



高职高专教育旅游与饭店管理专业教材新系

饭店实用英语

Fandian Shiyong Yingyu

(第三版)

郭兆康 赵宝国 主 编
迟 均 朱艳华 副主编

FE 东北财经大学出版社
Dongbei University of Finance & Economics Press





新概念教材

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大连

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总序

如今，中国的旅游管理教育已经走过了 20 多年的历程。20 多年，对于人生而言，可以说已经走近成熟了，然而，对于一个学科的发展来说，这么短的时间恐怕只能孕育学科的胚芽。万幸的是，这 20 多年不同于历史进程中的一般 20 多年。由于我们坚持了改革开放的政策，我们的视野由此而得到扩展，我们的信心由此而得到强化，我们的步伐也由此而得以加快。所以，虽然仅仅只有 20 多年，但在中国的教育园地和学科家族中，旅游管理经过有效地分化发展，已经形成了学科体系的基本雏形。如今，旅游管理专业可以把中等职业教育作为起点，并有了高职高专、普通本科和研究生教育（包括硕士和博士研究生教育）。这样完整的教育层次系统，展示了旅游管理教育发展的历程和成果，同时也提出了学科建设中的一些迫切需要解决和面对的问题。其中最重要的一点，就是如何在不同的教育层次和不同的教育类型上对教育目标和教学模式进行准确定位。当旅游管理高等教育领域中开始出现职业教育这种新的教育类型时，这一点就尤其显得突出了。

我国改革开放后得以重建的高等教育体系，向来注重的是学科教育，一直没有给高等职业教育以足够的重视。困扰教育家们的问题似乎不是学科教育和职业教育的关系问题，而是在学科教育体系中如何区别普通专科教育与本科、研究生教育的层次和定位问题。20 多年的教育实践证明，人们在这三个层次上所做出的定位努力没有得到应有的效果。相反，在几乎所有的专业领域，都或多或少地存在着一种倾向，即专科教育仅仅是本科教育的简单压缩，而研究生教育仅仅是本科教育的有限延伸。这种状况导致了人才培养的低效率，也由于人才规格的错位而造成了人才使用上的浪费，甚至引起社会用人单位与教育机构之间在这个问题上的矛盾。

正是由于存在着这种带有普遍性的问题以及解决这种问题的动力，我国高等教育近年来的改革在这方面才有了比较大的突破：高等普通专科向高等职业教育转轨。这种转轨使高等职业教育在一定程度上提高了层次，引起了社会各方面的重视，从而使高等职业教育成为高等教育体系中的重要类型。高等职业教育的登堂入室，创造了一种有效的社会氛围，也反过来促使普通专科教育不得不重新审视自己所一贯坚持的教育思想和教学模式，正视自己所面临的问题，并抓住历史的机遇。换言之，普通专科改弦更张的内力和外力都已经具备了。这种转型，是一种全方位

的转换,而不是局部的调整。它涉及培养目标的重新定位、教学模式的重新选择和教学条件的有效变更。从培养目标上来看,高等职业教育将更加突出人才规格的专业技能性和岗位指向性;从教学模式上看,要着力体现专业设置的职业性、教学内容的实用性和教学过程的养成性;而从教学条件上看,则必须实现教学主体的双元化(即产业部门和教育部门的有效合作)、教师队伍的“双师身份”,并拥有完备的实训手段。只有以上几个层面实现全面转型,高等职业教育才能培养出合格的人才。在这方面,德国的双元制教学模式、加拿大的以能力培养为中心的 CBE 教学模式、澳大利亚的 TAFE 职业教育模式以及国际劳工组织的 MES(职业技能模块组合)教学模式,都有值得我们借鉴的东西。

然而,比较发达国家的高等职业教育实践,我国的高等职业教育几年来并没有完全摆脱传统的学科教育模式的束缚,有的专业领域的高等职业教育与原来的普通专科教育相比,可谓换汤不换药。目前的旅游管理专业高等职业教育在很大程度上就是这样一种情况。中国在旅游管理专业实行高等职业教育是在全国职业教育工作会议召开后,与其他一些专业同时步入职业教育领域的。由于中国旅游管理专业的普通高等教育 20 多年来所追寻的教育模式也一直是学科教育的模式,由于人们对旅游管理高等职业教育的性质认识不清,由于整个社会还不能建立起对旅游高等职业教育的有效支持机制,由于转型后的普通专科院校在实施职业教育时缺乏相应的软件和硬件条件,甚至由于一部分高等职业教育机构的办学动机错位等原因,脱胎于这种背景的职业教育,就自然难以脱离学科教育的定式,难免出现教育的低效率状况。其结果是导致这样一种局面:当前的旅游管理专业的高等职业教育不过是由一些“新生的”或“转型的”教育机构承办的传统的学科教育的翻版。这种翻版在教师的知识背景、教学设计的结构安排、教材的选择和使用以及实验室建设等方面都有所体现。这种教育模式的后果,不仅仅是教育资源的浪费和学生受教育机会的丧失,而且也是旅游产业发展机会的丧失。

解决这个问题,实际上是一个系统性的工程,非一朝一夕所能奏效。高等职业教育思想的改变,教师的培养,尤其是全社会的职业教育体制和机制的培育和完善,都需要一个过程。但是,这里也有可以马上做起的工作,那就是教材的建设。

教材是教育实施过程的重要载体之一。尽管教材建设也同样需要有成果的积累,但在一定情况下,教材建设的先进性、前瞻性和科学性是可以实现的。尤其是第二次世界大战以后发达国家在旅游教育领域所积累的经验,如职业教育和普通学科教育间的差别以及实现这种差别教育的制度性建设,在职业教育领域已经取得的多方面成果,在职业教育的人才规格、培养目标、教育特色等方面形成的认识,在教材建设中所探索出的先进经验等,这些都可以成为今天我国旅游职业高等教育发展的基本参照和经验宝库。东北财经大学出版社现在推出的这套旅游与饭店管理专业高职高专教材,正是在这种认识和思想主导下完成的一个大动作。这套教材的问世,其意义将不仅仅局限在高职教学过程本身,而且还会产生巨大的牵动和示范效

应,将对旅游与饭店管理专业高职教育的健康发展产生积极的推动作用。

东北财经大学出版社推出的这套“高职高专教育旅游与饭店管理专业教材新系”,是在原“高等专科旅游管理专业系列教材”的基础上改版形成的。原专科教材由于定位准确、风格明显、作者队伍精干,已得到全国各大专院校的普遍认可。而为了适应蓬勃兴起的高等职业教育的需要,改版教材无论是在指导思想上还是在内容的组织上,又都作了彻底的调整。这套改版教材的编写,充分体现了全体编者对旅游与饭店高等职业教育规律和特征的认识,对旅游与饭店管理专业高等职业教育的规格、层次、教育对象的特点的把握,对职业教育与普通学科教育的区别的理解,以及对发达国家职业教育的借鉴。同时,这套教材也体现了我国高校教师在感受 20 世纪 90 年代世界范围内兴起的以满足旅游者个性化需求为导向的“新旅游”这一时代脉搏之后所做出的积极反应,从而使这套教材有了更超前的视野。这种独特而新颖的教材编写思路,最终还通过在教材形式建设上颇具匠心的处理而进一步得以体现,使这套教材成为一种能打破传统学科教学模式、适合高职教育的目标和学生特点,同时反映教材编写样式之世界潮流的全新的“换代型”教材。凡此种种,都足以说明这是一套对旅游高等职业教育有特殊贡献的高质量教材。坦率地说,这套教材的问世,应该是目前旅游与饭店管理专业高等职业教育领域的一件幸事。

本“新系”作为中国高等职业教育教材改革与创新的阶段性成果,不可避免地有其局限性,恳请广大专家、教师和读者们提出宝贵意见,以便通过修订,使之不断完善。

“高职高专教育旅游与饭店管理专业教材新系”

编写委员会

第三版前言

《饭店实用英语》第二版自 2003 年底问世以来，被不少高职高专院校旅游与饭店管理专业采用。为了满足我国旅游业蓬勃发展的需求，为帮助提高学生及从业人员的英语交际能力，我们本着与时俱进的精神，对本书再次进行修订，具体做法如下：

1. 根据东北财经大学出版社的修订要求，坚持任务中心原则、坚持贴近行业之初衷，设定每单元的任务目标、主题思想、服务理念、实用话题、工作流程，对全书进行了必要的梳理和修正。

2. 对书中各部分所发现的错漏之处作了纠正和补充。

3. 较大幅度地调整了练习部分，使每课的练习形式与内容保持一致，竭力做到课文、会话、练习相辅相成，构成一个有机整体。

4. 为学员提供多层任务平台，提供提高交际能力和认知能力的机会，提供饭店英语“结构—功能”训练的多种手段，进一步突现本教材的系统性、灵活性和应用性。

5. 为方便教学，本书为任课教师提供了练习答案和 PPT 网上教学资源。

《饭店实用英语》第三版由郭兆康、赵宝国任主编，迟均、朱艳华任副主编。全书主要由赵宝国、郭兆康、朱艳华修订。张翠英同志也参加了部分修订工作。

本书的修订得到了国内饭店业同行的大力支持，在此表示感谢。书中不足之处在所难免，敬请读者批评指正。

编 者

2009 年 3 月于上海

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Unit
One

**An Overview of the
Hotel Business**

Text A A Brief History of the Hotel Industry

A hotel is a temporary home for people who are traveling. In a hotel the traveler can rest and has access to food and drink, either on the premises or nearby. The hotel may also offer facilities for recreation, such as a swimming pool, a golf course, or a beach. All of these services are designed to accommodate the traveler, so the hotel business is often referred to as the accommodations 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 BC 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. Innkeepers 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 first-class hotel was born in Boston, the United States. Featuring private single and double rooms, the Tremont House was conceded to be something absolutely new in hotel industry.

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, the first modern commercial hotel in America. His many innovations in hotel catered to businessmen including offering back-to-back plumbing, light

switches by the guestroom doors, private baths and a free morning newspaper.

The modern hotel business started to develop rapidly in 1940s, when World War II necessitated a tremendous amount of travel in the world. Motels timely originated as an outgrowth of increased demands by the automobile business travelers. The motel became a method of providing low-cost accommodations with parking facilities for cars. 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.

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".

Text B Hotels and Their Classifications

Hotels can be classified into different types according to the clientele they serve, the quality of service they offer, and their sizes.

One way of classifying hotels is by the type of guests they cater for. The first category is the commercial hotel, which provides services essentially for transient, many of whom traveling on business. Many city hotels and diversely located motels fall into this group. The second category is resort hotels. Located in vacation areas, they often provide recreational facilities of their own as well. The resort hotels may be called "family" resorts or may appeal to singles, young couples, etc. Many are converting to specialization enabling year-round operation including spa resorts or conference centers. A third type of hotel aims its services largely at the convention trade. Conventions are meetings usually held yearly, of various businesses or professional groups. Not so long ago, most conventions were held in large urban centers, but the airplane has made it possible for resort hotels to attract this kind of

business also. The fourth category is resident hotels. People who do not wish to keep house themselves can rent accommodations on a seasonal basis or even permanently in many hotels. Besides, there are also a number of hotels offering limited services for budget travelers like backpackers. The examples of this group are youth hostels or YMCA.

Another way of categorizing hotels is by the quality of service they offer. At the top are the luxury hotels, which generally offer their guests the greatest comfort and convenience possible. At the bottom are those that provide merely a place to sleep. In between these two extremes are establishments offering a wide range of service and comfort. A system for rating hotels according to quality is widely used in China. This system puts the top hotels as the five-star hotels, with others receiving from four to one star. The standard features include private bathrooms, room telephone, recreational facilities, and so on. The difference in quality between hotels is not, however, entirely a matter of equipment or furnishings. The services they offer are also a matter of prime importance. In service style, there are also many hotels offering special services. These hotels include trend hotel emphasizing on chic, medical hotel providing medically approved diet and fitness programs, sports hotel offering professional quality sporting facilities, and theme hotel specializing in theme parties and events.

Some hotels may be classified with respect to their size. Small hotels have fewer than 100 rooms, medium-sized hotels normally have between 100 and 200 rooms, while large hotels usually have more than 200 rooms. The size of a hotel will affect its organization and operation. For example, large hotels are usually divided into distinct departments which specialize in providing one type of service to guests. In medium-sized and small hotels, departments are less specialized and the staff have a wider range of duties.

Hotels can be categorized by different standards, but no firm distinction exists between the different kinds of hotels. It is quite possible that one specific hotel may fall into at least two categorical descriptions.

Dialog I At the Human Resources Department

Scene: Mr. Kang Hong (K), a third year student of Hotel Management Dept. of a tourism institute, comes to the Grand View Hotel for his internship. The training manager (M) is talking to him about the schedule of the internship.

M: Good morning, Mr. Kang. You're going to spend 6 months on having your operational and managerial internship in our hotel. Right?

K: Yes. If possible, I'd like to work and learn in every department of both the front of the house and the back of the house.

M: Why not? First of all, you'll be a Front Office clerk. You'll be a reservation agent, receptionist, bellman, informant, operator and cashier. You'll have the most direct contact with foreign guests.

K: Great! Thank you. What then?

M: Then, you'll be a room attendant, a laundryman, a PA cleaner in the Housekeeping Dept. . You'll have a section of 14 rooms every day. That might cause you quite some physical labor.

K: No problem. I'd love to.

M: After that, you'll be put at the Food and Beverage Dept. .

K: Fine. Epicurean civilization is in China. I'd try my best to make every customer know better about Chinese cuisine.

M: When you have had your practice at these three departments for one month respectively, you will work as a shop assistant in our hotel's Shopping Arcade, a clerk in our Recreational Dept. , a sales representative in our PR and Sales Dept. , a security officer in our Security Dept. , and a maintenance man in our Engineering and Maintenance Dept. to learn something of everything.

K: And everything of something.

M: If everything goes smoothly, we'd consider letting you work at the Controlling Department and the General Manager's office to learn the art of hotel management.

K: Oh, that's very considerate of you.

M: You're welcome. Please come here at 8:00 tomorrow morning to have your first course—Orientation.

Dialog II Orientation (1)—Ethics Integrity

Scene: Mr. Kang Hong (K) is now having his first course—orientation, on ethics integrity.

Manager (M): What kind of employee would you want to be?

K: Definitely a manager.

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

K: Yes, I understand.

M: What do you think of the hotel business?

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