

# English Penetration Analysis in the Field of Food Service

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**Abstract:** In today's increasingly frequent international exchanges, people in various countries have more and more opportunities to communicate with each other. English, as the most widely used language, has become the most commonly used language for people in different regions to communicate. Domestic citizens can use English to communicate with international friends. Based on this, this paper studies the penetration of English in the field of catering service, firstly analyzes the value of English penetration in the field of catering service, and then puts forward the penetration of English in the field of catering service, hoping to provide some reference for other practitioners through the discussion of this paper.

**Keywords:** Catering service; English; Infiltration

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As China's status in the international community becomes higher and higher, the number of tourists to China is gradually increasing every year, but because most of the international friends can not speak Chinese, when the international friends come to enjoy the food service in China, often the two sides can only communicate through physical movements. In this way, not only can we not provide good food service for international friends, but also can not let them understand the food and beverage and other aspects of our culture, so English penetration in the field of food and beverage service is of great significance. The following author will elaborate on the relevant content.

## 1. The value of English penetration in the field of catering service

### 1.1 Meeting communication requirements

The development of catering service requires service personnel to communicate with customers and understand customers' ideas and needs, so as to provide customers with good service. As a language communication tool, the greatest value of English is to meet the communication needs. Through English, we can communicate with customers in non-Chinese areas, accurately understand the requirements of customers in terms of food taste and other aspects, and provide high-quality catering services for each customer. In addition, it is also possible to introduce the catering services in the hotel in detail to international friends through English, so that customers can make choices according to their own preferences, which can greatly improve customer satisfaction to a certain extent. In addition, the use of English to communicate with customers can master the customer's local catering, etiquette, culture and other aspects of the situation, so as to avoid unnecessary conflicts due to cultural differences. It can be seen that English plays an important role in the communication process between staff and customers, satisfying the communication needs of both sides, avoiding the decline of catering service quality caused by different languages, and providing customers with higher quality services.

### 1.2 Dissemination of catering culture

Food and beverage staff can introduce our food and beverage culture to international friends through the use of English, so as to spread our food and beverage culture. Due to the vast territory of our country, there are certain differences in the catering habits and culture of each region, resulting in different regions with unique catering culture, such as the eight major cuisines are differentiated according to the food culture of different regions. In addition, there are also differences in food ingredients and cooking methods used in different regions. If the service staff can skillfully use English when introducing to international friends, then they can communicate with them, so that more international friends can have a certain understanding of China's special cuisine, and at the same time convey deep cultural information, such as history and culture. To a certain extent, this can effectively strengthen the international friends' cognition and understanding of our country. In China, catering is not only simple food, many of which also contain profound cultural

heritage, historical stories or allusions, such as moon cakes of the Mid-Autumn Festival, zongzi of the Dragon Boat Festival, and so on. Introducing these cultures to international friends through English can achieve cross-cultural communication and narrow the distance between international friends and Chinese culture. And in the hearts of international friends to create a good catering image.

### **1.3 Improve enterprise competitiveness**

When the catering service staff can use English flexibly in their work, they can quickly understand the needs of international friends, improve service quality and efficiency, and easily gain recognition, so that they have a good impression on the hotel or restaurant, and international customers have a higher satisfaction with the catering service. This is also the top priority to improve its own competitive soft power. When providing catering services to international friends, it is inevitable to encounter various unexpected situations, such as customer dissatisfaction, complaints, etc., if the lack of English use, then it is difficult to provide good service. However, when English becomes a common language in catering services, it can effectively deal with the above problems and provide good services to international friends. For example, when international friends encounter emergencies, catering service staff can communicate with them in language, understand the specific situation and find effective ways to deal with them. It can not only reduce the negative impact of unexpected situations on the hotel or catering, but also may leave a good impression on customers, which can greatly enhance its competitiveness in the market.

## **2. The penetration of English in the field of catering services**

### **2.1 Infiltration into the daily reception links**

In the field of catering service, the daily reception link is the first link, which is mainly to understand the number of customers, whether there is a reservation and other information, in order to do a good job in reception work. In order to be able to deal with international friends, we should start from this link to penetrate English, according to the customer's situation to choose whether to use English for reception and communication. When it is found that the customers are international friends, they can communicate in English and provide catering services for most international friends. When meeting international friends and customers, you can first ask: "Do you have an appointment?" If there is a reservation, you can direct the customer to the reservation, if there is no reservation, you can continue to ask: "How many people are there in your party?" Then according to the customer's answer and other needs for its arrangement of suitable location, so that they can enjoy a good dining service. In the catering service, the reception link is the most important, if there is a problem in the reception link, it will directly affect the customer's choice of dining, which is also the basis for the subsequent catering service work, so the hotel or restaurant should pay attention to the penetration of English in the daily reception link and play the role of English.

### **2.2 Infiltrate into the course introduction**

The introduction of dishes is a very important part, especially for international friends. Since most international friends know little about China's catering culture, even if they see the pictures of dishes, they do not know the taste, ingredients and cooking methods of dishes, etc., which requires the catering service staff to introduce them, so that they can choose dishes that satisfy themselves. However, due to the language barrier between the two sides, if the use of Mandarin can not be understood by international friends, although the use of body language can also order food, but can not choose the most suitable food according to customer needs, so it is necessary to infiltrate English in this link. When ordering food, ask, "Do I need to introduce the food to you?" If the customer needs, the service staff can use English to introduce the special dishes in the store, the dishes popular with international friends, etc., but also ask the customer's taste and preferences, and recommend suitable dishes for them. When encountering the food containing historical allusions and cultural deposits, it is simple to introduce it, so that international friends can have a certain understanding of China's catering culture. When international friends choose food that suits their own tastes, they not only have an ideal catering trip, but also make a good impression on the hotel or restaurant, and even improve the overall impression of our country.

### **2.3 Infiltrate the complaint handling process**

Since the hotel or restaurant has to provide catering services for a large number of customers every day, there will inevitably be negligence or inadequacy, such as poor communication, cultural differences and so on, so there will be complaints, which to a certain extent reflects the customer's dissatisfaction with the hotel or restaurant catering service, should be paid attention to this aspect. When handling complaints from international friends, hotels or restaurants need to communicate with them in order to understand the specific situation. At this time, relevant staff are required to communicate in English. If only Mandarin is used, complaints cannot be effectively handled, and conflicts may even occur. Therefore, for hotels or restaurants, English should be infiltrated into the complaint handling process, and when any complaints from international friends occur, they can

be quickly handled in English at the first time. The catering service staff first communicate with international friends in English to appease their dissatisfaction when complaining, and then understand the specific situation of the complaint event. If there is a misunderstanding, only need to explain clearly and make simple compensation, such as free order or free dishes. However, if the complaint is caused by the problem of the catering service staff, the service staff should be punished, and the international friends should be given satisfactory results, so as to save the image of the hotel or restaurant in the hearts of international friends, which is conducive to the operation and development of the hotel or restaurant.

## **2.4 Infiltration in emergencies**

In the catering service process of hotels or restaurants, there are various emergencies, such as food sold out, power outage and water supply, drinks and dishes knocked over, etc. Although the probability of emergencies is small, if there is no effective treatment after the occurrence, it will cause customer dissatisfaction. In order to deal with the negative impact of emergencies on international friends, it is necessary to infiltrate English into the emergency handling process to gain the understanding of international friends and reduce the negative impact of emergencies on hotels or restaurants. For example, when the food is sold out, the catering service staff should explain the specific situation to the international friends, first obtain the understanding of the international friends, and feel sorry for this, and then recommend other similar meals according to the food ordered, so that they can enjoy good catering service. For example, if there are drinks, dishes knocked over to the customer's situation, should be the first time to apologize, and discuss the follow-up compensation and other matters, to give its satisfactory processing results, which can also effectively reduce the unexpected situation to the hotel or restaurant losses. In general, the infiltration of English into the process of catering service emergencies can effectively provide good service for international friends, improve the crisis public relations ability of hotels or restaurants to a certain extent, and help hotels or restaurants to operate and develop, improve their competitiveness in the market, and attract more international customers.

## **Summary:**

With the increasing number of international friends in China, English plays an increasingly important role in the field of catering services. Many hotels or restaurants will meet international friends in the process of business development. In order to provide good catering services for international friends and establish a positive image, English should be infiltrated into catering services. The article mainly discusses four aspects: daily reception, dish introduction, complaint handling and emergency response. After penetrating English into the above links, the hotel or restaurant can improve its own catering service level, provide good catering services for international friends in an all-round way, and meet the needs of international friends, which has positive significance for the development of the hotel or restaurant.

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