

旅游中等职业技术学校试用教材

旅游服务英语

(三)

赵淑华 主编



旅游教育出版社

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前 言

随着我国旅游业的迅猛发展,旅游教育已成为一项重要的基础性工作。提高旅游业特别是涉外饭店从业人员的英语水平,是加强饭店管理、提高服务质量的重要手段。为此,我们编写了这套《旅游服务英语》(English for Tourism Industry)教材,供旅游业从业人员职业培训和旅游中等职业学校教学使用。

本书选编了一些英、美国家的地理、民族、文化、交通、通讯、娱乐、饮食、购物、风俗习惯等各方面的背景知识,以及我国一些驰名中外的旅游城市和旅游景观点如桂林、长城、兵马俑等,还着重介绍了饭店管理与服务方面的专业知识,内容涉及现代酒店管理中的前台、客房、餐饮、营销、成本控制等方面的管理与服务,选材面广,词汇量大,实用性强。一般具有初、中级英语水平的读者均可使用。每册9个单元,每个单元的内容由课文、词汇、词组、注释、语法、练习和阅读理解等7个部分组成(与本教材配套的口语教材及录音带亦将出版发行)。通过学习,学生不但能系统地掌握饭店管理与服务方面的有关知识,而且可以较快地提高旅游服务英语的水平。

在本书的编写过程中,陕西省旅游学校校长李曦同志给予了大力支持,王珏、刘强、肖汉军以及西安外院的潘惠霞等同志也给予了热诚的支持与帮助,在此一并致以衷心的感谢。

由于我们的水平有限,加之时间仓促,错漏之处在所难免,请读者批评指正。

编 者

1994.10.15

内 容 提 要

本书是根据国家旅游局组织讨论的旅游中等职业技术学校英语教学大纲编写的,适用于中专、职高、技校,也适用于职业培训。

本英语教材为系列教材之一,全套书由三册读写和一册口语组成。

读写教材分单元编写,由课文、词汇、词组、注释、语法、练习和阅读理解组成,内容涉及英、美国家的地理、民族、文化、交通、通讯、娱乐、饮食、购物、风俗习惯以及我国旅游城市与景点、饭店前台、客房、餐饮等。

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Unit One

TYPES OF ACCOMMODATIONS

Hotels and restaurants are the major part of the accommodations industry, also known as the hospitality industry. Hospitality means welcoming people and treating them with friendliness. This is what the people who accommodate tourists try to do all the time.

Hotels range from very small, sometimes with no more than ten to twenty rooms, to extremely large, luxury hotels with hundreds of rooms. Large, modern hotels not only have guest rooms but many other facilities as well, including convention rooms, bars, small stores where guests can shop for many different kinds of merchandise, beauty parlors, and pharmacies or drug stores. They may also have swimming pools, saunas, exercise rooms and health clubs.

Because very large hotels are expensive to build and operate, many of them are part of large corpora-

tions that own and operate many hotels. Such corporations, called hotel chains, may own and operate hotels around the world. Some hotel chains are part of other larger corporations that also own and operate large airlines.

Often the large hotel corporation that builds the hotel does not actually operate, or run it. Some hotels are operated as franchises, which means that the building corporation sells or rents to someone else the right to operate the hotel. The operator runs the hotel according to certain standards set by the corporation and pays a percentage of the income to the corporation.

Other large hotels are run on management contracts. The builder agrees to let another company manage and operate the hotel. The builder and manager get a share of the money earned by the hotel. This is often how large hotels that are built by governments are run.

Resort hotels are usually in areas where there are beaches, mountains, or other inviting surroundings where tourists can relax and play. Such an area may have many hotels, both large and small. The large resort hotel is usually self-contained meaning

that it has all the facilities for sports and other recreation on its own grounds. Recreation facilities may include a golf course, tennis courts, and swimming pools, as well as restaurants and shops. The driver who picked up guests at the airport in a limousine, works for such a resort hotel.

Many other types of accommodations besides hotels are available to tourists. There are guest houses or tourist homes, known as either pensions or bed-and-board houses. They provide a "continental breakfast" of coffee and rolls as well as sleeping accommodations.

People travelling by automobile often prefer to stay at a motel. "Motel" is a word made up from "hotel" and "motor". Motels are built so the guests can park their cars near their rooms. Hostels and camp grounds (places where people can stay in tents or cabins) offer another choice for tourists. These are usually occupied by people who like to camp or hike. A country that has a sea coast or waterway may have still another type of accommodation. Boat owners who like to live on their boats stay in marinas. The boat owner who docks at the marina is provided with fresh water, electricity,

phones, toilets, and wash rooms. Like camp grounds, they are usually near stores where food and other supplies can be bought. Campers and boat owners may not spend as much money on sightseeing or buying gifts as those tourists who stay at large hotels, but they are also a valuable part of the tourism business. Many people and businesses in the area benefit from these tourists who buy services, food and other necessities.

WORDS

- accommodations [ə,kɒmə'deɪʃən] 膳宿设施
range [reɪndʒ] v. 扩大, 延伸
extreme [ɪk'stri:m] adj. 极端的, 极度的
parlor ['pɑ:lə(r)] n. 美容院
merchandise ['mɜ:tʃəndaɪz] n. 商品
pharmacy ['fɑ:məsi] n. 药房, 药店
corporation [,kɒpə'reɪʃn] n. 有限公司
sauna ['saunə] n. 蒸汽浴, 蒸汽浴室, 桑拿浴
percentage [pə'sentɪdʒ] n. 百分比, 百分率
contract ['kɒntrækt] n. 合同
recreation [,rekri'eɪʃn] n. 游戏或娱乐
limousine ['liməzi:n] n. 大型豪华轿车
occupy ['ɒkjupai] vt. 居住, 拥有
hike [haɪk] vi. n. 徒步旅行

marina [mə'ri:n] n. 游艇停泊港

dock [dɒk] v. (指船)入坞

necessity [ni'sesəti] n. 生活必需品

EXPRESSIONS

according to 根据

agree to (with, on) 同意

be available to 可用的, 可获得的

to provide with sth 提供

spend on 花费(时间、金钱)

benefit from 从……得益、获利

NOTES

1. the accommodations industry 服务业, 膳宿供应业, 第三产业。
2. range from...to 从……到……范围内
3. hotel chains 饭店联号
4. franchise 按出卖或出租特许者所规定的方针和标准经营的业务。
5. guest home / tourist room 招待所/旅社; 可供旅客住宿的小型客栈, 一般只有几个房间。
6. management contracts 管理合约式: 指拥有饭店产权的所有者依合同规定将饭店管理权交给饭店连锁集团负责。
7. self-contained 设备齐全的, 独立门户的。
8. pension 膳宿公寓: 另一种为旅客提供食宿的地方, 特别多见于欧洲。现今这种公寓通常低价提供床位和早餐。

9. continental breakfast 欧陆式早餐。
10. marina 小船坞:可供小船停靠的地方。小船坞通常提供电力、电话和水等,游人可以在自己的小船上食宿。

EXERCISES

I. Answer the following questions:

1. Why is the accommodation industry also known as the hospitality industry?
2. What facilities are usually available in large, modern hotel?
3. Where are resort hotels built?
4. Some hotels are operated as franchises, what does it mean?
5. Try to explain the meaning of the term "run on management contracts".

II. Topics for group discussion:

1. What are some of the large hotel corporations?
2. What are some of the different kinds of accommodations that are available to tourists nowadays?

READING PRACTICE:

THE PERFECT CONFERENCE VENUE FOR 100 DELEGATES

The Bedford is the ideal hotel for the smaller conferences of from 10 to 100 delegates, either residential or non residential.

Situated, as it is, at the heart of Brighton's famous seven mile seafront, the Bedford is convenient for delegates, both as a venue and for its accessibility to the amenities of Brighton.

Conference organisers should consider the advantage of taking over the whole hotel for their function—an important advantage which provides a more intimate atmosphere.

The Hotel will be pleased to help in the organisation of any function and arrange all the ancillary services which may be necessary.

There are 7 purpose built and fully air conditioned conference rooms, each of which can be readily equipped with audio visual aids and microphones. All lighting arrangements, recording, secretarial and translation services can also be provided. Any of the conference rooms can be used for interviewing, as showrooms, or for exhibitions.

There is ample parking space available both beneath the hotel or in nearby multi-storey car parks.

Road and rail links place Brighton within easy reach of London while Gatwick Airport is only twenty minutes away with connections to major centres of Britain and the Continent.

PRIVATE ENTERTAINING

The Bedford will be pleased to cater for private entertaining, cocktail parties, buffets, banquets or dinner parties.

Bedford Hotel, Brighton

Reservations: Bedford Hotel, Brighton Sussex BN 12JF.

Telephone: Brighton (0273) 29744

Telex No: 877245 (prefix Bedford).

Conference and Banqueting Rooms Specifications:

Suite	Sq. metres	Sq. feet	Theatre Seating	Conference Style	Banquet	Dinner Dance
Sussex	372	4029	450	200	350	275
Brighton	74	820	70	35	60	
Hove	71	752	60	30	35	
Arundel	57	625	50	25	30	
Lewes	59	635	60	25	30	
Goring	56	620	50	25	30	
Lancing	60	660	60	25	30	

Unit Two

FRONT OFFICE

The Front Office is the nerve center of the hotel. It is the first line of defence, the area the guest usually goes to for any problems or help. It is the first impression the hotel guest receives. Primary function of the Front Office is for receiving and registering the guest and making sure that the room to which the guest is assigned is his specific type of requested room.

the type of registration, reception and room assignments may differ from hotel to hotel, depending on the size of the Front Office and whether the registration systems are manual or computerized.

Process of registration involves greeting the guest, registering him in his requested accommodations, negotiating the room rate, determining the length of stay, and specific requirements during the stay. In addition to this, the hotel is responsible for determining credit worthiness of the guest. In most

hotel operations, the Front Office requires a major credit card or some other letter of credit to establish the guest's ability to pay.

The Front Office is the first impression the guest receives when entering the hotel. It is extremely important for all Front Office personnel, whether a registration clerk or cashier, to maintain a very polite demeanor and good attitude.

In the process of registration, the registration clerk will look up the reservation for the incoming guest, and determine what accommodations are required. After the reservation has been found, the clerk will then ask the guest to fill out the registration form indicating his current address, billing address (if approved), and the type of payment. The registration form must then be signed indicating that he understands the type of accommodations, the length of stay, and the room rate he/she is to pay. At that time the desk clerk will get a key for the guest and have a bellman escort him to his room.

Depending upon the type of Front Office system in the hotel, the guest may receive a normal metal key for their room, or possibly a computerized card key. The card key system allows the hotel to change

the combination lock after each guest's stay.

The standard Front Office has a registration rack indicating which guest is assigned to which room, so to verify availability of the rooms. The guest's name is put on a piece of paper and inserted in the rack adjacent to his assigned room number, so at any time you can verify how many rooms are occupied and by which guests. In today's computerized society many hotels have no more registration racks, but are able to view this information on a computer screen.

The other very important function of the Front Office is the cashiering check-out function, although in most operations desk clerks are cross-trained to handle both check in and check-out procedures.

Upon check-out a guest will come to the desk on or before check-out time and settle his account. This may be done by either accepted credit cards, cash, or a personal check.

In the eyes of most customers, the Front Office employees are the representatives of the hotel. Their ability to work smoothly is an important factor in the success of the hotel.