

酒店服务与管理专业核心课程培训教材之一



国际旅游岛

前厅服务与管理(双语版)

International Tourism Island Front
Office Service and Management

主 编 © 张璇

副主编 © 苏颖 林琦 陈卫琼



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图书在版编目 (CIP) 数据

国际旅游岛前厅服务与管理 (双语版) / 张璇主编. —北京: 经济管理出版社, 2015.3
ISBN 978-7-5096-3547-6

I. ①国… II. ①张… III. ①饭店—商业服务—双语教学—中等专业学校—教材—英、汉 ②饭店—商业管理—双语教学—中等专业学校—教材—英、汉 IV. ①F719.2

中国版本图书馆 CIP 数据核字 (2014) 第 281935 号

组稿编辑: 魏晨红

责任编辑: 瑞 鸿

责任印制: 司东翔

责任校对: 王 焱

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: 22.5

字 数: 633 千字

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

书 号: ISBN 978-7-5096-3547-6

定 价: 45.00 元

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前 言

前厅部是星级酒店的重要组成部分,《国际旅游岛前厅服务与管理(双语版)》是中等职业学校酒店专业的核心课程之一。本书编者本着“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,以海南省建设国际旅游岛为背景,依托地方行业,以前厅部主要岗位为主线,结合海南高星级酒店前厅服务和管理的实际情况和在校学生的思维特点,采用中英文对照编写而成。

与传统教材相比,本书具有如下几个特点:

(1) 实用性和针对性。本书结合海南省酒店行业现状和学生情况编写而成,较注重岗位实践,尤其是前厅各岗位的实操练习。本书增加了海南当地的风土人情、人文地理相关知识以帮助学生增长见识。

(2) 突出职业教育特色,符合目前职业教育的教学规律和学生特点。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。本书形式活泼、图文并茂、案例众多、内容深浅适中、通俗易懂、参与性强。

(3) 以“模块教学”形式呈现。本书以各大任务分解模块,再以小任务分解大任务,层层递进,环环相扣。每一模块均以案例开篇,结合本模块的相关知识点,采用场景模拟和任务驱动的方法,鼓励学生自主学习和探究,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。

由于编者水平有限,加之时间仓促,教材中难免存在不足之处,敬请读者批评指正。

编 者

2014.12

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、娱乐等服务综合性服务的企业。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，我们都不后悔，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的和源源不断的客源,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 5 星级酒店,今后 10 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% in 2011 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友好相处，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 not 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。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。过了几个小时后，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 who is not 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 heart 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上，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，就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, learning of advanced spirits, mutual care, respect, support, and close coordination.

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，路就是脚下，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 on the foot, tomorrow you will personally experience the sense of pride belonging to hoteliers...

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模块一 前厅部概述

Module I Front Office Department Outline

【情境导入】【Scenario Introduction】

不要让疲倦的客人就这么走了

Do not Let Tired Guests Go with a Disappointment

地点：三亚海悦台热带风情主题酒店前台

Place: Reception of Sanya Haiyuetai Redai Fengqing Theme Hotel

一天深夜，两位面带倦容的客人来到前厅接待处，要求登记一间普通标准间。接待员表示标准间刚刚卖完，只有一间刚刚退房，楼层服务员准备清扫，请两位客人稍等片刻。

One late night, two guests who looked very tired came to the Reception and asked for a standard room. One receptionist told them that the standard room has just been sold out, and asked the two guests to wait a moment because there was a vacant dirty room which was ready to be cleaned by the floor attendant.

客人不禁皱起了眉头：“不行，刚才机场代表告诉我们是有人房间的！”

The guests grimaced and said, “No, the airport representative just told us that you have room!”

接待员：“是有的，但请稍等一会儿，我们马上清理出来，请您在大堂吧略坐片刻，我们会通知您的。”

The receptionist said, “Yes, we have. But you need wait a moment and we will make it ready as soon as possible. Please have a break at the lobby bar and we will inform you when it is ready”.

客人看了看接待员，一句话都不说地走向大堂吧。接待员赶紧催促客房中心立即清扫普通标准间。15分钟后，其中的一位客人来到接待处。

The two guests looked at the receptionist and went to the lobby bar without saying a word. The receptionist urged the guestroom center to clean the standard room at once. 15 minutes later, one of the two guests came to the Reception.

顾客：“小姐，到底有没有房间，我们坐了3个多小时的飞机，真的很累，想休息……”

Guest: “Hello, is the room ready? We are really tired and want to have a rest because we had a three-hour flight...”

接待员连忙安慰客人，立刻又打电话到客房中心询问普通标准间是否清扫好，客房服务员却说：“刚清扫好了一间豪华标准间，其他房间还没有。”

The receptionist had to comfort the guest and called the guestroom center to see whether the room was ready. However, the floor attendant said, “we just finished a Deluxe Room and haven't finished others.”

接待员：“你们在干什么呢，清扫房间那么慢！你们知道客人等得多焦急。”

The receptionist said, “What are you doing on earth? You are so slow that our guests become

anxious.”

服务员：“房间总得一间间打扫吧，哪有那么快。”说完电话挂断了。

The floor attendant said, “We have to finish them one by one. Not so fast.”, then hung up the phone.

接待员无奈地放下话筒。又过了 15 分钟，两位客人再次走向接待处，开口便高声责问接待员：“你们到底有没有房间？把我们骗到这儿，根本没房，我们不在你们这儿住了。”说完，便向门外走去。这时，大堂经理走了过来想留住客人，可没等她说话，客人便愤然离去。

The receptionist had to put down the phone. Another 15 minutes later, the two guests came to the reception again and began to shout at the receptionist: “Do you have a room? You cheated us to come here and you do not have room at all. We will not stay here.” Then, they walked away. The assistant manager came up and hoped to persuade them to stay at the hotel. However, the guests left in anger before she spoke.

【情境分析】【Scenario Analysis】

案例中，客人这一次不愉快的经历，将影响他们再次进入该酒店。案例中出现的问题，说明该酒店在管理与服务上存在漏洞。首先机场代表在不了解酒店现实房态的情况下向客人许诺。我们常讲一句话：做不到的事情不要说，说了就一定要做到。无论从事管理或是服务，都必须做到这一点。机场代表在接待前，就应了解房态，答应了客人之后，更应该及时联系酒店做出安排，使客人抵达后能够顺利入住。其次接待员处事不够灵活。从客人的话语中，接待员就应该听得出客人的急切心理，在服务过程中，我们应急客人所急，想客人所想。当酒店一时满足不了客人的时候，要及时采取变通措施。楼层服务员的不配合是最根本的原因。从服务员回答的口气里我们可以看出其服务的意识与合作的态度是欠佳的。

In this case, the guests had an unpleasant experience which will prevent them from staying at the hotel again. The problem in this case indicates that the hotel has some loopholes in management and service. Firstly, the airport representative made a promise to the guests without knowing the room status. We always say that when you can't do something, don't say it, and once you said something, put in your best effort to do it. We must always keep it in mind no matter whether you are engaged in management or service. The airport representative should first know the room status before he/she received the guests, and should have contact the hotel to make necessary arrangement after he/she promised to the guests so that the guests could check in with the hotel smoothly. Secondly, the receptionist was not flexible. From the guests' words, she should have known the anxiety of guests. We should worry about what the guests worry and think what the guests think. When the hotel can't meet the guest's need at once, we should be flexible. The root cause was the noncooperation of the floor attendant. We can see from the floor attendant's answer that he/she lack in service awareness and the attitude towards cooperation.

最后，大堂经理也有责任。大堂经理的职责是在营业部门经理下班或不在场的情况下，监管各营业部门的运作，处理非正常运作所引致的住客投诉，处理酒店发生的意外事件或紧急事件，最终达到客人满意。案例中的客人已等候多时以致发脾气要离开了，大堂经理才姗姗出现，其行为是失职的。

Finally, the assistant manager should also have some responsibility. The duty of an assistant manager is to supervise the operation of the business departments and deal with complaints made by guests due to abnormal operations and handle accidents or emergent events so as to meet the guests' satisfaction when the manager is off duty or absent. In this case, the assistant manager came up when the guests wanted to leave

in anger, so she behaved in a negligent manner.

本案例中共涉及前厅部门的前台接待员、房务部服务人员以及大堂经理,由于这三个职位的工作人员没有协调沟通好,导致客人愤然离去,可以看出,酒店在日常运营过程中,不同部门工作人员良好的沟通,将会起到事半功倍的效果。

This case involves the receptionist of the Front Office Department, the floor attendant of the Housekeeping Department and the assistant manager. The guests left in anger due to the poor coordination and communication between them. Therefore, good communication between different departments in the daily operation of the hotel will help achieve better results with half the effort.

【学习目标】 [Learning Goals]

[知识目标] [Knowledge Objectives]

1. 掌握前厅部岗位工作任务及业务特点。

To master the work tasks and business features of the Front Office Department.

2. 掌握服务礼仪,熟悉语言技巧。

To master the service etiquette and be familiar with language skills.

[能力目标] [Capacity Objectives]

1. 能区分前厅各个岗位的职责和任务,能够按照酒店的标准来纠正自己的仪容仪表。

To be able to distinguish the duties and tasks of all positions of the front office and to correct own grooming and appearance in accordance with the hotel's standards.

2. 能够进行一般性的岗位英语会话。

To be able to have a dialogue in English.

【重点和难点】 [Key Points and Difficulties]

熟练掌握前厅部的组织结构和各部门的业务职责。

To be familiar with the organization structure of the Front Office Department and the duties of various departments.

任务一 认识前厅部

Task I Introduction to Front Office Department

一、前厅部概况 (Overview of Front Office Department)

前厅指的是酒店的正门、大厅(大堂)等,属于前厅部管辖范围。前厅是酒店的中心,是酒店中集交通、服务、休息等多种功能于一体的共享空间,是客人与酒店接触的主要场所,是每一位客人抵达、离开酒店的必经之地,也是客人形成对酒店的第一印象和最后印象之处。按功能可将前厅划分为正门及人流线路、服务区、休息区和公共卫生间等主要区域。

Front office refers to the areas which are under the jurisdiction of the Front Office Department including the entrance gate and the hall (lobby), which is the center of a hotel, a shared space integrating multiple