. In other words, this model may become a kind of standard in this field.*

**KEYWORDS:** "Two Sessions" Service, Practical Training, Corporate Practice, Case Teaching

### **INTRODUCTION: ETIQUETTE SERVICE TRAINING**

#### **The Etiquette Team Members are the Image Ambassadors of the Company**

[Case description] During the "two sessions", the etiquette team was beautiful scenery, especially in restaurants with etiquette tasks. It is precisely because of the landscape; therefore, business leaders pay special attention to the selection of etiquette team members. Because the etiquette team members are all corporate ambassadors, our training tasks are even more important.

[Case Story] Today is the afternoon of February 24, 2015. The hotel leader officially notified the etiquette team members to conduct the first training program. We put on the purple suit that the hotel prepared for us. Everyone received a badge. It was iron and had a certain weight. We followed the corporate etiquette teacher and came to the large glass window south of the lobby on the first floor of the hotel conference center. Using glass as a mirror, we started our first etiquette training. The main items of our training are: standing posture: chest lift, head up, abdomen, hips, eyes forward, breathing evenly; holding a card: holding the guide card over your head with hands, standing upright, smiling focusing. Turn around, turn around, look down, and look up, etc. if there is any sound around. While practicing standing, we also

need to practice smiling, like losing eight teeth. The large glass mirror in front of us can reflect the expression we smile when we smile. After training as a whole, we have to reach numb feet, leg pain, a smile on the face, and astringent eyes.

The front office manager warned us that this is just the beginning and it will be more difficult in the future. After all, what we are doing is the "two sessions" etiquette service. Every mini action of ours, even the "glorious glimpse", can be seen by the people of the whole country and even the people of the world. Therefore, if we are tired, we must bear up no matter how hard we are, we must strengthen our faith and grievances. We must hold back our tears and smile for the while, because we represent the college, the hotel, and the hundreds of members who live in the hotel, even representing Beijing and China, we should be proud of our motherland.

[Case Inspiration] Every success is watered with hard work. To be successful, you must be mentally and mentally prepared for suffering, and you must be able to correctly face everything serious that happened, even if it happened. Things not experienced. Because of this, the experience of suffering is even more valuable and meaningful.

### **Explain Smiling with Sincerity, Explain Working with Smile**

[Case note] From the moment we accepted the service specifications of the hotel front office, we started to focus on how to use the smile language. In the service industry, the language of smiles is beautiful, attractive and infectious, and the language of expression with infinite affinity. Smiling language has a direct impact on the service staff's influence on guests' emotions.

[Case Story] Today is February 27, 2015, the fourth day of our etiquette training. We trained for an afternoon posture with back pain. Without realizing it, I found that my posture has improved a lot these days, but I also found my main problem: not smiling! This is a taboo of etiquette. Manager an of the front office said that we must learn to smile, otherwise, we may not be able to be a etiquette team member. To learn to smile, you need to be confident, and you need to develop confidence. In order to be able to smile naturally, I practiced repeatedly in front of the big glass of training, and asked several students around me to help me demonstrate. Maybe because of my life, I'm not used to smiling, but we have to serve the members of the "two sessions" of the country. When that time I can't smile, what will happen to the company's image? And I also like the work of etiquette. I was anxious. Back in the dormitory, I took out a small mirror to practice smiling and let others tell me a little joke to practice smiling. I always thought of some beautiful and lovely things to make myself smile. My classmates encouraged me to help me and strive for a good smile tomorrow.

[Revelation from case] Manager and of the front office told us: it is not difficult to smile, it is difficult to smile sincerely. Smiling is just in appearance. If you want to express smiling language well, you must think clearly about the purpose of service. The etiquette team represents the image of the entire enterprise. Through the smile of each of us, it reflects the level of the entire corporate culture and the purpose of serving the entire enterprise. It's really not easy, I want to keep working hard and learn to smile sincerely.

### **We Should Attach Importance to Our Etiquette Training**

[Case note] After a few days of etiquette training, we are increasingly aware of how important etiquette training is for our students. It can be said to be the first lesson of our career. In fact, the process of etiquette training is the process of self-remodeling, the process of self-correction, and the process of self-exercise. Through etiquette training, we have learned a lot about life and how to use our behaviors to better suit the needs of social work.

[Case Story] Today is February 28, 2015, and the etiquette team members started a new day of training. We are used to getting up early, lining up for breakfast, lining up through the front hall, lining up to the business center to report, and lining up to start training. The purple suit is on the body, the iron collar card is in hand, and the front hall glass is a friend. The first etiquette training started. The main items of training today are: standing, holding up a sign, smiling. Throughout the morning we checked each other to see if they met the requirements and corrected each other. In order to welcome tomorrow's "two sessions", in the afternoon, the company leaders and the front office manager began to conduct a final inspection of us. Each of our minor errors could not escape the eyes of the leaders. They promptly corrected us and told everyone why eyes look at people upright is a respect and self-confidence; why to extend the whole hand instead of fingers to show the way is a kind of sincerity and politeness; why there is a smile is a pleasant mood expression language and much more.

[Case Inspiration] Etiquette training is over, which means that we will go to the post tomorrow and begin to exercise our obligations to officially serve the members of the "two sessions." The training is going to be fruitful, the work must be content, and the leaders of the company and the teachers of the academy must also test our training results.

### **Etiquette Team Members Formally Take up Their Posts**

[Case note] The status of a student is transformed into the identity of a company employee, especially a member of the etiquette team. Of course, it is also an etiquette team member serving the members of the "two sessions" of the country! I feel very responsible, glorious, and proud in my heart, and I sincerely thank myself for being able to participate in the "two sessions" etiquette service.

[Case Story] Today is February 29, 2015. Our first day officially started as a member of the etiquette team. I was looking forward and nervous. Our task is to get familiar with the environment around the job and understand the workplace. The supervisor took us through all the floors where we live. We feel very fresh and everyone is very enthusiastic. While we were familiar with the environment along each floor, we listened carefully to the supervisor explaining to us the work requirements and processes of room allocation and the various departments within the hotel.

Supervisor said: Everyone should keep in mind the service process and service rules. This is a very important link. It will help us a lot in our work and make our clients feel that we are trained service staff. Because when you face real customers for the first time, you will be nervous and make mistakes easily, especially when facing emergency problems, but you will be at a loss, but you will always try to remember the procedures and specifications, and facing the problems we should try hard to solve them in any way. This kind of problem can be flexible and maneuverable, and what we can do can meet the requirements of guests.

[Revelation from the case] The etiquette team members have two roles, one is going out as etiquette team members; the other is being an elevator attendant in the front hall of the hotel. This is another form of ritual work. From the environment, one is outdoor and the other is indoor; the client is the same. Therefore, we must learn to do a good job in etiquette services in different positions.

### **Father and Mother: Daughter is Your Pride**

[Case note] As a college student, I officially left my parents for the first time during the "two sessions" service and participated in conference services. This is an important milestone in our life and a new chapter in our growth. Everyone has been working for a

few days to get to work, and the sense of responsibility has gradually increased. They all want to use practical actions to answer the trust of business leaders, the trust of college leaders, and let parents see a brand new self.

[Case Story 1] Today is March 3, 2015. When I return to the dormitory after work, the first thing is to call my parents to report what happened to see famous celebrities today and tell them that today When our etiquette team members were sitting in the bus and on standby, many reporters were taking photos of us, and many members looked up at us as they passed the bus and could not help but have a sense of pride. Tell them that although hard work today, at that moment, we felt that hard work was nothing, and the sweat we paid was worth it. My mother encouraged me to say, do n't be proud, do your best to do every service, you can't go wrong.

[Case Story 2] Today is March 4, 2015. It is my dad's 48th birthday. Although I am resting today, I will not be able to rush home for my dad's birthday because I have to work early tomorrow morning. I can't help feeling sorry. My parents love me so much, and I love them too. I asked my mother to buy cake for my father as a birthday present. And let mom tell dad: I will use my three weeks of hard work and harvest, growth and pride to serve the "two sessions" as my most precious gift to my dad. At the same time, it also reassures his father that his good daughter has finally grown up, can serve the country, can serve the members of the "two sessions", can win honors for the school, and can also glorify parents. Ask them not to worry, daughters will pay attention to safety, take care of themselves, and take care of their health.

[Case Story 3] Today, March 5, 2015, after more than ten days of hard working and standing for a long time every day, my legs became swollen a lot and my heels were a little edema. Two days ago, I went to the Great Hall of the People for the etiquette service and was caught cold by the cold wind. Although I took medicine, the dryness of my stay in the basement made my throat ache and swollen and inflamed. I didn't ask for any leaves, but I insisted to report on time every day and go to work on time. I didn't make the school teachers and company teachers know. When I call my parents every day, I always worry that they may hear my hoarse voice and worry for me, so try to slow down as much as possible so that the voices are not hoarse. Today I suddenly feel homesick, I want my parents, I want them to cook for me, I want them to miss me, I want my family to go out, see the elderly, and cook for the old people. In short, tears shed quietly, unable to restrain the feeling of being homesick. They were also afraid that people around them would quickly dry it with a paper towel. In fact, the etiquette team members have the same feelings as mine. We are all post-90s, have not participated in national political activities, have not experienced such a high-level etiquette service, and have the opportunity to cherish this opportunity , comforting each other, encouraging each other until we carry on to the end.

[Case Inspiration] As soon as the university students entered the school gate. Caring for love education, through participating in the "two sessions" service, our awareness of love has increased a lot, knowing that parents are distressed, understand that parents usually care about themselves, and feel that "children travel a thousand miles and worry about by their mothers every minute, and children shoulder take heavy responsibility for their fathers." Father and son are affectionate. In the future, we must really honorable for our parents and make them proud of our growth and progress, we do not need any mature, only need to grow in a right way!

### **The Final Aftercare Work is also a Time to Test Our Quality**

[Case note] Towards the end of the etiquette service, we are still lined up, standing neatly, holding our cards neatly, standing in front of the etiquette bus with a smile to greet the members and get off. Send them smiling and respectful eyesight, and show our respects for their hard work.

[Case Story] Today is March 13, 2015, the day when the "two sessions" closed successfully. After receiving the task from the hotel leader, at 8 o'clock, all the etiquette members escorted the members on time for the last time to attend the closing ceremony at the Hall. At 10 o'clock, we escorted the members back to the hotel to help the members pack their luggage. Some members left the hotel immediately, and the other members stayed for another night, so we will continue to help the members. Good rest for service work. In addition, we came to the members' rooms obediently, retrieved all kinds of information they hadn't taken away, and then gathered the information to the designated place. Today is the last day of the "two sessions" service. I suddenly felt a sense of perseverance. The hard work of the past three weeks has received many members' recognition and praise for us. They are both people's committee members and respected celebrity people on all fronts, but they also praised us warmly, which moved us young people who came to practice in schools.

The hotel staff knew that our etiquette team was very tired, and they advised us to take a rest early, but we wanted to realize that the last service work had given up the rest and followed the foreman to clean the guest room. I didn't know until I entered the guest room that the work here is not easier than our etiquette team. Every day we need to clean every corner of the room. We only need to wipe the drinking glass for half a day until the fingerprints and watermark on it disappear. Toilets need to be brushed every day, and glass must be wiped every day. I really admire the staff of the guest room department. I can only say to them silently in my heart: You too have worked hard.

[Case Inspiration] Every job in the hotel industry is a part of service, and they are interconnected. The hotel industry should be an industry that is worthy of respecting. Although the content of the service is subtle, it brings comfortless, hygiene's, serenity and harmony to the guests. It conveys the warmth between people, it is the hotel corporate culture, is our growing environment.

## **HOTEL SERVICE SKILLS**

### **How to Deal with Conflicts with Hotel Veterans**

[Case Description] Studying with an open mind and get along well. This is a sentence we want to say during the internship in a hotel. Indeed, almost all students' internships in hotels have encountered a very difficult problem: how to get along with old hotel staff. We have been together for almost three weeks, and we can't see our heads down, saying that there is no friction. It's unrealistic. How to deal with the conflicts with the hotel staff?

[Case Story] As interns, we did not have much social and work experience when we first arrived, and even less experience with people. On weekdays, I always work with old hotel staff, so it is necessary to have contact and friction. Old employees sometimes can't get used to our words and deeds. If they are not pleasing to the eyesight, they need to say a few words. For example, setting up the table does not conform to the rules, the withdrawal is unfavorable, the running of vegetables is slow, the guests urge vegetables, etc. May be reprimanded by hotel veterans. Due to the particularity of hotel service work, the criticisms of veteran employees often come out sideways. Generally speaking, they are milder, more severe, and less particular about methods. It was not persuasion but training. Therefore, we really couldn't stand it at first. Some girls even cried, and small conflicts and frictions often appeared. To say that many classmates are at home alone, their parents don't listen, and less than a week before the hotel, most people are scolded more than several times at home.

When she was very wrong, the girls called their parents, and the boys called their high school classmates to tell; some interns were sulking and did not eat, but just fell asleep; After complaining, what to do and how to do the work was not discussed at all.

[Case Inspiration] After being repeatedly yelled, scolded, and stabbed, we finally understood a truth: no matter how much grievances and reprimands, it should be said that it is to ensure the successful convening and successful conclusion of the "two sessions". Because, the masters are also under pressure. We are interns, and we are not yet proficient in the work. To undertake such important service work is to come to hardships, come to suffer, come early to return late, to experience tension and business, to maintain the safety of the members, to serve for members, and come to receive re-education. If we can't be blamed for being scolded, the difficulties in our future work will be even more sad. But they may be our real first wealth.

### **How to Implement the Regulations of the Hotel**

[Case note] During the "two sessions", in order to ensure that the meeting is held safely, effectively, harmoniously and smoothly, it is necessary to provide members with a large amount of relevant information in time, such as the briefing, information, newspapers, relevant magazines, promotional books, etc. . Generally, they are placed on the desk of the duty desk on the floor, so that members can take it according to specific needs. However, there are also some important members who are sent directly to the members' rooms by the staff on duty or by the secretary group. There will be some small frictions in asking the attendant to open the door of the room. What should the attendants do?

[Case Story] Today, my turn is on duty. According to the regulations of the hotel, we began to sort out a large amount of information sent by the logistics department. First, there are dozens of newspapers and magazines, and then the briefings for several days are organized according to the serial number. I hope members can save effort and time when selecting the materials they need. Mr. Zhang, the secretary team, was followed by the luggage cart waiter and walked from the elevator to the floor where I was on duty. The secretary asked to enter the member's room. I still asked them to fill in the information on the form as usual, but the members in the room waited a little impatiently and called to urge them to enter the room. The secretary even said to me: "You are too troublesome. We meet every day and we don't know each other! Why should we fill in this and fill in that?" I patiently explained to the member's secretary: "The restaurant has Regulations, we also do in accordance with the regulations. Please be forgiving us and cooperate with our work. "I speak warmly but with a firm attitude, my voice is hard and sweet, so that the secretary knows that their requirements are inconsistent with the requirements of the hotel. We must also remind him that we are acting in accordance with regulations for the safety of members and for the safety of enterprises.

[Case Inspiration] There are procedures and norms for hotel affairs. How to communicate with guests without violating the rules and regulations of the hotel. In fact, this is a question that requires careful thinking. Try not to offend a member because of the staff members around him, and don't offend any people around him because of being a commissioner, this is an important principle.

### **Busy Work Will Have Many Opportunities to Exercise People**

[Case note] Today is March 8, 2015. I work in the morning shift, from 8 am to 8 pm, and some people will be shifting in the middle. Workflow arrangements are tight. As soon as I arrived, some members desperately needed a rope to bind things. So I immediately asked the housekeeping department and asked them to bring a rope. Subsequently, a room

attendant was contacted to open the door for a member who had forgotten the room key. This morning, three similar things happened, and I can handle them properly.

Newspapers and magazines are coming, a big deal, many of which have to be delivered directly to the members' newspapers, magazines and documents. After the report was approved, I contacted the room service attendant to open the members' room, and put the "Reference News", "Global Times", "WenHui Daily" and so on they needed on the table.

Some members reported that the equipment in the room was malfunctioning. For example, the toilet tank was broken or the water pipe was leaking. I contacted the guest room center and asked them to send a technician to repair it. Before the maintenance personnel enter the members' room, I will register their information. Some members need to do laundry. I need to register the room number and laundry requirements, number of clothes, style, etc., and notify the room service staff to get the members' clothes. Sometimes, members who need to wash clothes go out temporarily and ask me to contact them and transfer them to the room service staff. A member asked anxiously if anyone had picked up or seen her cell phone. While comforting her not to worry, I wisely used her cell phone to call her, and finally found the member's cell phone under the bed. She thanked me again and again. I'm embarrassed, but I'm still very relieved that I can solve the urgent needs for members and have a sense of happiness.

An intense morning with almost no free time to rest. Before 1:30 pm, members will go to the Great Hall of the People for a meeting. We also perform the elevator etiquette service. Before the members can reach the elevator room for a few seconds, we must accurately select the elevator for them, and then when they enter the elevator, the elevator just opens the door. This also reduced unnecessary waiting time for members.

[Case Inspiration] While helping members to deal with problems that need to be dealt with and resolved on a daily basis, it is a test of their own working ability and a good opportunity to improve their work level. I feel that, regardless of the size of the job, a serious and responsible attitude and proficient skills are required. The two must be unified and indispensable. This duty work was still very hard, but at the same time we also learned a lot, improved our ability in many aspects, and further understood work, society, and life. In particular, learning to persist, to endure, to obey, to understand others, and learn to complete tasks from beginning to end, which has enlightenment to our learning.

## **CONCLUSIONS**

The students who participated in the "two sessions" service course have overcome difficulties such as heavy workload, irregular meals and accommodation, and illness. With high sense of responsibility and solid professional basic skills, they have successfully completed the service tasks of the "two sessions", were praised by the representatives and get the hotel 's recognizing(Guanghong Mi, 2018).

During the short period of one month of the "two sessions" service, the students combined with the theoretical knowledge and learned practical skills in related aspects, and analyzed the problems in the service and management of the hotel by consulting relevant management information, and proposed Relatively viable solution. More importantly, the students who participated in the "two sessions" service wrote the cases and experiences under the guidance and requirements of the hotel manager and the college teacher, and made a positive summary (Jinjiang Cao, 2019) . The above cases are randomly selected several students' personal experience and true Experience. The teachers of the college collected and sorted out and summarized some cases of the services provided by the two sessions through cooperation with



the "two sessions" service hotels, laying a solid foundation for the study and business practice of students studying tourism and hotel management in the future.

### **Purpose and Significance of Offering "Two Sessions" Service Case Teaching Course**

The "two sessions" service course is provided by teachers and hotel masters to lead students to participate in the "two sessions" service practice learning, so that students can apply the basic theory, professional knowledge and basic skills learned in the classroom to work practice. Here In the process, students are trained to have a correct and positive attitude towards the industry, to cultivate students' ability to adapt and independently engage in practical work, and to improve their interpersonal communication skills, so that they can fully exercise and lay the foundation for the rapid growth of hotel professionals after graduation. The basic task of the "two sessions" service is to require students to understand the operation of various functional departments of the internship unit during the internship. Before the "two sessions" service, the teaching has not been implemented in the context of teaching, so students are not very accustomed to the learning process led by themselves (Anonymous, 2018) .

In terms of psychological characteristics, these students are full of energy and active thinking. Although they have a good grasp of theoretical knowledge, their practical application and practical ability need to be improved. This article, through cooperation with the "two sessions" service hotel, case collecting, organizing and summarizing some cases of the two sessions service, so as to lay a solid foundation for the future study and business practice of students studying hotel management.

### **Cultivate High-quality Service Habits**

On-the-job internships are different from systematic learning in schools. There are no teachers, no PPTs, and no summarized principles and characteristics. Only procedures, requirements, standards (Anonymous, 2016). In the post, especially after the training, in practice, students who want to master the skills must have a pair of eyes that are good at discovery, ears that are good at listening, and an attitude of active learning. In the work, even if there is a teacher to lead the students, the initiative of the students must also take the lead. In this case, the training program will change the students' learning-ways and learning habits.

### **REFERENCES**

1. Anonymous Promoting the fine tradition and focus on innovative ways-the State Administration of Tourism successfully completed the national "two sessions" reception service task [J]. *Journalist. Logistics for Chinese Official Departments*. 2016 (04)
2. Anonymous the State Administration of Administration is doing its best to provide reception services for the "two sessions" of the country [J]. *Logistics of Chinese Official Departments*. 2018 (03)
3. Guanghong Mi. My Opinions on Doing a Good Job in the Service of the "Two National Conferences" [J]. *Friends of the Secretary*, 2018 (07): 14-15
4. Jinqiang Cao, Paying close attention to "Stricting and regulating" and building "Henan CPPCC reception" Branding [J]. *Negotiation Forum*. 2019
5. Yimin Mao, Summary of experience, continuous innovation, do a good job in reception service with a new attitude [J], *Branding (Theoretical Edition)*. 2009 (01)