

酒店服务与管理专业核心课程培训教材之一



国际旅游岛

餐饮服务与管理(双语版)

International Tourism Island Food and
Beverage Service and Management

主 编 ◎ 陈卫琼

副主编 ◎ 黄丽芸 李雪练 林琦



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图书在版编目 (CIP) 数据

国际旅游岛餐饮服务与管理 (双语版)/陈卫琼主编. —北京: 经济管理出版社, 2015.3
ISBN 978-7-5096-3545-2

I. ①国… II. ①陈… III. ①饮食业—商业服务—双语教学—中等专业学校—教材—汉、英 ②饮食业—商业
管理—双语教学—中等专业学校—教材—汉、英 IV. ①F719.3

中国版本图书馆 CIP 数据核字 (2014) 第 282019 号

组稿编辑: 魏晨红

责任编辑: 瑞 鸿

责任印制: 黄章平

责任校对: 王 森

出版发行: 经济管理出版社

(北京市海淀区北蜂窝 8 号中雅大厦 A 座 11 层 100038)

网 址: www.E-mp.com.cn

电 话: (010) 51915602

印 刷: 三河市延风印装厂

经 销: 新华书店

开 本: 889mm×1194mm/16

印 张: 15.5

字 数: 437 千字

版 次: 2015 年 3 月第 1 版 2015 年 3 月第 1 次印刷

书 号: ISBN 978-7-5096-3545-2

定 价: 56.00 元

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前 言

为充分发挥酒店服务与管理专业的师资优势，我们编写了《国际旅游岛餐饮服务与管理》（双语版），编者打破了以往教材按章节编写的惯例，尝试采用“项目模块”的结构形式进行编写。本书按照全国中等职业院校服务技能大赛比赛标准要求，把理论知识和实操技能有机地融合在一起，本着“以就业为导向，以能力为本位，以学生为主体”的教学指导思想，以酒店餐饮服务的岗位要求为导向，以职业岗位能力、以高星级酒店的职业素养为目标，针对高星级酒店运营与管理专业学生的特点。

（1）本书以“模块教学”形式呈现，以大任务分解模块，再以小任务分解大任务，层层递进，环环相扣。

（2）每一模块均已案例开篇，结合本模块的相关知识点，情境教学。

（3）每模块均有“学习目标”，以便教师灵活运用以及学生分清主次。

（4）立体化资源配套，配有多媒体课件、网络课程，更好地为教学提供服务。

（5）本书结合海南旅游行业和酒店行业的现状，增加了海南当地风土人情、人文地理相关知识以帮助学生增长见识。本书突出职业教育特色，内容先进，深浅适中，通俗易懂，图文并茂，符合当下职业教育教学规律和学生特点。

因时间仓促，加之编者水平有限，书中难免存在不足之处，敬请读者批评指正。

笔 者

2014年12月

酒店人的行业自豪感

Occupational Pride of Hotel Personnel

欢迎加入酒店人行列！首先，让我们来了解酒店是做什么的？

Welcome to the hotel industry! First, let us know what the functions of hotel are about.

一、酒店是做什么的？——以盈利为目的（What Are the Functions of Hotel?—For the Purpose of Profits）

酒店（又称宾馆、旅馆、旅店、旅社、客店、客栈、饭店），其基本定义是能够为旅居宾客和其他宾客提供住宿、饮食、购物、娱乐等综合性服务的企业。酒店的本质特征是能够为宾客提供旅居住宿服务。酒店主要为游客提供住宿服务、其他生活服务及设施（寝前服务）、餐饮、游戏、娱乐、购物、商务中心、宴会及会议等设施。

Hotel (also called as guest house, lodge, inn, hostel, roadhouse and victualing house), the basic definition is the comprehensive service enterprise providing accommodation, food, shopping, entertainment and other services for living guests and other guests. The essential characteristic of hotel is to provide accommodation services for guests. The hotel mainly provides accommodation service, other life services and facilities (before sleeping), food and beverage, games, entertainment, shopping, business center, banquet and conference facilities for tourists.

经营酒店的目的永远只有一个——盈利！酒店不是行政单位，不会管理和维护社会秩序，不可以根据权力发号施令。酒店更不是福利组织，无偿地为人们提供生活所需。酒店的所有活动都是围绕“盈利”这一目的的。

The purpose of the hotel operation is only one—profits! Hotel is not an administrative unit for managing and maintaining social order and can give the command based on its power. Hotel is also not a welfare organization providing people with the necessities of life for free. All the activities of hotel are for the purpose of “profit”.

进入酒店行业就成了酒店人，酒店人的工作特点是什么？

You will become the hotel personnel after entering hotel industry, and what are the characteristics of hotel work?

二、酒店人工作特点——服务（Characteristics of Hotel Work—SERVICE）

我们的收入来自客人的消费，客人是我们的衣食父母。酒店的业务活动并不生产和销售有形的物质产品，而是凭借物质设施向客人提供一种无形的服务。客人最终得到的只是一种服务的效用和服务过程的一种体验。所以酒店人无论在哪个岗位都只有一个最重要的特点——为客人提供满意的服务！

Our source of income is the guests' consumption, and guests are the people we rely on for a living.

Hotel business activities do not generate and sale tangible material products in nature, but provides intangible service to the guests through material facilities. The guests will finally get the effective service and experience the service process. So no matter what positions the hotel people are only, they have one most important feature—providing satisfactory service to guests!

S—Smile（微笑） 对每一个人微笑，尤其是陌生人。我们没有可能去选择周围的人，但我们可以选择对每个人微笑，让他们觉得受到我们最真挚的欢迎！

Smile at everyone, especially strangers. We do not have the choice to choose the people around you, but we can choose to smile at everyone, and let them feel our sincerely welcome!

E—Excellence（出色） 把每一件事都做好，并努力做到出色。我们的能力永远是有限的，但我们可以选择对每件事都尽力去做，无论什么样的结果，我们才不后悔，因为我们尽力了！

Do everything well, and strive to do even better. Our capacity is always limited, but we can choose to do our best, no matter what kind of result is it, we will not regret, because we have tried our best!

R—Ready（准备好） 随时准备好为每个人服务；每个人都期待被别人照顾，我们就是那个照顾别人的人，我们随时都准备好为每个人提供最体贴最专业的照顾。

Ready to service for everyone; Everyone is looking forward to being taken care of by others, we are the one who is taking care of others, and we are always ready to provide the most considerate and professional care for everyone.

V—Viewing（看待） 将每个人都当成最特别的人去关注；我们细心地关注周围人的需要，用最专业的服务让他们的需要得到满足。

Viewing every one as special; We pay careful attention to the people needing help around you, and satisfy their needs with the most professional service.

I—Inviting（邀请） 我们永远是殷勤好客的，随时邀请每个人来到我们身边，让我们好好照顾他们。

We are always hospitable, welcome everyone coming to our side and take good care of them.

C—Creating（创造） 为周围的人创造温暖舒适的氛围。我们在工作中充分发挥智慧，不断进行创新，力求让每位顾客的不同需要都得到满足。

Create warm and comfortable atmosphere for the people around you. We give full play to our wisdom and continuous innovation in our work, and strive to meet different needs of customers.

E—Eye（眼光） 以热情友好的目光关注周围人的需要；每个人在我们眼里都是贵宾，是否能够满足贵宾的所有需要可以体现我们的专业水准。

Focus on the needs of the people around you with warm and friendly eyes; Everyone is a VIP in our eyes, our professional level can be reflected by we can satisfy all the needs of customers.

酒店业是全球十大热门行业之一。国外有关研究表明，近年来新增的劳动就业人口中，每 25 人中就有 1 人就职于酒店。2013 年，全球酒店业就业人数超过 1200 万人，中国酒店从业人数达 150.24 万人。酒店业有什么样的吸引力？酒店人拥有什么样的行业自豪感？

Hotel industry is one of the Top ten hottest industries in the world. Foreign studies show that in the newly employed population of recent years, one out of every 25 people works in the hotel. In 2013, the employed population of global hotel industry reaches more than 12 million, and Chinese hotel employs 1.5024 million people. What kind of attraction does the hostel industry have? What is the occupational pride of hotel personnel?

三、酒店人的行业自豪感 (Occupational Pride of Hotel Personnel)

(一) 酒店业的不断持续发展 (Sustainable Development of Hotel Industry)

目前, 全国已经有超过 11000 家星级酒店, 世界著名酒店集团都在中国发展, 而海南已经超过北京、上海, 成为中国高星酒店和品牌酒店最多的地方。海南全省的酒店则超过 530 家, 仅三亚现有各类酒店 800 家, 客房总共超过 35000 间。根据规划, 新酒店仍在持续、大规模扩张。在海南国际旅游岛建设过程中, 海南将成为全国最受境外游客欢迎的地方, 大量世界知名酒店的入驻, 为国际旅游岛建设奠定了基础, 同时, 大量国内外游客的到来将为酒店业带来新契机。国际旅游岛将为海南酒店带来大量和源源不断的客源, 使得长期存在的低开房率有所上升。至 2016 年, 海南将新增 68 家五星级酒店, 今后十年海南酒店供给仍拥有渐进增长的空间。

At present, there are more than 11000 star-rated hotels across the country, the famous Hotel Groups in the world choose to develop in China. Hainan province has the most high star-rated hotels and famous hotel in China, exceeding Beijing and Shanghai. There are more than 530 hotels in Hainan province, even Sanya has 800 various types of hotels, and the total of rooms are more than 35000. According to the plan, new hotels continue to expand in large scale. In the construction of Hainan international tourism island, Hainan will become the most popular destination for foreign tourists in China, and the lots of world famous hotels lay the foundation for the construction of international tourism island. At the same time, a large number of domestic and foreign tourists bring new opportunities for the hotel industry. The international tourism island will bring a steady and continuous stream of customers for Hainan hotels, increasing the long-standing low occupancy rate. Up to 2016, Hainan will newly increase 68 5-star hotels, and there still are gradual growth spaces for Hainan hotels in the next 10 years.

(二) 酒店业提供大量就业岗位, 人才供不应求 (Hotel Industry Provides a Large Number of Jobs, Talents Are in Short Supply)

据相关统计数据表明, 2009~2012 年, 酒店对人才需求量在不断上升。2011 年酒店人才需求量同比增长 74.37%, 2012 年同比增长 64.32%。求职人才数量增长缓慢, 2011 年同比上年增幅仅为 12.23%, 2012 年增长幅度也仅为 27.92%。显然, 酒店需求量要大于人才求职数。从人才供求比 (人才供求比为求职人数与需求人数之比) 来看, 自 2009 年开始, 该数值四年来一路下滑。伴随着酒店业的发展, 以洲际酒店集团为例: 洲际酒店集团最近两年新增 3 万就业岗位, 人才供求矛盾更加突出。2013 年, 整个酒店行业人才供求比始终未突破 1:0.75 (即酒店需求人数为 1, 求职人数为 0.75)。

Relevant statistics show that from 2009 to 2012, talent demand of hotel industry is rising. The talent demand of hotel industry increases 74.37% in 2011 and 64.32% in 2012. But the number of talents increases slowly with year-on-year growth of 12.23% and 27.92% in 2012. Obviously, the hotel demand is greater than talent number. Viewing at the talent supply and demand ratio (talent supply and demand ratio is the ratio of the number of applicants to the number of demands), the ratio went down for four years since 2009. With the development of hotel industry, take Intercontinental Hotel Group as an example: the Intercontinental Hotel Group added 30000 jobs in the last two years, which even reflected the contradiction between talent supply and demand. In 2013, the talent supply and demand ratio of the entire hotel industry does not exceed 1 : 0.75 (i.e. hotel demand is 1, and employee number is 0.75).

(三) 酒店业的薪酬待遇情况 (Compensation and Benefit of Hotel Jobs)

酒店行业越来越重视员工薪酬状况。2013 年 9 月 17 日, 海南省酒店与餐饮行业协会、海南省酒

店行业工会联合会正式在海南省酒店与餐饮行业工资专项集体合同书上签字，合同覆盖近 2 万家酒店餐饮企业的 29 万多名职工。海南省酒店餐饮员工 2013 年最低工资由 27% 上升至 31%，一类地区增长 27%，二类地区增长 31%，三类地区增长 27%。

The hotel industry pays more and more attention to employee's compensation. On September 17, 2013, Hotel Food and Beverage Industry Association of Hainan province and Federation of Trade Union in Hainan Hotel Industry officially signed on the Hainan Food and Beverage Industry Salary Special Collective Contract. The contract covers nearly 20 thousand hotel food and beverage enterprises and more than 290 thousand employees. Minimum salary of Hainan hotel food and beverage staff rises 27% to 31% in 2013, A-class region growth is 27%, B-class region growth is 31%, and the C-class region is increased by 27%.

另外，酒店行业的待遇还包括企业解决员工食宿。在三亚地区，员工的住宿已经实现“小区化”，住宿条件不断改善。

In addition, some enterprises of hotel industry also provide accommodation for staff. In Sanya, employee's accommodation is developed in the direction of residence community, the accommodation conditions continue to be improved.

（四）酒店人的职业气质（Occupational Temperament of Hotel Personnel）

酒店服务员就是为绅士和淑女服务的绅士和淑女，即，酒店服务员就是绅士和淑女。他们通过酒店服务与管理专业的学习和一段时间的酒店行业相关岗位的服务工作，将变成绅士和淑女。

Hotel waiters are the ladies and gentlemen serving for ladies and gentlemen. And the hotel waiters can become the ladies and gentlemen through professional learning of hotel service and management and a period of work experience in hotel industry.

（五）酒店人拥有更高的素质（Higher Quality of Hotel Personnel）

1. 乐观自信（Optimism and Self-confidence）

酒店人在服务工作中总会要求自己做一个生活中的强者，培养乐观、自信的素质，因为乐观和自信是做好服务工作的重要保障。

In the service work, hotel personnel require themselves to be a stronger in life, and cultivate the quality of optimism and confidence, because it is the important guarantee to do service well.

2. 礼貌热情（Politeness and Enthusiasm）

酒店人的服务宗旨就是让顾客满意，获得了顾客的好感，这才是成功的服务工作。酒店人在服务过程中将培养礼貌热情的素质。

The service tenet of hotel personnel is to make customers satisfied, and give customers a favorable impression. This is the successful service. Hotel personnel will cultivate the quality of politeness and enthusiasm in the service process.

3. 真诚友善（Sincerity and Friendship）

真诚友善就是以诚相待，表里如一。酒店人在服务工作中以善良的愿望同对方诚恳相处，会赢得顾客的信任，很快被顾客所接纳，消除人际之间的陌生感、隔膜感，在短时间内融洽主客关系，促使顾客接受服务。

Sincerity and friendship is to treat other people with all sincerity, inside equals outside. Hotels in service work with sincere good wishes through each other to get along, win the trust of customers, soon to be accepted by the customer, eliminating the strangeness, a sense of interpersonal diaphragm between the host and guest harmonious relationship in a short time, prompting customers to accept service.

4. 豁达宽容 (Generosity and Toleration)

酒店业有句警句“顾客总是对的”，这就是培养酒店人待人的宽容态度和处事的豁达胸怀。

Hotel industry saying aphorism “the customer is always right”, which is to foster tolerance hotel who treat people, doing things open-minded mind.

5. 坚强的意志 (Strong Will)

服务工作是极其复杂的工作，需要酒店人不断克服主客观方面的各种困难和障碍，所以只有不断地增强意志力，才能做好服务工作，优秀的意志品质有四种：自觉性、果断性、坚韧性、自制力。

Service work is an extremely complex task, requiring the hotel people continue to overcome all difficulties and obstacles subjective and objective aspects, so only continue to enhance the willpower to do service work, excellent quality will have four: consciousness, decisiveness, tenacity, self-control.

6. 出色的能力 (Excellent Capability)

酒店人的能力直接影响到服务的效率和服务效果，一个出色的酒店人应该具备以下的一些能力：敏锐的观察力、良好的记忆力、较强的交际能力。

The hotel directly affect people's ability to effect service efficiency and service, an excellent hotel should have some of the following capabilities: observant, a good memory, strong communication skills.

我希望自己能成为一个优秀的酒店人，如何成为一个优秀的酒店人？

I hope I can become a good hotel people, how to be an excellent hotel people?

四、建立酒店人的职业自豪感 (The Hotel People Build Professional Pride)

(一) 立德 (Moral Composition)

1. 诚信 (Honesty)

诚实无欺，讲求信用；行事公平合理，遵守合同协议，在不损坏酒店利益的前提下，自觉维护酒店消费者的合法权益。只有真诚公道地对待每一位消费者，向他们提供优质的服务，才能树立起良好的信誉和形象。

Honesty and honest and good faith; to act in a fair and reasonable, to comply with contractual agreements, without damage to the property interests of the premise, and consciously safeguard the legitimate rights and interests of consumers of the hotel. Only sincere fair to treat every consumer, to provide them with quality services, in order to establish a good reputation and image.

岔路口的选择

Choose Fork

一个士兵，非常不善于长跑，所以在一次部队的越野赛中很快就远落人后，一个人孤零零地跑着。转过了几道弯，遇到了一个岔路口：一条路，标明是军官跑的；另一条路，标明是士兵跑的小径。他停顿了一下，虽然对做军官连越野赛都有便宜可占感到不满，但是仍然朝着士兵的小径跑去。没想到过了半个小时后到达终点，却是名列第一。他感到不可思议，按说自己与其他士兵的能力相比较不可能取得名次。但是，主持赛跑的军官笑着恭喜他取得了比赛的胜利。过了几个钟头后，大批人马到了，他们跑得筋疲力尽，看见赢得了胜利的士兵，觉得非常奇怪。但是突然大家醒悟过来，在岔路口诚实守信，是多么重要。

A soldier, very good at running, so in a cross-country forces quickly fall away after a man ran alone.

Turned a few bends, encountered a fork in the road, a road, indicating that officers running; the other way, indicate that soldiers running trails. He paused, though officers do not even have a cheap motocross can stick dissatisfied, but still trails ran towards the soldiers. After half an hour he did not expect to reach the end, it was ranked first. He was not proposed, according to their ability in comparison with the other soldiers could not get ranking. However, presided race officer smiled congratulate him get the victory. After a few hours later, a large number of troops arrived, they ran exhausted and saw soldiers won a victory, and they feel very strange. But suddenly they wake up in the fork honest, how important it is.

2. 感恩 (Thanksgiving)

感谢生活给予我们的一切；恩待哺育、培养、教导、支持、帮助过我们的每个人，同时对每一位客人内心怀有一种感激之情，并由衷地欢迎客人的到来。

Thanks for all things that life gives us; thanks for everyone that feeds, trains, guides, supports and helps us, keep a grateful hart to every guest, and sincerely welcome the guests.

3. 操守 (Conduct)

遵纪守法、树正气、走正道；在酒店服务工作岗位，要经得起时间的考验和艰苦的磨炼，自觉培养高尚的节操；靠自己的劳动创造所得，不要把金钱看成自己幸福的唯一源泉，不择手段地赚取钱财。

Personal integrity: abide laws, encourage health trends, and take the right path; in the hotel service, people should stand the test of time and hardship, consciously cultivate noble moral integrity; create wealth on their own labor, do not put money as the only source of happiness and earn money by foul means.

4. 团结 (Unity)

团结协作、顾全大局；在一个团队里，如果成员没有团队意识，各行其是，团队的目标将永远无法实现。创建和谐的团队意识，大家只要密切配合，团结协作，才能使团队焕发生机和活力；酒店工作需要各岗位工作人员高度配合，团结周围的每一个人，学习先进，互相、关心、尊重、支持，密切配合。

Solidarity and cooperation: pay attention to the overall situation. In the teamwork, if the members do not have the sense of team awareness do things in their own ways, the team objective will never be achieved., Members should closely cooperate with each other in order to create the harmonious team awareness and make the team glowing with vigor and vitality; hotel work require highly cooperation of all positions, unity of everyone, learing of advanced spirits, mutual care, respect, support, and close coordination.

单个的人是软弱无力的，就像漂流的鲁宾逊一样，只有同别人在一起，他才能完成许多事业。

——叔本华

Single people are weak, like drifting, like Robinson, only stay together with others, he can accomplish much career.

—Schopenhauer

地狱与天堂 Hell and Heaven

牧师请教上帝：地狱和天堂有什么不同？上帝带着牧师来到一间房子里。一群人围着一锅肉汤，他们手里都拿着一把长长的汤勺，因为手柄太长，谁也无法把肉汤送到自己嘴里。每个人的脸上都充满绝望和悲苦。上帝说，这里就是地狱。

Pastor asked God: What is the difference between hell and heaven? God brought the pastor to a room. A group of people were around a pot of broth, their hands were holding a long spoon, and they could not put the broth to their mouth because the handle was too long. Everyone's face was full of despair and misery. God said, "Here is the hell".

上帝又带着牧师来到另一间房子里。这里的摆设与刚才那间没有什么两样，唯一不同的是，这里的人们都把汤舀给坐在对面的人喝。他们都吃得很香、很满足。上帝说，这里就是天堂。

God brought the pastor to another room which had no difference with the above room, and the only difference was that the people here put the broth to the others sitting opposite. They eat very happy and satisfied. God said, "Here is the paradise".

同样的待遇和条件，为什么地狱里的人痛苦，而天堂里的人快乐？原因很简单：地狱里的人只想着喂自己，而天堂里的人却想着喂别人。

In the same terms and conditions, Why the people are suffering in hell, and happy in heaven? The reason is simple: the people in hell just want to feed themselves, but people in heaven are thinking of feeding others.

(二) 立志 (Making Determination)

(1) 爱业：“热爱是最好的老师”；热爱本职工作，“干一行，爱一行”，认真仔细地履行自己的岗位职责；维护酒店的对外形象和声誉，不做任何有损于酒店利益的事。

Love the work: "Love is the best teacher"; love your own job, "love whatever job you takes up" and fulfill your job responsibilities carefully; maintain the hotel image and reputation, don not do any derimental things to the interests of hotel.

(2) 敬业：尊重自己，尊重自己的职业；职业没有高低贵贱，劳动最光荣。酒店就是服务客人的，不管别人怎么看待我们，我们都会真诚地给客人提供最好的服务。

Devote to work: Respect yourself, respect your profession; there in neither lowliness nor nobleness in job, work is the most glorious thing, and hotel is to service the guests. No matter how others treat us, we will sincerely provide the best service to the guest.

(3) 乐业：在工作中寻找乐趣；我们不可能选择客人，但我们可以选择快乐地面对各种各样的客人，并将这份快乐带给周围的每个人。

Work in contentment: looking for fun at work; we cannot choose the guests, but we can choose to be happy to face a variety of guests, and bring the happiness to everyone around us.

同学们，新的学习生活即将开始，酒店专业就是你的方向，路就在脚下，明天你将亲自体验这份属于酒店人的自豪感……

Students, new learning life will begin soon. Hotel major is your professional direction. The road is no the foot, tomorrow you will personally experience the sense of pride belonging to hoteliers ...

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项目一 餐饮概述

Project I Food and Beverage Overview

【教学目标】 【Teaching Objective】

(1) 了解中西餐饮发展简史。

Know brief history of Chinese and Western restaurants.

(2) 掌握餐厅及餐饮服务的概念及特点。

Master the concept and features of the restaurant and food and beverage service.

(3) 掌握餐厅的种类及特点。

Master types and characteristics of restaurants.

(4) 掌握餐饮部组织机构设置。

Master organization setting of food and beverage department.

(5) 了解餐饮服务人员的素质和能力要求及各主要岗位的职责。

Understand the quality and capacity requirements for service personnel and major job responsibilities.

餐饮是人类生存与发展的基础，是人类生活中最基本、最重要的活动。作为酒店中承担着满足客人饮食及其他需求的餐饮部门，其经营的好坏已成为评价酒店经营管理和服务水平高低的标志。

Food and beverage are the foundation of human existence and development, and the most basic and important activity. Food and beverage department undertakes the responsibility to meet the requirements of guests in regard to food and beverage department of which the operation has become the evaluation standard for the quality of hotel management and service.

【开篇案例】 【Opening Case】

某宾馆餐厅，迎宾小姐引导几位客人从门口进入。几位客人簇拥着一位很挑剔的老太太。服务员为她斟上红茶，她却生硬地说：“还未关照你，怎么知道我要红茶，告诉你，我喜欢喝绿茶。”

In a hotel restaurant, greater guided several guests to enter into the restaurant. Several guests gathered around a very picky elderly woman. Waiter poured a cup of black tea for her, but she said: "I have not asked you, how do you know what tea I like, I like to drink green tea."

服务员先是一愣，但迅速客气而又礼貌地说：“这是餐厅特意为你们准备的，餐前喝红茶开胃，尤其适合老年人，如果您喜欢喝绿茶，我马上单独为您送来。”

The waiter surprised a moment, but quickly and politely said: "This is specially prepared for you. Black tea is the appetizer before a meal, especially for the elderly. If you like green tea, I immediately sent it for you."

老夫人脸色缓和下来，矜持地点头，顺手接过菜单，开始点菜。

The old lady restrained and nodded, and then took the menu to order dishes.

“喂，水晶虾仁怎么这么贵？”老夫人斜着眼看着服务员，“有什么特别的吗？”

“Hey, how expensive the crystal shrimp?” The old lady looked at the waiter askance, “What’s special?”

服务员面带微笑，平静而胸有成竹地解释道：“我们进的水晶虾仁都有严格的规定，一斤 120 粒；有四个特点：亮度高、透明度强、脆度大、弹性足。其实我们这道菜没多少利润，是饭店用来创牌子的特色产品。”

Waiter smiled, explained calmly and confidently: “our Crystal Shrimp have stringent regulations, 120 pound for each, there are four characteristics: high brightness, transparency, crisp, and enough flexibility. This dish does not have much profits, it is mainly for creating specialty product for the hotel brand.”

“有什么蔬菜啊？”老夫人又说了，“现在的蔬菜太老了，我不要。”

“What vegetables?” The old lady said, “The vegetables are too old, I do not want it.”

服务小姐马上顺水推舟：“对，现在好多蔬菜咬着很费劲，不过我们餐厅今天有炸得很软的油焖茄子，菜单上没有，是今天的时新菜，您要不要尝一尝呢？”服务小姐和颜悦色地说。

The waiter immediately said: “Yes, a lot of vegetables are difficult to bite, but today our restaurant has very soft fried eggplant which is not on the menu, it is a new dish. Do you want to taste it?” waitress kindly said.

“你很会讲话啊。”老夫人动心了。

“You are good at speaking.” The old lady relented.

“请问您喝什么饮料？”服务小姐继续问道。

“May I ask what beverage do you want to drink?” The waitress continued to ask.

老夫人犹豫不决地露出沉思状。“我们这里有椰汁、果粒橙、芒果汁、可口可乐……”老夫人打断服务员的话：“来几罐果粒橙吧！”

The old layer hesitated and thought for a moment. “Here we have coconut milk, orange juice, mango juice, Coca-Cola...” the old lady interrupted the waiter: “give me a few cans of orange juice!”

任务一 餐饮业概述

Section I Food and Beverage Overview

一、餐饮及餐饮业（Food and beverage and F & B industry）

餐饮即食品和饮品，是人类赖以生存和发展的基本条件之一。餐饮业是指以商业盈利为目的的餐饮服务机构。在我国，根据《国民经济行业分类注释》的定义，餐饮业是指在一定场所，对食物进行现场烹饪、调制，利用餐饮设施为客人提供餐饮实物产品和餐饮服务的生产经营性行业。

Food and beverage are one of the basic conditions of survival and development. Food and beverage industry refers to the service organization for profits. In China, the food and beverage industry is defined as a production and management industry of on-site cooking, modulation, and providing dining products and F&B service through dining facilities according to the definition in “National Industrial Classification Notes”.

二、餐饮业的起源与发展 (Origin and development of the food and beverage industry)

餐饮业起源于人类文明的初期，并且伴随着人类文明的进步和城市的出现而逐渐发展起来。餐饮业的发展受到历史文化、气候环境、经济发展水平、宗教信仰和传统习惯等诸多因素影响，中外餐饮业有各自的发展历史，并相互渗透、促进和推动。

Food and beverage industry originated in the early human civilization, and developed with the emergence of human civilization and progress of city. The development of restaurant industry is affected by history, culture, climate, environment, economic development, religious beliefs, and many other factors. Chinese and Western food and beverage industries have their own histories, mutually penetrate, promote and facilitate each other.

(一) 中国餐饮业发展历史 (Development history of Chinese food and beverage industry)

中国餐饮业具有悠久的历史 and 灿烂的文化，是东方文明的重要组成部分。距今 50 万年前的北京人已开始用火烧熟食物，烹饪由此发端。大约在六七千年前的河姆渡人已经大面积种植水稻并饲养牲畜，食物的生产改善了人们的物质生活，并为餐饮业的形成奠定了物质基础。

Chinese food and beverage has a long history and splendid culture, which is an important part of Eastern civilization. Peking Man, dating back 500000 years ago, have started to cook the food with fire, which is the origin of cooking. About six or seven thousand years ago, Hemudu people have cultivated rice and livestock in large scale, food production improved the people's material life, and laid the material foundation for the restaurant industry.

商周时期，金属工具、原始瓷器、酿酒作坊和食盐的出现为餐饮业的形成创造了物质条件。当时的人们已经开始掌握刀工与火候技术，烹饪方法有烧、烤、煎等多种。由于当时尚未产生餐桌椅，人们都是席地而坐，用芦苇或其他植物编成筵铺在地上，用较细的料编成席铺在筵上供人坐，酒食菜肴置于筵席之前。因此筵席两字虽是坐具的称谓，但含有进行隆重、正规宴饮的意思。所以将设宴待客或聚会称为“筵席”，这一阶段称为筵席阶段。筵席阶段宴会活动主要为奴隶主、贵族所享用。

In Shang and Zhou dynasties, the metal tools, original porcelain, brewery and salt create the material conditions for the restaurant industry. At that time, people begun to master the knife and heat control technology, and cooking methods include roasting, baking, frying, etc. Because there were not dining tables and chairs, people were sat on the floor, pave woven reeds or other plants on the floor and made a mat for people with finer materials, and wine and food dishes are placed in front of the feast. Therefore, the word "feast" in Chinese has the meaning of sitting tools, and also contains the meaning of formal and solemn. Banqueting and gathering are called "feast". This stage is called the feast phase. Banquet activities are mainly for slave owners and nobility.

秦汉时期的农业、手工业、商业有了很大发展，对外交往日益频繁，“丝绸之路”引进了国外食品、饮品及文化，中国餐饮业博采众长，取得了长足的发展。

In Qin and Han Dynasties, agriculture, handicrafts and commerce have made significant progress, foreign exchanges became more frequent. "Silk Road" brought in foreign food, drinks and culture, China's food and beverage industry learned widely from others' strong points and has made great strides.

唐宋时期，食源继续扩大，瓷餐具风行，工艺菜新兴，风味流派显现，烹饪技法也有长进，热菜制作进入成熟期。餐饮宴席已从席地而坐发展到坐椅而餐，并且形成主次分明的宴会气氛，“宴会”一词在这一时期被正式使用。如当时最盛行的“烧尾宴”，专指士子登科或官位升迁而举行的宴会，