

# HOTEL

全国高等职业教育规划教材·旅游与酒店管理专业

## 酒店 实用英语

于立新 主编 张琪 蔡宇 张绚丽 副主编

宋咏梅 主审



电子工业出版社

PUBLISHING HOUSE OF ELECTRONICS INDUSTRY

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北京·BEIJING

## 内 容 简 介

本教材系统讲授酒店管理所涉及的前台、客房、餐饮、酒吧、会议中心、康乐、厨房、人力资源管理与酒店营销等方面的主要业务流程的专业英语知识及其英文表达方式,内容兼顾餐饮管理专业的教学需要。全书10个单元均由阅读材料、酒店英语实用知识链接、对话与练习组成,具有明显的阶梯性与层次感。

本书可作为高等职业教育酒店管理专业的英语教材,也可作为酒店行业从业人员提高专业英语水平的参考书。

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## 前 言

本书是高等职业技术教育酒店管理专业英语教材,旨在培养学生运用专业英语从事酒店服务与管理的实际能力。全书分为10单元,涉及前台、客房、餐饮、酒吧、会议中心、康乐、厨房、酒店人力资源管理、酒店营销等酒店主要的业务部门和对客业务流程的基本专业英语知识和英语表述。

每单元从结构上分为四个部分:①阅读材料、酒店英语实用知识链接、对话和练习;②课文由A、B两部分组成,前者是相应部门的专业英语知识,后者则是这些知识的扩展;③酒店英语实用知识链接部分直接采用酒店的各类正在使用的表格和文件,力图成为学生的专业英语知识与酒店的实际工作之间的一个桥梁;④对话与练习使上述知识点得到进一步运用与巩固。

针对高职教育的现状,本教材有较明显的阶梯性和层次性。英语基础较差的同学可以从对话和酒店英语实用知识链接的学习中掌握一些工作中常用的词汇、词组等,从而能够与客人进行简单交流;有一定英语基础的同学可以进一步掌握课文A,使自己的英语向使用专业英语、较灵活地与客人进行交流的方向迈进;英语基础较好的同学则可以掌握课文B,使自己的专业英语能力更上一层楼。

本教材可以满足酒店管理专业和餐饮管理专业英语教学需求,后者可以选用本教材的相关部分内容进行教学。

本教材采用专业英语原文和酒店实践中的实用材料,确保内容的真实性 and 表达方式的原汁原味。

本书体例新颖、结构合理、知识面广,注重实践操作的相关知识和业务的系统性,是酒店管理专业学生学习专业知识、提高专业英语能力的优秀教材。本书教辅包括教学建议,课文翻译,重点、难点讲解,习题答案等,方便教师授课。

全书由于立新博士主编,并具体编写了第5、6单元,张琪、蔡宇和张绚丽任副主编,俞萍编写第1单元,姚宏编写第2单元,张琪编写第3单元,宋咏梅编写第4单元,原欢祥编写第7单元,华双艳编写第8单元,蔡宇编写第9单元,项萌编写第10单元,李慧编写了附录,张绚丽承担了本书电子教案的编撰工作。本书由宋咏梅担任主审。

在本书编写过程中,参考了许多专家的成果,在此一并致谢。由于时间仓促,书中疏漏乃至错误之处在所难免,恳请各位专家和读者批评、指正。

编 者

2008年6月于西安

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# Unit 1

## An Overview of the Hotel Industry

### **In this unit, you will cover:**

1. A brief history of the hotel industry;
2. The basic services a hotel might provide;
3. What a hotel staff could do to attract guests;
4. The organizational structures of a hotel;
5. How to tell the location and direction.

### **Part I Readings**

#### **Text A Intensive Reading: The Development of Hotel Industry**

The development of the hotel industry is closely related to travel. Though hospitality services can be traced back to 12 000 years ago, hotel business as a social phenomenon was not possible until the first real opportunities for people to trade and travel came in the sixth century B.C. when a standardized medium of exchange was adopted. With traveler's areas of movement widened, their need for lodging became greater. Early inns and taverns as well as caravansaries were built along the roads at the distance a horse could travel in a day. The inns were primitive by modern standards. In most cases, they were nothing more than a space within private dwellings. The old-fashioned inns, however, did provide food and shelter for both men and horses and therefore became a symbol for hospitality.

Not until the Industry Revolution in England were there signs of progress and new ideas in the business of inn-keeping. During the era from 1725 to 1825, British inns gained the reputation of being the finest in the world. Inn-keepers in London increased services, maintained standards of cleanliness, and at least to some extent, catered to guests. With the development of railroads in the nineteenth century, large hotels were constructed near the train stations. In 1829, the Tremont House opened in Boston, the United States. This hotel was considered by many to be the beginning of what was regarded as first class service. With 170 rooms, the Tremont House was a large facility. In addition, the hotel offered features which, for the time, were amazing. Private single and



double rooms were available, which offered not only privacy, but also security. In addition to water pitchers and a washing bowl, free soap was provided in each room. The Tremont House offered French cuisine and, reportedly, was the first hotel to have a Bellboy.

The remainder of the nineteenth and early twentieth centuries saw the rapid growth in commercial travelers. So did their demands for service and comfort. In 1908, Elsworth M. Statler opened the Buffalo Statler, marking the beginning of the modern commercial hotel era. Many services now considered standard were introduced by the Statler, including such amenities as a light switch by the guestroom door, private baths, ice water and a free morning newspaper. The Statler set the standard of the day by being clean, comfortable and affordable. The Statler served as the pattern for hotel design and operation for many years.

The modern hotel business started to develop rapidly in 1940s, when World War II necessitated a tremendous amount of travel in the world. Motels began to replace roadside cabins as use of the automobile spread throughout society. Offering low-cost and clean accommodations with adjacent parking facilities for cars, motels enjoyed great popularity with the traveling public. The tremendous increase in automobiles and airline travel opened up many new areas that could not previously be considered proper sites for hotel development. The most direct result of the increase in tourism that was attributable to the airplane was a boom in the construction of resort hotels. Resort hotels did not, however, originate with the airplane. The airplane made many more places available for development as resorts, including places that were quite isolated.

In the 1950's and 1960's, the practice of franchising appeared within the industry. Franchising enabled entrepreneurs to expand their operations without the use of substantial capital. For much of their history, hotels were owned and operated by individuals. However, as franchises and chains began to appear, individually owned hotels found themselves increasingly at a competitive disadvantage. By the 1960's, independent properties began to improve as the result referral organizations such as Quality Courts, Best Western, Master Host and Best Eastern. From the 1980's forward, mergers and acquisitions became common within the industry, and brands become hotly traded commodities.

New concepts in hotel design have been developed in an effort to meet changing preferences and new characteristics of the traveling public. In the last few decades, many new types of hotels have been built. To meet the increasing MICE business, large convention hotels with extensive public areas, function space, and convention facilities have been built. Since early 1980's, an attempt has been made to design hotels for specific markets. The attempt to build a product which satisfies specific markets has been referred to as the Niche Concept. At the same time, older hotels have found it essential to resort to more comprehensive marketing in order to fill room capacities and maintain profitability. The Towers/Concierge Floor Concept has proven particularly useful in order to create "hotels within hotels" .

Recently, use of management companies has entered the mainstream. As a result, many chains are more involved in management than in ownership. These chains realize a much more predictable and steady income stream than had normally been yielded by ownership.

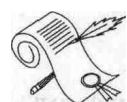
China offered few accommodation facilities of international standard before 1978. What existed was of poor quality and was insufficient to satisfy the sudden influx of overseas tourists to China under its Open-door Policy. The top priority of the tourism sector at that time was to build hotels that met international standards. From 1986 to 1991 the Chinese government invested RMB 6 billion into its hotel industry (about US\$1.25 billion at 1990 exchange rates). The government's investment and restructuring of the hotel industry, plus its encouraging external investment and allowing the entry of foreign-owned hotel companies, resulted in 2 354 newly opened hotels by 1992.

In 1992 China widened its economic reform and Open-door Policy. Increased business activity and international tourist arrivals stimulated hotel investment. In just four years, from 1993 to 1997, China doubled its hotel capacity to 5 201 hotels and 701 736 rooms. However, the annual increase of hotels and rooms often exceeded the increases of inbound travelers and domestic tourists. As a consequence, since 1996 occupancy rates have been around 55%. Oversupply combined with the effects of the Asian economic crisis that started in 1997 handed the Chinese hotel industry a financial loss in 1998. That first-ever loss totaled RMB 4 656 billion-or about US\$ 0.6 billion. Despite this setback, the stock of hotel rooms still grew by 16.2% from 1998 to 1999, although annual room growth slowed to 6.6 % in 2000. Thus, in 2000 China had a total of 10 481 hotels with 948 185 rooms and achieved 55.85% occupancy. China's hotel industry will need to expand further to meet the growing demand from both international and domestic travelers.

With China's socio-economic development, particularly the rise of domestic tourism, the hotel industry in China attained more significant development opportunities than before. In 2006, the number of China's star-rating hotels continues to maintain moderate growth. By the end of 2006, there were 12 751 star-rating hotels in China, which were 923 more than this time last year; increased by 7.8 %; possession of 1 459 800 guest's rooms, 127 600 more than last year; increased by 9.6 %; holding 2 785 500 beds, 213 800 more than last year, 8.3 % increased.

In a comprehensive view of the development of the hotel industry in China, we can see the scale of hotels is expanding while the competition is increasing. China's own hotel companies are relatively small and immature when compared to foreign multinational hotel companies, most of which have already declared China as a key target for expansion. To date, overseas involvement in China's hotel business, although encouraged and even supported by the government, has still been much under government control. However, China's WTO entry should mean the eventual removal of such controls and expose the local industry to greater competition from foreign companies. For example, the government will need to forgo its hotel-ownership hegemony, because the WTO

agreement provides that China will have hotels that will be 100% foreign owned within three years after WTO entry.



## Word List

hospitality [hɒspi'tæli] <i>n.</i>	亲切; 招待
tavern ['tævən] <i>n.</i>	酒馆
caravansary [kæərə'vænsəri] <i>n.</i>	商队旅馆, 大旅舍
shelter ['ʃeltə] <i>n.</i>	住处, 庇护所
cuisine [kwi(:)'zi:n] <i>n.</i>	饮食, 菜系
bellboy ['belbɔi] <i>n.</i>	门童
amenity [ə'mi:niti] <i>n.</i>	使人愉快的设施
switch [switʃ] <i>n.</i>	开关
affordable [ə'fɔ:dəbl] <i>adj.</i>	支付得起的
motel [məu'tel] <i>n.</i>	汽车旅馆
cabin ['kæbin] <i>n.</i>	舱; 室
accommodation [əkəmə'deɪʃən] <i>n.</i>	住处; 膳宿
entrepreneur [ɒntrəpre'nɜ:] <i>n.</i>	企业家, 主办人
chain [tʃein] <i>n.</i>	连锁店
property ['prɒpəti] <i>n.</i>	财产, 所有物, 所有权
merger ['mɜ:dʒə] <i>n.</i>	合并, 归并
profitability [prɒfite'biliti] <i>n.</i>	收益性, 利益率
ownership ['əʊnəʃɪp] <i>n.</i>	所有权, 物主身份



## Notes

- |                        |  |
|------------------------|--|
| 1. hotel industry      | 酒店业  |
| 2. medium of exchange  | 交换媒介; 交换方式   |
| 3. Industry Revolution | 工业革命 (工业革命最早从英国开始, 始于 18 世纪 60 年代)   |
| 4. cater to            | 供应 (膳宿); 迎合  |
| 5. water pitcher       | 水壶   |
| 6. washing bowl        | 盥洗盆  |
| 7. parking facilities  | 停车设施   |
| 8. resort hotel        | 度假酒店   |
| 9. MICE                | 即 Meeting (会议)、Incentive (奖励旅游)、Conference (大型企业会议)、Exhibition (活动展览) 的第一个字母大写, 是会奖商旅的英文缩写 |
| 10. Niche Concept      | 利基理念, 即特定补缺市场理念  |

- |                         |         |
|-------------------------|---------|
| 11. room capacity       | 客房接待能力  |
| 12. exchange rate       | 兑换率; 汇率 |
| 13. foreign-owned hotel | 外方独资酒店  |
| 14. occupancy rate      | 入住率     |
| 15. star-rating hotel   | 星级酒店    |
| 16. franchising         | 特许经营    |

## **Text B Extensive Reading: The Role and Organizational Structure of a Hotel**

A hotel is a temporary home for people who are traveling. It usually offers guests a full range of accommodations and services, which may include reservations, suites, public dining and banquet facilities, lounge and entertainment areas, room service, cable television, personal computers, meeting rooms, specialty shops, personal services valet, laundry, hair care, swimming pool, golf course and other recreational activities, gaming/casino operations, ground transportation to and from an airport, and concierge services. All of these services are designed to accommodate the traveler, so the hotel business is often referred to as the accommodations industry.

Hotels treat their customers as guests and strive to provide a spirit of hospitality that exceeds their guests' expectations. Ellsworth M. Staler is credited with the slogan, "The guest is always right", and many would agree wholeheartedly. An anonymous source later countered by saying, "The guest is not always right, but he is always the guest." There lies the ultimate challenge to the industry professional: providing a level of guest service that meets the ever-changing needs and demands of guests.

The attraction and glamour of the hospitality industry can be attributed to various elements. For example, all hotels choose an image they wish to project. This is done in part with architecture and design. Yet, no matter how effective the design may be, the building is really only bricks, steel, glass, and furnishing. The architecture and style of the property may be important in establishing its theme, but it is the hotel staff that is essential to the creations of its ambience.

Hotels may play an important part in a community. Prominent civic clubs, business groups, and local and national companies may meet in hotels. Organizations are attracted to communities with high-quality lodging facilities. A hotel can serve as a central gathering place for an entire community.

The hotel is a highly organized commercial unit. Organizing, the process of structuring human and physical resources in order to accomplish organizational objectives, involves dividing tasks into jobs, specifying the appropriate department for each job, determining the optimum number of

jobs in each department, and delegating authority within and among departments.

In order to carry out its mission, global and departmental goals and objectives, every company shall build a formal structure depicting different hierarchy of management, supervision, and employee (staff) levels. This very structure is referred to as organization chart. The organization chart shows reporting relationships span of management, and staff/line functions. Moreover, the organizational chart of a hotel is representative of its operating mode and its business culture. One of most critical challenges facing lodging managers today is the development of a responsive organizational structure that is committed to quality.

The framework of jobs and departments that make up any organization must be directed toward achieving the organization's objectives. In other words, the structure of a lodging business must be consistent with its strategy.

Managers give structure to a hotel and lodging through job specialization, organization and establishment of patterns of authority and span of control.

As their facilities grow in size, lodging managers are faced with the need to group certain jobs in order to ensure efficient coordination and control of activities. These job groupings are usually called department. In general, departments might be grouped as front of the house (those departments in which employees have guests contact, such as front desk), and back of the house (where employees have little guest contact, such as accounting). However, separating departments by function is the most common method of organizing a hotel or a lodging business. There may be as few as 2 or as many as 50 employees in a particular department.

In a very small lodging business, such as a bed-and-breakfast, the owner can supervise each department. However, as the lodging business increases in size (i.e., above 20 rooms), it is most effective to create managerial positions within departments.

Every organization chart shall be flexible, to reflect the ever-changing environmental dynamics and, hence be able to survive. In accordance, organization charts shall be reviewed periodically in order to determine whether the actual organization still match the environment needs (i.e. guests, employees, technology, competitor's needs...) or not. A SWOT analysis (i.e. Strengths, Weaknesses, Opportunities and Threats) shall be a good start to initiate a change in the organization chart or not. Last but not least, it is of extreme importance that there are no 2 hotels having exactly the same organization chart, and that a hotel might have an organization chart change over time. For, organization charts shall be tailored to fit the needs of each individual property.



## Word List

reservation [rezə'veɪʃən] <i>n.</i>	预订, 预约
facility [fə'sɪlɪti] <i>n.</i>	设施
lounge [laundʒ] <i>n.</i>	休闲室
entertainment [entə'teɪnmənt] <i>n.</i>	娱乐, 娱乐表演
laundry ['laʊndri] <i>n.</i>	洗衣店
recreational [rekri'eɪʃənəl] <i>adj.</i>	娱乐的, 消遣的
casino [kə'siːnəʊ] <i>n.</i>	娱乐场 (跳舞、赌博的场所); 一种纸牌游戏
ambience ['æmbiəns] <i>n.</i>	氛围



## Notes

1. a full range of	各种各样的
2. room service	客房送餐服务
3. cable television	有线电视
4. personal computer	个人电脑
5. meeting room	会议室
6. specialty shop	特色商店
7. swimming pool	游泳池
8. golf course	高尔夫球场
9. concierge service	礼宾服务
10. front desk	前台
11. limited-service hotel	有限服务饭店
12. full-service hotel	全服务饭店

## Part II Hotel Links

### Reservation Application Form 酒店预订单

为了客人顺利入住酒店, 以及酒店业务的有序进行, 按照国际惯例, 一般情况下均要求客人通过预定得到房间。预定可通过电话或网络完成。对酒店工作人员来说, 要学会制订简洁明确的预订单, 以及准确无误、快捷清楚地填写该单。

制定和填写酒店预订单时应该注意以下几点。

1. 客人的个人资料必须完整、准确、清晰, 包括客人的姓名、单位、国籍、城市、地

址、电话、传真、电子邮箱、证件等内容，特别注意姓名要准确无误。

2. 清楚地记录客人的要求，包括客人抵达和预计离开酒店的时间、房间类型、特殊要求等。

### Sample

RESERVATION APPLICATION			
DATE APPLIED		NEWBOOKING	CANCELLATION
		AMENDMENT	ONWATING LIST
GUEST NAME	ARRIVAL		DEPARTURE
COMPANY	MM/DD/YY		MM/DD/YY
TITLE	TRANSPORTATION ARRANGEMENT		
	FLIGHT ETA: ETD:		
TRPE OF ACCOMMODATION REQUIRED		RATE	SPECIAL DISCOUNT CORPORATE DISCOUNT TRAVEL AGENT DISCOUNT AIRLINE DISCOUNT
PERSON			
FIRM/TRAVEL AGENCY		PAYMENT INSTRUCTION	
NAME OF APPLICANT	A/C NO	REMARKS / SPECIAL INSTRUCTIONS	
PHONE NUMBER	FAX NUMBER		
RECEIVED BY	RECONFIRMED BY		
APPROVED BY			
Please note that reservations are held until 6 p.m. unless arrival details are notified.			

## Part III Dialogues

### Dialogue 1 Location and Direction

**Scene:** The Wills are at the restaurant.

Mr. Wills (B): Excuse me?

The waiter (A): Yes, sir. Can I help you?

B: Of course. I want to have my coat washed. Is there a laundry store near here?

A: Yes, sir. We've got a Laundry Section to get your coat washed.

B: Inside the hotel? That's great! But how can I get there?

A: That's easy. Go down the stairs to the first floor; turn left to the third door on the right. That's the Laundry Section.

B: OK. That's good. Thank you.

A: My pleasure. But I don't think you need go there yourself. Just call them on the telephone and tell them your room number. That's OK.

Mrs. Wills(C): That's interesting. Can I have my hair dressed in the same way?

A: I'd like to say "yes", but I'm afraid it's impossible. Because there's so much furniture about the hairdresser's.

C: I see. It's just a joking. By the way, how can I get to the beauty parlours?

A: Take the lift to the 11th floor; turn right, straight on to the end. And there you are.

B: Good. We stay in a grand hotel with many kinds of service, don't we? Well, are there any other services in the hotel?

A: Yes, sir. Doris Hotel is rated as a four-star hotel that offers many services. We have a disco bar on the 12th floor, a beauty center on the 11th floor, a mini-market on the first floor, a business center at the eastern end of the 11th and a sport center on the 13th floor...

B: A sports center? What will I meet there?

A: There are a snooker room, a chess-game room, a swimming-pool, an indoors tennis play-ground and a gym.

B: That sounds very good. Thank you very much.

C: We really appreciate your help. Thanks.

A: My pleasure.



### Word List

chess [tʃes] *n.*

国际象棋

furniture [ˈfənitʃə] *n.*

家具

gym [dʒɪm] *n.*

体育馆, 健身房, 体操

location [ləuˈkeɪʃn] *n.*

位置, 方位

parlour [ˈpɑ:lə] *n.*

起居室; 会议室; (尤美) 接待顾客室

rate [reɪt] *v.*

评估; 定出等级

scene [si:n] *n.*

场景; 实况; 风景

snooker [ˈsnu:kə] *n.*

司诺克 (落袋式台球的一种)

stair [steə; stee] *n.*

楼梯



### Notes

1. excuse me: 劳驾。可用于多种场合, 表示请人帮忙或致歉; 本文中为服务业客人用语,



召唤服务员前来, 多为升调。

2. have my coat washed: 请人洗我的外衣。have sth. done (或 get sth. done) 表示请人为说话者办某事, 如: He'll have his tomb built. (他将派人修他的陵墓。)

3. the first floor: 一层。英美对楼层的说法不同。英国称一层为 the ground floor, 二层才称 the first floor, 依此类推。美国与我国说法近似。

## Dialogue 2 Showing the Way

**Scene: The Wills are leaving the restaurant after their meal.**

The captain (A): Good bye. You'll be more than welcome next time.

Mrs. Wills (C): Thank you. The dinner is very good.

A: I'm glad that you like it.

Mr. Wills (B): By the way, could you give us a brief run-down of the services provided by your hotel?

A: Certainly, Madam. Our hotel is a first-rate hotel with over 300 rooms of international standard. There are 4 spacious Chinese restaurants, a deluxe western-style restaurant, large and small banquet halls and a 24 hour café.

C: How about other services?

A: Also available are a beauty salon, a barber shop, a souvenir shop...

B: Yes, it's on the 13th floor. And we've got a billiards room and bowling room as well. They're ready to serve the guests at their convenience.

A: I'd like to have a brochure of your hotel, where could I get one?

B: You can take one from the Reception Desk.

C: And can I post a letter also at the Reception Desk?

A: Yes, of course.

B: If I want to book a plane ticket, can I get the service in the hotel?

A: Yes, on the 15th floor there is a CITS office where to book plane tickets to every city in China, even to Japan.

B: Good. And when does your restaurant open?

A: It opens at 6 o'clock in the morning and closes at 11 o'clock in the evening.

C: And how about the western restaurant?

A: From 7 o'clock in the morning till 10 o'clock in the evening.

B: Could you tell me how to go to the Friendship Store? I couldn't find the exact shop on the map.

A: Yes, of course. Our hotel is located on Kitten Road in the western district of Beijing. And the Friendship Store is within easy reach. You can take No. 27 Trolley Bus and get off at Dalong Road. Go ahead along the road and turn left at the 2nd crossing. Then go straight on until you find 2nd crossing. And at the corner of the street, you'll find