

銘傳大學 100 學年度研究所碩士在職專班招生考試

觀光事業學系碩士在職專班

觀光餐旅休憩個案分析試題

(第 1 頁共 2 頁) (限用答案本作答)

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A Nice Guy's Revenge...

You know me, I am a nice guy. I never complain, no matter what kind of service I get. I'll go in a restaurant, and sit, and sit, while the waitress talks to her boy friend. Sometimes, some one comes in after me gets served first, but I never say a word.

If the soup is cold or the cream for the coffee is sour, I'm nice about it. I'm thoughtful of the other person. I don't believe rudeness in return is the answer. You might say I wasn't raised that way. I'm a nice guy.

If the waitress puts ice in my glass with her fingers, or dips the glass into the ice instead of using a scoop, and if she handles the silverware from the business end, I pretend I do not see her. If she is not wearing a hair net and keeps a pencil in her hair, and scratches her head, picks her nose, coughs or sneezes without using a facial tissue, I look the other way. I'm a nice guy.

If doughnuts and pies are on the counter not covered, I don't eat dessert that day. If my glass has lipstick on the rim, I try to find a spot that is clean. If the cook or waitress is smoking and dropping ashes in my food or coffee, I don't let on like I see it. I'm a nice guy.

If she serves butter from the refrigerator with her fingers instead of a fork, that's nothing to notice at all. If she arranges food on the plate with her hand before bringing it to the table, I am not supposed to notice because the sweet little thing thinks her hands are clean. I don't let on like I see it. I'm a nice guy.

If I order eggs up light and they come out well done and scorched, and if she hands me a soiled menu and the salt and pepper shakers are greasy, I act as if that's okay. If she uses a dirty towel or cloth to wipe table or counter -- so what -- everyone else does -- she says.

If the cook and waitress fail to wash their hands after using the toilets, I have no way of knowing, but if they are guilty of the above, I have a pretty good idea. I notice these things.

本試題兩面印刷

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I never kick. I never criticize. I wouldn't dream of making a scene as I have seen people do in public places. That's foolish. I'm a nice guy.

I'll tell you what else I am, I'm the guy who never comes back. That's my little revenge for getting pushed around. That is why I take whatever they hand out. It's true this does not relieve my feelings, as telling them what I think, but it is far more deadly revenge.

In fact, a nice guy like myself, multiplied by others of my kind, can ruin a business, and, believe me, there's lots of nice people in the world like me. When we get pushed far enough we go down the street to another place; we eat in the places that are smart enough to appreciate nice customers. We do the other's out of thousands of dollars a year.

I laugh when I see them desperately spending money on neon and advertising to get me and my kind back, when they could have held us in the first place with a few kind words, a smile, and the spirit of wanting to serve us in a friendly, sanitary manner. Sincerely hope this does not apply to your place, and I hope you don't find this sort of service when you eat out.

【註解】

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|------------------------|---------------------|
| • criticize (v.) 批評 | • guilty (adj.) 有罪的 |
| • kick (v.) 做出強烈的反應 | • let on 洩露、讓別人知道 |
| • neon (n.) 霓虹燈 | • pretend (v.) 假裝 |
| • the business end 入口端 | • revenge (n.) 報仇 |
| • relieve (v.) 舒解 | • ruin (v.) 毀滅 |

【案例討論】〈共 100 分〉

- 一、請精簡說明個案癥結與問題所在。(40 分)
- 二、倘若您是這位消費者，您會如何面對這些問題？(30 分)
- 三、倘若您是業者，您將如何處理這些問題？(30 分)

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試題完