

云南省高等教育自学考试旅游管理专业教材

旅游饭店管理

主编 骆静珊 李 涛 陈仁远



云南人民出版社

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序 一

发展旅游业，必须重视旅游教育

云南省旅游局局长

李程安

旅游业是当今世界上充满生机活力和发展势头最强劲的经济产业。在一些经济发达国家，旅游已成为人们生活的一项基本内容。我国实行改革开放以来，旅游业兴旺蓬勃、长足发展。随着社会主义市场经济体制的逐步确立和国民经济的持续发展，综合国力的增强，我国旅游业将全面快速发展。世界旅游组织专家预测，到本世纪末，中国将成为世界上最大的旅游国。

我省旅游业起步较晚，但发展迅猛，成绩可佳。我们从云南实际出发，对外加大促销力度，对内大力发展旅游生产力，培育和发展的国际、国内两个市场，经过十多年的奋力开拓，使国际旅游和国内旅游都取得了丰硕成果。尤其是进入 90 年代以来，云南旅游业取得了突破性发展，不论是接待人数，还是旅游创汇，都已进入我国重点旅游地区行列。

云南神奇而美丽，山川壮丽、气候宜人、四季飞花，有植物王国、动物王国、歌舞王国之美誉，旅游资源极为丰富，不论是自然风光、人文景观，还是民族文化都极具特色，对国内外旅游者有着巨大的吸引力。最近，省委、省政府已把我省旅游业作为一大支柱产业来发展，云南发展旅游得天时、占地利、有人和、前景广阔。为此，我们必须抓住机遇，加快发展，使云南旅游业再上一个新台阶。

要使我省旅游业再上一个台阶，有许多工作需要踏踏实实去做。譬如，要强化旅游发展的观念，提高全民旅游意识，加强全行业正规化、标准化管理，强化管理意识，树立市场观念，增强竞争意识等，但最重要的则是旅游人才的培养。为适应我省旅游业持续高速发展的需要，旅游教育培训工作必须加强。旅游业是经济与文化高度结合的产业，专业技术人才是旅游业的中坚，是旅游企业赖以生存和发展的灵魂，在云南旅游从传统旅游向现代旅游的转变过程中，培养大批有一定学历、高水平、精通业务的旅游专业技术人才势在必行。

今年初，云南省自学考试指导委员会下发了“关于我省开考高等教育自学考试旅游管理专业（专科）的通知”文件，填补了我省高等教育自学考试缺乏旅游管理专业的空白。在我省开考这个专业，对我省旅游专业人才的培养又多了一项措施，增添了一条渠道。培养人才的路子很多，自学成才也是一条。我希望，我省旅游从业人员和有志于旅游行业工作的同志，通过各种渠道努力学习旅游专业知识和基本理论，提高自己的专业理论水平和实际工作能力，更好地为我省旅游业服务。

由云南省旅游局有关处室、云南民族学院中文系和昆明大学旅游系共同组织编写的《云南省高等教育自学考试教材》可以满足我省广大旅游管理专业自学考试学生的需要。我相信，这套教材的编写出版，将会对我省旅游高等自学教育和旅游人才的快速培养，起到积极作用。

1995年5月1日

Preface(I)

(to the textbooks for the self-taught students majoring in tourism management)

Tourism has now become an economic industry overflowing with vigour and being on the momentum of the quickest development. For the people in some economically developed countries, taking a tour has become a basic part in their life. Since the Reform in China, tourism has been developing fast. With the system of the socialist market economy being gradually established, with our national economy being steadily developed, and with our integrated national power being further strengthened, tourism in China will enjoy a quicker development in all its aspects. Experts from different tourist organizations of the world predict that China will have become Number One tourist country in the world by the end of this century.

Though tourism in Yunnan started rather late, it has developed very fast and has already made praiseworthy achievements. By acting according to the actual circumstances in Yunnan, we have been strengthening the external marketing of Yunnan's tourism, and have been devoting ourselves to the development of tourist productivity in Yunnan. With more than ten-year's continued efforts in perfecting tourism, we have made unprecedented achievements both at home and abroad. Especially since 1990, tourism in Yunnan has enjoyed a breakthrough in its development. Evaluated either by the number of tourists or by the earnings in

hard currency, Yunnan has now been ranked as a key tourist province in China.

Yunnan, a beautiful and mysterious province with magnificent mountains, a mild climate and countless everbloomingers, has been praised as the "Plant Kingdom", the "Animal Kingdom" and the "Song-and-Dance Kingdom". With its unique natural scenery, cultural sights and ethnic cultures, Yunnan is well-known for its rich tourist resources and offers many attractions to tourists from all over the world. The Provincial Party Committee and the Provincial Government of Yunnan have recently agreed to develop tourism as a key industry in Yunnan. With this golden opportunity in hand and with its topographical advantages and its people's support, tourism in Yunnan will surely have broader prospects. Therefore, we must grasp every new opportunity and make new progress in its quickened development. If all this is to be achieved quickly, there is much work for us to do in a down-to-earth way. For example, we should strengthen our sense of developing tourism and help all the people have a better understanding of tourism. We should also regularize and standardize tourism management, strengthen our sense of scientific management, deepen our comprehension of the tourist market and strengthen our sense of competition. But the most important of all is the training of qualified personnel. In order to satisfy the need of a fast and steady development of tourism in Yunnan, we must further improve our personnel training work. Tourism is a highly-combined industry of economy and culture, and its specialized personnel is the backbone and soul on which every tourist industry depends. During the transition from a traditional mode to a modern one within the tourist industry in Yunnan, the training of many qualified people with some educational background must be enforced.

Early this year, Yunnan Self-study Examination Guiding Committee issued a document, officially agreeing to hold higher education examinations for the self-taught students majoring in tourism management (junior college education programme), which has filled in the gap in the higher education examination programme for the self-taught in Yunnan. Among other things, this will surely help the training of qualified personnel in this field and offer a new approach to success for those who want to engage themselves in tourism. I cherish the hope that the people in tourist circles and others who want to devote themselves to tourism will diligently study its basic theory and acquire as much professional knowledge as possible through various channels. In this way I think they will be able to raise their theoretical level and improve their professional skills, and provide better service for tourism in Yunnan.

The Textbooks for the Higher Education Examination for the Self-taught Students in Yunnan, co-compiled by the departments concerned from Yunnan Tourism Bureau, the Chinese Department of Yunnan Institute for Nationalities and the Tourism Department of Kunming College, can meet the needs of the self-taught students majoring in tourism management. I believe the publication of this series of textbooks will play a positive role in helping improve the training of qualified personnel in tourism and in helping raise the educational level for the self-taught students majoring in tourism management in Yunnan.

Li Lu'an

Director of Yunnan Tourism Bureau

May 1st, 1995

序 二

旅游业与旅游学

黄惠根

旅游业是一门经济产业。在现代诸经济产业中，它举足轻重，最赋魅力。它关乎着一个国家的国民经济收入，也关乎着一个地区的地方财政收入。它可以富国，可以富民，也可以塑造国家的形象，可以展示民族的文化财富，可以沟通国家之间的经济文化交流。不能设想一个没有旅游业的国家它怎么面对世界！是人们不愿意去它那里旅游？抑或是它没有能力吸引人们去旅游？

旅游业又是一门文化事业。在现代诸文化事业中，它同样是举足轻重，最赋魅力。它是在开发文化价值中实现经济价值，又借助经济的开发实现文化价值。在文化和经济的双向交流中，实现民族文化的传承，实现民族文化的重构，实现整个国家社会主义精神文明的建设。不能设想一个没有文化目的的旅游它怎么维持旅游业的再生产？当今的旅游消费已经升华为文化消费，当今的旅游者大多是文化旅游者！

由是观之，当今的旅游业和旅游者是一组相辅相成、相得益彰的概念。没有旅游业，旅游者何所选择？没有旅游者，旅游业何所依托？如果你是一个旅游业的组织者，那么，你首先应当想到旅游者；如果你是一个旅游学的教育者，你首先应当想到的仍然是旅游者。因为，旅游者的来源与构成、兴趣与选择、素质与

层次，将影响着旅游的样式、管理的结构和旅游的效益。从这一角度立论，在旅游学这一大概念中，旅游者是主体，旅游业是受体。我想强调一下旅游主体论，希望多一些对旅游者的研究。

古典旅游和现代旅游在手段上已经大不相同，但在旅游的旨趣上却颇相近似。如果用最简单的文字表述它们的共同点，那便是求知与求美。所谓求知，那是充实文化的追求；所谓求美，那是完善精神的塑造。古人说：“读万卷书，行万里路”，那是求知。至于说：“遥吟俯畅，逸兴遄飞”，那便是求美。

还有一种回归感。回归到自然，回归到原我。静憩于松柏之间，垂钓于溪壑之上；远离城市之喧嚣，忘却伏案之劳神。这是为了重建精神和心理的平衡。发达世界，尤其如此。

还有一种怀古情。想了解自己的祖先，了解自己的文明。工业化让人们得到了许多，也让人们失掉了许多。这联系着人们的自尊与自豪。因为人们总是因为有辉煌的过去而自尊自豪。

还联系着一种文化比较观。由此带来对异文化的求知欲。从文化学的观点而言，比较，这是文化研究的基础。人们往往在认识异己中认识自我。不能认识别人，便不能认识自己。“他视”是为了“内视”，“内视”离不开“他视”。

至于老幼之间、男女之间、区域之间、层次之间，均因其文化背景之不同而产生不同的旅游选择和旅游情趣，则不可一一绳之，当分别斟酌。好在本丛书已有“旅游者”专章论述，予兹不赘。

我期望着丛书的全面成功，期望着因丛书（教材）的出版发行而大大推动云南省的旅游事业！

1995.5.28

于云南民族学院

Preface(II)

(to the textbooks for the self-taught students majoring in tourism management)

Tourism with its irresistible charm plays a decisive role in modern economic industries and has much to do with the national income of a country and the local income of a region. It can enrich the state and benefit the people. It can help create a good image of a country and reveal the cultural treasures of a nation. It can also help improve the economic and cultural exchanges between different countries. It is unimaginable that a country without tourism can face up to the world with confidence. People may ask the following questions: Are tourists unwilling to pay a visit there? Or is it unable to attract tourists?

Tourism with its special charm also plays an important part in modern cultural undertakings. It obtains its economic value through the exploitation of its cultural value, or vice versa. In this two-way exchange, the national culture will have been inherited and reconstructed, and a socialist civilization with a high cultural and ideological level will have been built. It is also unimaginable that a tour without a cultural objective can maintain its reproduction in tourism. Today most tourists have a cultural objective and this means that the pattern of consumption in tourism has a clear cultural orientation. Therefore, tourism and tourists, regarded as

a combined concept, are inseparably interconnected and can benefit each other. If there were no tourism, what would tourists choose? Or if there were no tourists, on what would tourism depend? If you are a manager of tourism or an educator in the field of tourist studies, the first thing which occurs to you must be tourists. As a result, tourists from different places with different choices, interests, qualities and levels will exert their influences not only on the management mode and structure of tourism but also on the economic and social benefits of tourism. Judging from this point of view, in tourist studies tourists are the principal part on which tourism relies. I want to emphasize this point and expect that there will be more studies of tourists.

The modern means of travelling are quite different from the past ones but the objectives and interests of the travellers in different ages are quite similar. Two simplest phrases which I can find, "to acquire knowledge" and "to seek beauty", may well reveal their common points. "To acquire knowledge" means "to constantly enrich the mind with knowledge", and "to seek beauty" means "to acquire a broader mental outlook". "To read ten thousand books and to travel ten thousand miles", as the ancients said, means "to acquire knowledge", and "to chant and recite with appreciation and relish" means "to seek beauty".

There exists a sense of returning to nature and to ego in travelling. To have a rest under the quiet pine and cypress trees, to fish in the streams and gullies, and to be far away from the noisy cities and from your hard work can help you retain a psychological balance. This is especially true of the people living in the developed countries.

There also exists a nostalgic feeling. People living in this industrialized age want to know more about their ancestors and their past civilization. Man has obtained much from industrialization but at the same time he has also lost much. This feeling has much to do with the self-esteem and pride of human beings because we always take a pride in and have a great esteem for our glorious past. Culturally speaking, this has much to do with a comparative viewpoint which leads to a strong desire for an understanding of different cultures. Judging by the viewpoint of the science of culture, people often get to know themselves through an understanding of others; otherwise, they often fail to understand themselves. In other words, "to know others" implies "to know oneself better", and vice versa. Because tourists with different levels and cultural backgrounds are of all ages and both sexes and from different places, their choices and interests vary from person to person, and one standard cannot satisfy their needs. Readers will happily find one chapter titled "Tourists" in one of these books which deals with this point.

I hope this series of books will be a great success and I also expect the publication of this series of books will give great impetus to the improvement of tourism in Yunnan.

Professor Huang Huikun
Vice President of Yunnan
Institute for Nationalities
May 28th, 1995

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第一章 绪 论

旅游饭店是旅游业的三大支柱之一，它是为旅游者提供住、食、购、娱等综合服务的企业。旅游饭店的建设规模、管理水平和服务质量，标志着一个国家或地区旅游业发展的程度。我国实行改革开放政策以来，旅游业迅猛发展，从而促进了旅游饭店的兴旺，也要求旅游饭店管理水平迅速提高。本章主要对旅游饭店的概念、类型、要素、性质、特点、作用、发展及建设原则等方面进行概述。

第一节 旅游饭店的概念及类型

一 旅游饭店的概念

我国的现代旅游起步较晚，严格地说，是从我国实行改革开放政策以后才兴起的。1978 年底召开的党的十一届三中全会是我国政治生活中的伟大的历史性转折，开创了我国社会主义现代化建设的新时期。党和国家把工作中心转移到经济建设上来，对外实行开放政策，一改过去的关闭国门限制海外游客入境的政策，并制定了吸引海外游客到我国大陆观光旅游的措施和政策。于是，大批的外国人、华侨、港澳台胞蜂拥而入，遍及大陆各地。为了接待日益增多的海外游客，满足他们旅行生活的需要，

我国出现或新建了一批以接待海外游客为主的涉外饭店，它们比国内一般饭店档次高，具有现代化的设备、设施和多功能的服务，习惯上称之为旅游饭店。

一般地说，旅游饭店是宾客（公众）暂时居住的处所。这只是一种极其简单的饭店定义。因为它只讲了饭店的最基本的功能。作为一个饭店，应具备：①是一个建筑物或由诸多建筑物组成的接待设施；②它必须提供住宿设施，也往往提供餐饮和其他服务设施；③它的服务对象主要是外出旅行的公众，也包括半永久居住的人，但不应当是永久居住的人；④它是商业性的，使用者要交付一定的费用。

在上述条件中，最重要的是后两条。因此，饭店的定义我们限定为：为公众提供住宿与其他服务的商业性的建筑设施与机构。

我国现代旅游起步较晚，因此，我国选择了一条旅游发展的特殊途径，即首先重点发展入境国际旅游，待它有一定的发展规模后，再发展国内旅游，之后再发展出境国际旅游，最终实现国内旅游和国际旅游的并行发展。经过十多年的发展，我国已形成入境国际旅游、国内旅游、出境国际旅游并行发展的格局。随着我国经济的快速增长，人民生活水平的提高，每周五天工作制的实行，国内旅游发展迅猛。1995年国内旅游人数达到6.3亿人次，国内旅游收入达到1350亿元人民币。无论在旅游人数或旅游收入方面，国内旅游在整个旅游业中都占有较大比例，越来越起着主导作用。

二 旅游饭店的类型

旅游饭店的类型，没有统一的划分标准，从不同的角度可以有不同的分类。