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HOSPITALITY INDUSTRY

傅慧 编著

现代酒店 实用英语

集多年管理专业智慧 国际化标准管理之目标

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傅慧，女，1974年出生，1998年毕业于中山大学管理学院，获经济学硕士学位。1998年至今任职于中山大学管理学院，中山大学管理学院旅游酒店管理系副主任。2002~2003年赴美国华盛顿大学访问，2003年11月~12月赴欧洲考察欧洲旅游酒店业发展。参与政府委托与企事业单位咨询研究课题包括：广州会展业发展规划，中国大酒店发展战略规划，花园酒店发展战略，羊城兆业集团经济型酒店发展战略等。

傅 慧

作者简介

丛书出版前言

改革开放以来,我国酒店业发展迅速,已成为第三产业的重要组成部分。我国酒店业的发展经历了在数量上从供给短缺到供给过剩的变化,在性质上完成了从内部的接待业务向市场经营的转变。但是,与国际酒店集团相比,我国酒店的经营状况并不乐观:数量多、规模小、功能结构比较单一和雷同、单体酒店较多和集团化发展较差。

由于经济的全球化和信息化,以及我国加入 WTO,酒店业将直接面对全球竞争市场,并与国际知名酒店集团展开直接竞争。从发展来看,酒店业的竞争实际上是酒店经营管理人员素质和经营理念的竞争。因此,我国酒店业只有形成自己的竞争优势,并拥有持续的竞争能力,才是酒店业发展壮大的根本出路和保证。

为此,广东旅游出版社在其品牌图书《现代饭店经营实务丛书》的基础上,深入研究了当前国内外酒店教材体系和职业培训体系,组织了北京第二外国语学院旅游管理学院、中山大学管理学院等酒店专业的学者、酒店专家以及成功的酒店管理人员对这套丛书进行了全新改版。新版的《现代酒店知识管理丛书》集中了这些专家、学者和管理人员多年的研究成果和实践经验,引入了国际最新的酒店管理理念,并结合我国酒店的实际情况,进行了编写。这套丛书基本包含了现代酒店业中所有的经营管理和操作领域的知识,能够帮助读者全面了解现代酒店的经营管理和实务运作,以提高我国酒店管理经营的专业水平。

广东旅游出版社

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Introduction

Guidelines for the Hotel Industry of the Future

Tourism has a bright future, and so does the hotel industry. The hotel of the future is defined by tourism guidelines, that is, the needs of the tourist of the 21st century. Who will be the consumer, the guest, and the tourist of tomorrow? New communication technologies will enable faster and easier business contacts without business trips, but the number of people traveling for leisure, pleasure and learning will increase significantly.

The hotel of the future will be a "green hotel" or an "ecohotel". Everything, from the choice of the location, construction, equipment, hotel products and hotel services, will be subordinated to the preservation of nature and the environment, to man-the worker, and man-the guest. Nature hotels or "eco-oasis" will be a common phenomenon. "Spa hotels" will offer services related to the preservation of health, beauty (look good, feel better), physical and spiritual strength, such as the serving health food, offering various spiritual and physical exercises, and utilizing natural remedies and resources located in the hotel's vicinity (i.e. mineral water springs, seas, lakes, rivers). These "green" and "spa" hotels will meet all the needs of the green tourist wave that will overgrow the world in the future.

Tourists seeking adventure will go on board "cruise hotels" that will cruise the seas and outer space (space tourism). These "cruise hotels" will be equipped to provide the tourist with the pleasure of exploring the

unknown. Space will become the new tourist destination for humans, and maybe planet Earth will be the same for aliens. Travelers of the future will be easy going. They will not be necrophilia's (lovers of inanimate objects) and lug their baggage around. This will be achieved through staying in "home hotels", where travelers will find everything they need, from clothing, shoes and other necessities, to beds, food and beverages, and new products and services. However, to entice people to leave their comfortable homes and stay in "home hotel", these properties will have to maintain a high degree of uniqueness and attractiveness. This means that they would need to be better than a typical home, offering good quality, unique ambiance and reasonable rates.

"Educational hotels" will meet the growing desire of tourists to learn and acquire new skills required for frequent job changes, and fulfillment of spiritual needs. Specially equipped, these hotels will offer the tourist of the future all that is pleasant and beneficial to both body and spirit, ranging from playgrounds for children, to various cultural and educational programs for adults, and programs for the elderly and retired. Electronic transfer of knowledge and research results will replace today's conferences and symposia.

"Vacation hotels" will be designed to meet the needs of elderly tourists as life spans increase. These hotels will offer comfort, tranquility, opportunities for socializing, mini-libraries, food and beverages adjusted to the special needs and requirements of seniors and special treatments and exercises for the body and spirit.

"Themed hotels" (and themed restaurants) will emphasize the ethnic and/or regional uniqueness of the country, region or place. The tourist will find there meals, entertainment and ambiance typical for the locality and distinguishable from other regions by culture, nature, inhabitants, customs, music, etc. Themed restaurants will usually offer typical local dishes where customers can actively participate in the selection and preparation of their

meals, with all the associated sensory experiences.

Catering and hotel products in the coming century will be characterized by a sophisticated synthesis of esthetics, quality and functionality. A balance between economy and ecology, as well as between esthetics and ethics will be sought.

As far as the macro-organization of the future hotel industry is concerned, international hotel companies will continue to dominate the market, but small independent hotels will continue to exist and flourish. The micro-organization of the hotel will be based on the teamwork of interdisciplinary experts such as: nutritionists, economists, sociologists, psychologists, technologists, information technology experts, educators, entertainers, kinesiologists (experts who study the art and science of human movement and physical activity), physicians, designers, architects and other experts of emerging new fields. Considering the Management of Human Resources, employees will be the most important assets of hotels, therefore making education and training a permanent and continuing activity. Employees will be provided with childcare, elderly persons care, and alternative work arrangements. The number of employees per guestroom will be reduced due to automation in routine operations, employees participation in profit sharing, stock options and in decision making, team work, incentive pay and frequent promotion.

Considering the future of the hotel industry and tourist industry there will be two opposing trends: cheap hotels outside the cities and luxury hotels in resort areas where guest will be waited on "hand and foot." There will be an increase in the number of themed hotels, and restaurants where the customers will design and supervise the preparation of the meals and select their preferred entertainment.

Hotels will be built on Mars, the moon and on space stations. World Reservation Centers will enable guests to reserve and book their preferred lodging anywhere in the world. Most tourism enterprises and a great number

of tourists will abide by uniform codes of practice for sustainable tourism. Countries will adopt standardized passports and uniform custom clearance practices. Today's travel agencies would cease to exist and transform themselves into travel consultants. Hotels will outsource some of their traditional functions such as accounting, security, engineering, etc. to independent contractors in order to decrease costs and increase productivity. All purchasing will be conducted electronically and direct with global vendors. Check-ins and check-outs will be done electronically. Individual reservations will be conducted via World Reservation Centers, which will contain all the necessary information about guests and their needs and preferences. Customer satisfaction surveys will be simplified and automated. Robots will be used for housekeeping and the preparation of routine meals. To increase guest security and safety, doors and safes will be operated by codes and employees' behavior and access would be strictly controlled.

All of these predictions confirm that in the future the hotel business will concentrate on satisfying the guest's needs, while at the same time humanizing the work place which will result in cost reduction and increased profitability.

Origins of the hospitality industry

The hotel, as we know it today, is a comparatively recent development. Up to the sixth century, the few people who traveled slept in the open. From the sixth century into the middle of the eighteenth, inns, which provided only minimal comfort and basic foods, were all the travelers could expect. With the trade and travel occasioned by the industrial revolution, the number of inns, both in England and in the United States, increased. While some improvements were made in the quality of the facilities, the basic services remained unchanged.

In the United States, genuine progress was made only in 1829 with the

opening of the Boston Tremont House. This hotel incorporated many of the features associated with the quality hospitality operation today: single and double rooms, bellboys, French Cuisine, and a spirit of service.

Although other quality hotels were built in the 1800's, it was not until the innovations of Ellsworth M. Statler's Buffalo Statler, opened in 1908, that the modern hospitality industry came into being. Statler offered the average American traveler good food, clean rooms, comfort, and convenience—all at a price he could afford. The Statler formula was used widely in the American hospitality industry.

Four distinct kinds of hotels, each serving a particular need, were developed during this period: the commercial hotel, which caters to the needs of the traveling business man or middle-class tourist; the residential hotel, for the long-term guest who does not maintain his own home; the luxury hotel, for the rich and sophisticated traveler; and the resort hotel, for the vacationer.

