

 21世纪全国高等学校旅游系列规划教材

A COURSE ON HOTEL ENGLISH

酒店英语教程

主 编：姜 虹

副主编：王洪颖 马春燕 王新强 邹 娜



经济管理出版社
ECONOMY & MANAGEMENT PUBLISHING HOUSE

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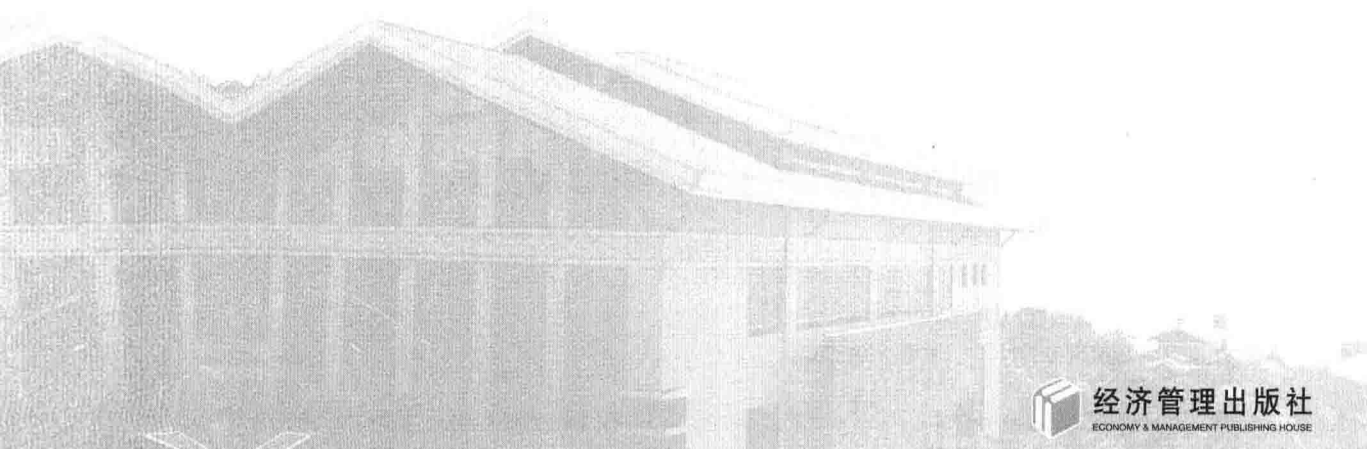


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前言

酒店业已成为全球经济中发展势头最强劲和规模最大的产业之一。作为支柱性产业之一，酒店业在经济发展中的地位、作用逐步增强，对带动经济、拉动就业以及对文化与环境的促进作用日益显现。掌握英语也成为当前酒店产业从业人员素质的必然要求。酒店英语作为旅游产业国际化、现代化最具标志性的特征之一，也自然成为高等教育中相关专业十分重要的基础骨干学科。

作为酒店从业人员在从事相关涉外接待时，不仅要注意语言表达的流利、准确和通顺，而且要注意交流的层次和深度。本书深入研究酒店业的内涵和实质，层次丰富、内容饱满充实，使学生在实际工作中能够做到有的放矢、言之有物。

《酒店英语教程》是为高等院校英语专业及旅游专业编写的教材，可供高等院校英语专业及旅游专业本科生使用，也可供业余爱好者参考之用。

本书由 14 个单元构成，每章包括情景对话、文章阅读、练习及文化信息，书后附有练习题参考答案。编者希望通过本书让学习者了解国际现代酒店业相关知识，形成良好的国际旅游视野，培养学生的专业酒店英语语言应用能力。通过学习，能够熟练运用英语进行相关沟通，具备初步的口译能力，为客人提供酒店服务工作，培养较强的中国文化传播能力，掌握西方文化习俗，掌握基本的跨文化交际能力，在涉外酒店工作中既具有良好的本土文化素养，又具备跨文化视角。

参加本教材编写的教师有：姜虹、王洪颖、马春燕、王新强、邹娜。

本书编写过程中遇到了许多的困难和挑战，在编写过程中得到了很多同仁的帮助，特此感谢。由于时间仓促、经验有限，书中难免有疏漏之处，恳请业内人士和读者予以批评指正。

编 者

2013 年 9 月

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Unit 1

Hotel Industry

Part 1 Dialogues

● Dialogue 1 Interviewing General Manager of New York City Landmark

(R=Reporter; M=General Manager)

R: James, my friend Dave Pollin, part owner of the Madison Hotel in Washington, D.C., tells me you are quite a polo player. Is that true?

M: Well, it is true that we have a friendly rivalry with Dave's hotel that is played out on the polo field. Together, our hotels have raised substantial sums for charity through our annual Madison cup Challenge held on the Mall in Washington each year. I won't talk about who won the most recent outing.

R: I recently stayed at your hotel and I have to say I found it wonderfully comfortable. What do you think are the most distinguishing features of the property?

M: The Carlyle is a legendary icon in New York. Our history creates an expectation in our customers and it is something that we strive to honor every day. We believe the Carlyle is quintessential in New York.

R: Who are your customers and why do they choose the Carlyle?

M: We try to be a very discreet, low-key place. That appeals to a wide variety of people. We've had U.S. Presidents, movie stars, captains of industry, but we've also had just regular folks who enjoy our residential feel. With 60 co-ops in the building, you get a very welcoming, feel-like-home kind of atmosphere.

R: What are the best rooms in the house? If you were checking in as a guest, which view would you request?

M: Well you know we have some wonderful suites and junior suites, but anything in the Tower with a view of the park is special.

R: You must travel a lot and get the chance to stay in great hotels. What are some of your favorites?

M: I love the Plaza Athena in Paris. It's hard to beat the Peninsula in Hong Kong and I really enjoy the Beverly Hills Hotel when I'm in Los Angeles.

R: Any other interesting tidbits you want to share with our readers?

M: This year is our 75th Anniversary of the hotel's opening. We hope that many of our past guests will come back to celebrate with us, and that some new ones discover us.

R: Thanks so much for sharing your insights and thoughts with our readers. I can tell you that I personally look forward to returning soon for another night in your fabulous hotel.

● Dialogue 2 Applying for a Job

(A =Interviewer; B=Job Applicant)

A: Personnel Department, Mr. Zhang speaking. What can I do for you?

B: Good afternoon. I am calling in answer to your advertisement in yesterday's *Yangcheng Evening News* for an English Telephone Operator.

A: Oh, I see. May I have your name please?

B: This is Wei Li speaking.

A: Do you think you have a good command of English for telephone operation?

B: Yes, I think so. I was a graduate of Guangzhou Vocational Middle School of

Tourism. There I learned hotel English including English for telephone operation.

A: Have you had any experience on the switchboard?

B: Yes, I have been a telephone operator for over two years.

A: Where do you work now?

B: I work at Guangdong Guest Hotel.

A: I'm interested in your proficiency in English and work experience. Would you like to come here for an interview?

B: I certainly would.

A: How about Friday morning at nine O'clock?

B: That'll be fine.

A: Please bring your resume together with copies of your diploma and ID card. Come to Room 206 and ask for Mr. Zhang.

B: Room 206, Mr. Zhang?

A: That's right. We'll be looking forward to seeing you then.

B: Me, too. Thank you.

A: Thank you for calling. See you later.

B: See you on Friday.

● Dialogue 3

(A=Manager; B=Employee)

A: What kind of employee would you want to be?

B: Certainly a manager.

A: Great! But Rome was not built in a day. Don't you think you should start from the grass-roots level?

B: Yes, I see.

A: What do you think of the hotel business?

B: A hotel is to create a home away from home for all the traveling guests. I think hotel service is a very decent and honorable occupation.

A: You are right. So the most important quality is the real liking for people and a

warm desire to help them. Don't you think so?

B: Yes, of course.

A: From now on, you are a representative of our hotel. I hope you'll remember that, with your courtesy and efficiency, you can let the guests enjoy western comfort with Chinese flavor. Make courtesy your second nature.

B: Well, I'll regard every guest as a VIP.

A: Good. Never forget our hotel's motto— "Reputation first, customer foremost". Pay particular attention to your behavior and language and be aware of the cultural differences.

B: My teacher told me not to use slang, coarse expressions, or swear words, not even use "OK", "Yeah", or "What".

A: Sure. Besides, I hope you'll be cooperative with fellow workers and loyal to the management.

B: Yes, I'll try my best to be a good team player.

A: That's it. There's another way we speak without words. That's by our facial expression, gesture, posture and even appearance and personal hygiene. Now let's go to the staff canteen for lunch.

Useful Expressions

1. It is true that we have a friendly rivalry with Dave's hotel.

确实，我们和大卫的酒店进行了一场友谊赛。

2. The Carlyle is a legendary icon in New York.

Carlyle 酒店在纽约是一个具有传奇色彩的神话。

3. With 60 co-ops in the building, you get a very welcoming, feel-like-home kind of atmosphere.

大楼里有 60 套组合式公寓，你会体验到一种非常热忱的、宾至如归的氛围。

4. We have some wonderful suites and junior suites, but anything in the Tower with a view of the Park is special.

我们有一些上等套房和次等套房，但是塔楼上能观赏公园景色的房间都是特供房。

5. I personally look forward to returning soon for another night in your fabulous hotel.

就我个人而言，我期盼着很快能回到你们美妙的酒店中再住一晚。

6. Please get me through to Personnel Department.

请给我接通人事部电话。

7. I am calling in answer to your advertisement in yesterday's *Yangcheng Evening News* for an English Telephone Operator.

我打电话来是想谈谈你们昨天在《羊城晚报》上发广告要招聘一名英语接线员的相关事宜。

8. Have you had any experience on the switchboard?

你有电话总台服务的经验吗？

9. Rome was not built in a day.

欲成大器，绝非一日之功。

10. I think hotel service is a very decent and honorable occupation.

我认为酒店服务是一种非常体面和光荣的职业。

11. With your courtesy and efficiency, you can let the guests enjoy western comfort with Chinese flavor.

你可以用礼貌的举止言谈和高效的服务方式，让顾客享受到那份带有东方风味的西方舒适情调。

12. Never forget our hotel's motto—"Reputation first, customer foremost."

永远不要忘记我们酒店的座右铭：“名誉第一，顾客至上。”

Part 2 Reading

● Text A The Hospitality Industry

Hospitality means people dealing with people. The hospitality industry is a phrase covering a variety of service industries from receiving a customer to servicing them, such

as providing them food and beverage, or provision of a room and bed to sleep. The hospitality industry is different from other industries, especially those that produce tangible products. This results in a less standardized product and a less controlled environment. The entire hospitality industry is in a constant state of making and delivering products, which are produced and consumed at virtually the same time, allowing little margin for error. It is often applied to hotels and resorts.

A complete history of the hospitality industry can be traced back to a long time ago. However, from a practical standpoint, inn-keeping, as we know it today, was not possible until the adoption of a standardized medium of exchange. With the birth of money during the sixth century BC came the first real opportunities for people to trade and travel. With travelers' areas of movement widened, their need for lodging became greater. Early inns were nothing more than a space within private dwellings that provides lodging, meals, and other services to the traveling public on a commercial basis. Inns have existed since ancient times (e.g., along the Roman road system during the Roman Empire) to serve merchants and other travelers. Medieval European monasteries operated inns to guarantee haven for travelers in dangerous regions. The spread of travel by stagecoach in the 18th century stimulated the development of inns, as did the Industrial Revolution. The modern hotel was largely the result of the railroads, when traveling for pleasure became widely popular, large hotels were often built near railroad stations. In 1889 the Savoy Hotel in London set a new standard, with its own electricity and a host of special services, the Statler Hotel in Buffalo, N.Y. (1908), another landmark, catered to the growing class of business travelers. After World War II, new hotels tended to be larger and were often built near airports. Hotel chains became common, making purchasing, sales, and reservations more efficient.

Hotels and other accommodations are as diverse as the many family and business travelers they accommodate. The industry includes all types of lodging, from upscale hotels to RV parks. Motels, resorts, casino hotels, bed-and-breakfast inns, and boarding houses also are included. Establishments vary greatly in size and in the services they provide. Hotels and motels comprise the majority of establishments and tend to provide more services than other lodging places. There are five basic types of hotels-commercial, resort,

residential, extended-stay, and casino. Most hotels and motels are commercial properties that cater mainly to business people, tourists and other travelers who need accommodations for a brief stay. Commercial hotels and motels usually are located in cities or suburban areas and operate year round. Larger properties offer a variety of services for their guests, including a range of restaurant and beverage service options—from coffee bars and lunch counters to cocktail lounges and formal fine-dining restaurants. Some properties provide a variety of retail shops on the premises, such as gift boutiques, newsstands, drug and cosmetics counters and barber and beauty shops. An increasing number of full-service hotels now offer guests access to laundry and valet services, swimming pools and fitness centers or health spas. A small but growing number of luxury hotel chains also manage condominium units in combination with their transient rooms, providing both hotel guests and condominium owners with access to the same services and amenities.

Larger hotels and motels often have banquet rooms, exhibit halls and spacious ballrooms to accommodate conventions, business meetings, wedding receptions and other social gatherings. Conventions and business meetings are major sources of revenue for these hotels and motels. Some commercial hotels are known as conference hotels—fully self-contained entities specifically designed for meetings. They provide physical fitness and recreational facilities for meeting attendees, in addition to state of the art audiovisual and technical equipment, a business center and banquet services.

Resort hotels and motels offer luxurious surroundings with a variety of recreational facilities, such as swimming pools, golf courses, tennis courts, game rooms and health spas, as well as planned social activities and entertainment. Resorts typically are located in vacation destinations or near natural settings, such as mountains, the seashore, theme park or other attractions. As a result, the business of many resorts fluctuates with the season. Some resort hotels and motels provide additional convention and conference facilities to encourage customers to combine business with pleasure. During the off-season many of these establishments solicit conventions, sales meetings and incentive tours to fill their otherwise empty rooms, some resorts even close for the off-season.

Residential hotels provide living quarters for permanent and semi-permanent residents.

They combine the comfort of apartment living with the convenience of hotel services. Many have dining rooms and restaurants that also are open to residents and to the general public.

Extended-stay hotels combine features of a resort and a residential hotel. Typically, guests use these hotels for a minimum of 5 consecutive nights. These facilities usually provide rooms with fully equipped kitchens, entertainment systems, ironing boards irons, office space with computer and telephone lines, fitness centers and other amenities.

Casino hotels provide lodging in hotel facilities with a casino on the premises. The casino provides table wagering games and may include other gambling activities, such as slot machines and sports betting. Casino hotels generally offer a full range of services and amenities and also may contain conference and convention facilities.

In addition to hotels and motels, bed and breakfast inns, recreation vehicle (RV) parks, campgrounds and rooming and boarding houses provide lodging for overnight guests.

In recent years, due to increased competition among establishments in this industry, hotels, motels, camps and recreational and RV parks affiliated with national chains have grown rapidly. To the traveler, familiar chain establishments represent dependability and quality at predictable rates. National corporations own many chains, although many properties are independently owned but affiliated with a chain through a franchise agreement. Many independently operated hotels and inns participate in national reservation services, thereby appearing to belong to a larger enterprise. Also many hotels join local chambers of commerce, boards of trade, convention and tourism bureaus or regional recreation associations in order to support and promote tourism in their area.

New Words

hospitality	n. 好客, 款待
cover	v. 覆盖; 包括; 谈及 n. 盖子, 封面
beverage	n. 饮料; 酒
tangible	adj. 可接触的; 具体的; 实在的

standardize	vt. (使) 标准化
entire	adj. 整个, 全部; 完全, 都
constant	adj. 永恒的, 固定不变的
consume	vt. 消费, 消耗
virtually	adv. 实际上, 事实上
resort	n. 旅游胜地
	v. 依靠; 求助, 诉诸
adoption	n. 采用, 采取; 收养, 过继
medium	n. 媒介物, 介质
	adj. 中等的, 中间的
lodging	n. 寄宿; 住所
dwelling	n. 住处, 住宅
merchant	n. 商人, 批发商
monastery	n. 寺院
guarantee	vt. 担保, 为……作保
	n. 保证, 保证书; 担保
stimulate	vt. 刺激, 激励; 促使
landmark	n. 里程碑
purchase	vt. 买, 购买, 购置
efficient	adj. 效率高的; 能胜任的
diverse	adj. 不同的, 多种多样的
accommodate	vt. 向……提供住处; 使适应
upscale	adj. <美> 高消费阶层的
motel	n. 汽车旅馆
casino	n. 娱乐场
comprise	vt. 包含, 包括; 由……组成
commercial	adj. 商业的, 商务的
residential	adj. 居住的; 作住所用的
property	n. 财产, 资产, 所有物

offer	vt. 给予, 提供
option	n. 选择
retail	n. 零售, 零卖 adj. 零售的, 零批的
boutique	n. 时装店
cosmetic	n. 化妆品
luxury	n. 奢侈, 奢华; 奢侈品
access	n. 接近, 进入; 接近权
laundry	n. 洗衣店, 洗衣房
valet	n. (旅馆中烫洗衣服的) 服务员
spa	n. 温泉疗养地, 游乐场
transient	adj. 临时的, 暂住的; 短暂的
amenity	n. 便利设施 (常作 amenities)
banquet	n. 宴会, 宴席
exhibit	vt. 显示; 展览 n. 陈列品, 展览品
spacious	adj. 宽广的, 宽敞的
convention	n. (正式) 会议, 大会
major	adj. 主要的, 重大的
revenue	n. (尤指大宗的) 收入, 税收
entity	n. 实体, 存在
facility	n. 设施, 设备(常作 facilities)
audiovisual	adj. 利用视觉和听觉的
luxurious	adj. 奢华的, 奢侈的
destination	n. 目的地
attraction	n. 吸引; 具有吸引力的人或物
fluctuate	v. 波动, 涨落, 起伏
solicit	v. 征集; 招揽 (生意)
incentive	adj. 刺激性的, 奖励性的

	n. 刺激, 奖励; 动机
convenience	n. 方便, 合宜
minimum	n. 最低限度; 最少量; 最小数
gambling	n. 赌博
overnight	adj. 只供一夜使用的
affiliate	vt. 使……紧密联系; 使……隶属于
chain	n. 链子; 连锁店
dependability	n. 可靠性; 可信赖性
franchise	n. 特许经营权
thereby	ad v. 因此, 由此, 从而
enterprise	n. 企业单位, 公司
association	n. 协会, 联盟, 社团
promote	vt. 提升; 促进

Phrases and Expressions

deal with	对付, 打交道
a variety of	各种各样的
result in	导致; 造成
in a state of	处于某种状态
apply to	应用于; 适用于
trace back to	追溯到
from a practical standpoint	从实际角度来看
with the birth of	随着……诞生
cater to	迎合; 满足需要
tend to	往往会; 易于
be located in	位于, 坐落于
a range of	一排; 一系列; 一整套
be known as	以……著称
in addition to	除了……以外, 还

as well as	以及
as a result	作为结果；因此
on the premise	在房屋内，在场所内
due to	由于，因此
at the rate of	以……速度，速率
belong to	属于
participate in	参与，参加

Abbreviations

BC(Before Christ)	公元前
RV(Recreation Vehicle)	(露营等时用的) 活动房屋式游艺车

Notes

1. The hospitality industry is a phrase covering a variety of service industries from receiving customer to servicing them such as providing them food and beverages, or provision of a room and bed to sleep.

本句中，covering a variety of service industries ... such as providing them food and beverages, or provision of a room and bed to sleep 是一个由 covering 引导的现在分词短语作后置定语，修饰前面的 a phrase, such as 用于举例说明。

英语中，分词短语作定语，通常放在被修饰词的后面。请看下例：

He is a businessman growing rich in recent years. 他是一位最近几年发财的商人。

I prefer the book written by Lu Xun. 我很喜欢鲁迅写的书。

2. With the birth of money during the sixth century BC came the first real opportunities for people to trade and travel.

本句中，介词短语 With the birth of money during the sixth century BC 是全句的时间状语，放在句首表示强调。英语中，时间状语和地点状语放在句首表示强调时，主句中的主语和谓语部分通常用倒装结构。请看下例：

By his side stood a beautiful girl. 他旁边站着一位美丽的姑娘。

Just then came the boy. 就在那个时候，那个男孩来了。