



全国旅游类专业创新应用型人才培养规划教材

# 酒店商务英语

JIUDIAN SHANGWU YINGYU

孙 琼 编著



中国旅游出版社

本书的编写受到：北京联合大学教育教学研究与改革项目  
“基于多重视角的酒店管理专业课有效教学评价指标体系研究  
——以北京联合大学为例（负责人：孙琼）支持”



全国旅游类专业创新应用型人才培养规划教材

# 酒店商务英语

JIUDIAN SHANGWU YINGYU

孙 琼 编著



中国旅游出版社

项目统筹：付 蓉  
责任编辑：郭海燕  
责任印刷：冯冬青  
封面设计：鲁 筱

---

图书在版编目 ( C I P ) 数据

酒店商务英语 / 孙琼编著. -- 北京 : 中国旅游出版社, 2016. 9

ISBN 978-7-5032-5603-5

I . ①酒… II . ①孙… III . ①饭店—商务—英语—教材 IV . ①F719.2

中国版本图书馆 CIP 数据核字 (2016) 第 200230 号

---

书 名：酒店商务英语

---

编 著：孙 琼

出版发行：中国旅游出版社

(北京建国门内大街甲 9 号 邮编：100005)

<http://www.cttp.net.cn> E-mail: [cttp@cnta.gov.cn](mailto:cttp@cnta.gov.cn)

发行部电话：010-85166503

排 版：北京旅教文化传播有限公司

经 销：全国各地新华书店

印 刷：河北省三河市灵山红旗印刷厂

版 次：2016 年 9 月第 1 版 2016 年 9 月第 1 次印刷

开 本：720 毫米 × 970 毫米 1/16

印 张：18

字 数：160 千

定 价：38.00 元

I S B N 978-7-5032-5603-5

---

版权所有 翻印必究

如发现质量问题，请直接与发行部联系调换

# 全国旅游类专业创新应用型人才培养规划教材

## 编委会

主 编 黄先开

副主编 石美玉 王 丽

编 委 (按姓氏拼音顺序排列)

顾海洋 刘 宇 刘志红 穆洁华 石金莲 田彩云  
王春才 王美萍 云 程

# 序 言

2009 年国务院 41 号文《关于加快发展旅游业的意见》颁布，它将旅游业提升至国民经济战略性支柱产业的地位，旅游业迎来了巨大的发展机遇。2014 年的 31 号文《国务院关于促进旅游业改革发展的若干意见》指出，旅游业是现代服务业的重要组成部分，带动作用大，明确了促进旅游业改革发展，要创新发展理念，坚持深化改革，依法兴旅，坚持融合发展，坚持以人为本。旅游业是综合性强、渗透性强、涉及面广、市场潜力大、发展前景广的“朝阳产业”，同时也是各种新业态、新产品不断涌现的现代服务业。2015 年 1 月，李金早局长在全国旅游工作会议上也指出，旅游业已经发展成为综合性的现代产业，旅游业正在成为经济发展新常态下的新增长点。旅游人才如何满足日益增长且多样、多元和多变的旅游市场就业需求，这是旅游高等教育必须思考 and 解决的问题。

在此背景下，培养一批符合旅游市场需求，具有国际竞争力的高素质的创新应用型旅游人才成为推动旅游业发展的当务之急。依据国家高等教育方针、旅游行业需求，应用型人才可以分为三个层次：基础层次是技术（技能）应用型人才；中间层次是知识应用型人才；最高层次是创新应用型人才。创新应用型人才不同于普通高校培养的学术型、研究型人才，也不同于普通高职类院校培养的纯粹应用型、技术型人才，是介于两者之间的。正是基于这种认识，2009 年北京联合大学旅游学院申报获批为北京市旅游人才创新实验区，提出培养创新应用型旅游人才的理念，2010 年以来开始考虑和规划旅游类专业创新应用型人才培养的主干课程教材建设。

教材是体现教学内容和教学方法的知识载体，也是深化教学改革，提高教学质量的重要保证。这套旅游类专业教材体现了对近年来旅游理论与旅游实践发展的全面总结，体现了旅游理论与旅游实践的协同创新；是旅游理论知识与旅游业实践和旅游业需求充分接轨的产物，既区别于纯理论教材，也区别于纯实践教材；也是适应 21 世纪大旅游发展时期实现旅游高等教育改革与发展的产物。

在旅游产业融合发展的“大旅游”发展背景下，高素质创新应用型旅游人才除需要旅游专业的相关知识和能力外，还需要具有人文素质、经济意识、信息技术和国际视野，且掌握旅游产业前沿动态等相关知识和能力。面向大旅游新业

态发展，为了使本套教材更好地体现旅游各领域的知识、能力和素质要求，减少或消除课程内容与旅游实践相脱节的现象；体现高校教学特点的同时，又充分接轨旅游业的主流方法与技术，我们在广泛听取各方面意见、建议和借鉴教育部旅游管理类专业指导委员会专业课程建设标准的基础上规划本套教材，由校企协同开发，例如，《旅游信息化导论》与携程网和 IBM 合作，《会展管理》与中国会展联合会合作，从教材建设方面，全方位提升旅游类课程内涵建设。本套教材注重理论联系实际，融知识学习与能力培养为一体；其中部分教材采用立体式教材建设模式，构建了较丰富而开放的学习资源；内容比较新颖，有的教材首次列入（如《旅游信息化导论》）。本套教材获得北京市旅游人才创新实验区项目和北京联合大学校级规划教材项目的大力支持。

本套教材是集体智慧的结晶，尽管编写过程中我们力图反映旅游理论知识和旅游业实践的最新成果和发展趋势，使教材既便于教师教学也能促进学生自主学习，但旅游管理这一年轻的学科发展速度如此之快，我们的经验和学识有限，教材中难免有瑕疵，敬请读者批评指正。

黄先开

2015 年 7 月 29 日

# 前言

《酒店商务英语》是一门实用性很强的课程，随着中国的入世和国际经济一体化进程的加快，酒店市场对于人才的需求由单一的专业性人才转向语言功底扎实的复合型人才，要求具备较高的跨文化、跨语言的沟通能力。《酒店商务英语》教材通过大量真实、生动的素材和课堂演练，使学生在掌握语言技能的同时，了解现代国际酒店商务的知识，以达到在体验酒店商务中学习英语、提高商务交际能力的目的。

本书的出版离不开众多师友的支持和帮助。在此，请允许我由衷地感谢田彩云、裴正兵老师多年来给予我的帮助和指导；感谢宋金飞、杨卓雅、袁文军同学在资料搜集、整理方面所作出的工作；由衷地感谢本书责任编辑给予的指导和辛勤工作。

由于编者水平有限，疏漏之处在所难免，敬请同行专家和广大读者批评指正。

本书的编写受到：北京联合大学教育教学研究与改革项目“基于多重视角的酒店管理专业课有效教学评价指标体系研究——以北京联合大学为例”（负责人：孙琼）支持。

编者

2016年5月

# C 目录 Contents

Unit 1 International Hotel Business.....	1
TEXT A World Travel & Tourism Council .....	1
TEXT B The American Hotel & Lodging Association.....	8
Unit 2 Multinational Hotel Corporation .....	14
TEXT A Cultural Differences In International Hotel Development.....	14
TEXT B Marriott Create the World's Largest Hotel Company.....	21
Unit 3 Ethics and Corporate Social Responsibility .....	30
TEXT A Does Corporate Social Responsibility Increase Profits? .....	30
TEXT B Greening Up the Hotel Industry .....	38
Unit 4 Brand Management .....	44
TEXT A How Technology is Impacting Hotel Brand Management? .....	44
TEXT B Business Impact of Social Media .....	51
Unit 5 Hotel Finance .....	62
TEXT A Application of Management Accounting In the Hotel Industry.....	62
TEXT B Change Revenue Recognition for Certain Franchise Fees.....	71



<b>Unit 6 Hotel Leadership</b> .....	79
TEXT A Women Gaining Leadership Roles .....	79
TEXT B The effect of spiritual leadership .....	86
<b>Unit 7 Hospitality Real Estate</b> .....	95
TEXT A Value Place inks deal to develop 25 hotels in Washington .....	95
TEXT B Ashford hospitality trust & prime Inc .....	100
<b>Unit 8 Hotel Human Resource Management</b> .....	108
TEXT A The Employee Free Choice Act .....	108
TEXT B Human resource management in the hotel industry .....	116
<b>Unit 9 Hotel Sale &amp; Marketing</b> .....	122
TEXT A How Hospitality Brands Can Stay Competitive ? .....	122
TEXT B Why targeted marketing is critical for hospitality .....	131
<b>Unit 10 Hotel Logistics</b> .....	139
TEXT A What is Hotel Logistics? .....	139
TEXT B Hospitality Logistics: Benefits to Streamline Renovations .....	145
<b>Unit 11 Hotel E-commerce</b> .....	153
TEXT A E-commerce: a Kind of New Commercial Tool .....	153
TEXT B How has technology grown in the hospitality market? .....	160
<b>Unit 12 Hotel Outsourcing &amp; Procurements</b> .....	169
TEXT A Outsourcing services in hotel industry .....	169
TEXT B Choice Hotels leverages in-house e-procurement tool .....	175
<b>Unit 13 Hotel Marketing Research</b> .....	183
TEXT A Information retrieval and research methods .....	183

TEXT B	You Get What You Create - Accountability.....	189
Unit 14	Hotel Business Communication .....	197
TEXT A	The skills of business communication .....	197
TEXT B	Global Conversations with Entrepreneurs .....	203
Unit 15	Hotel Distribution .....	210
TEXT A	Cost of distribution out of control or a real expense .....	210
TEXT B	The Usage of E-distribution in the Hospitality Industry .....	219
Unit 16	How to Make the Service Well .....	226
TEXT A	Take the Service Elevator to The Top Floor .....	226
TEXT B	How to make the hotel service well .....	235
	课后习题答案.....	242

# Unit 1

## ***International Hotel Business***



### Background

International hotel business refers to all commercial transactions that take place between two or more regions, countries and nations beyond their political boundaries. The transaction, which can be private or governmental, involves sales, investment, logistics, and transaction. Usually, private companies undertake such transaction for profit while governments undertake them for profit and for political reasons. It also refers to all hotel business activities which involve cross border transaction of goods, services, resources between two or more nations. Transaction of economic resources include capital, skills, people etc. For international production of physical goods and services such as finance, banking, insurance, construction etc.

### TEXT A

#### Overview

*This article introduces the WTTC (the World Travel & Tourism Council), which was founded in London in 1990. It works to raise awareness of Travel & Tourism as one of the world's largest industries, supporting 277 million jobs and generating 9.8 per cent of world GDP, and has become one of the most authoritative international non-governmental organizations.*

### World Travel & Tourism Council

The World Travel & Tourism Council (WTTC) is a **forum** for business leaders in the Travel & Tourism industry. With Chief Executives of some one hundred of the world's leading Travel & Tourism companies as its Members, the WTTC has a unique

**mandate** and overview on all matters related to Travel & Tourism Industry. The WTTC works to raise **awareness** of Travel & Tourism trade as one of the world's largest industries, supporting 277 million jobs and generating 9.8 percent of the world GDP.

## Early Time of the WTTC

The WTTC began in the late 1980s. From the initial idea between CEOs to the tourism council the WTTC has made great achievement in the development, and has always **adhered to** implementing its “improve the public's **perception** of the importance to develop tourism” core mission.

James Robinson III who worked in **American Express** and some CEOs realized that the public in the 1980s knew very little about the fact that the travel & tourism industry was one of the world's large industries which could provide the most employment at the same time. Under the background as such, the WTTC was founded in 1990 with James Robinson III as the chairman of the board and Geoffrey Lippmann the president.

## WTTC in the Nineteen Nineties

The first annual conference was held in Washington in 1991, 32 members of the council worked together because the **Gulf War** brought uncertainties to the prospect of tourism. This conference identified three main issues: Raise **recognition** about tourism contribution to the economy; Expand the market **under the premise of** harmony with the environment; Reduce development obstacles.

When Bob Burns took over as President in 1993, the WTTC had contained 68 members who were focused on studying tourism economy with its partners. **Tourism satellite account (TSA)** system made it possible for the WTTC and its members to analysis information by reliable data. By 1999, the United Nations approved the TSA as an important means to measure the tourism economic impact at the annual meeting. Now, the WTTC and its partner Oxford economics provide annual TSA forecast for 174 countries, as well as depth study for more and more countries and regions every year.

By 1997, the number of the members in the council had reached nearly one hundred. It is **predicted** that tourism industry would provide more than 100 million jobs in recent ten years. The first global tourism summit was held in Vilamoura (a city in Portugal), “Employment” just was the main issue, and the meeting called on policy makers in every government to take the tourism industry into special consideration while setting out the employment policy through the “Vilamoura Declaration”.

While the board continued to focus on promoting the global integration, it began to turn their attention to certain areas of the world which was considered as special regions that needed to pay attention for promoting recognition of tourism potential influence on the government. The plan in Latin America and India turned out a great success.

### WTTC in the 21<sup>st</sup> Century

The management of the WTTC signed a new deal with **tourism business roundtable (TBR)** on September 11, 2001 in New York. However, on the same day, the terrorist attack in the United States shocked the world and brought the disaster to tourism. The effects of terrorism caused serious losses to WTTC members and as the result some members quit from the council. But the WTTC took active measures to **restore** public confidence in the tourism industry and encourage them to start travel again. In the Inside the WTTC, employees **convened** a crisis meeting every day, and on the outside, the WTTC joined hands with its friends and partner organizations to form a global **alliance** of the industry. The alliance made a statement to call on governments to join together to ensure that safety measures had effectiveness, international universality and could be carried out on a global scale. The intent was to restore consumers' confidence in the tourism industry and improve the safety and living quality of all practitioners.

By 2003, a series of events around the world made the global to realize that the tourism industry was undergoing great changes. The war in Iraq, **SARS** and ongoing terrorist attacks meant that the WTTC must continue and increase its efforts to reshape tourists' confidence. In 2003, the WTTC summit opened to the global media and public for the first time. "Shape The New Tourism" became the theme of the conference because of the atmosphere among the industry. At the conference, the WTTC announced the figures which revealed the impact of SARS to tourism industry in China, Hong Kong, Singapore and Vietnam, and attracted widespread media attention. The outcome of the summit were very **abundant**, it determined the future development direction of the council, then published the blue-paper of tourism- "The Blueprint For New Tourism" in that year.

### WTTC in Nowadays

Now, the WTTC has got its efforts **unprecedentedly** strengthened for public relations and the relationship with media. Therefore, the board of executives can cooperate with reporters in advance so that the damage caused by false or unreal media report can be reduced to minimum. The website of the WTTC has witnessed a very

large coverage in the industry. In the first half of 2005, the number of individual visitors increased by 20 percent as compared with that a year before, telling an increase of over forty-eight million people. The year of 2007 saw the WTTC official website conducted a **comprehensive** upgrade and redesign by making the contents of both Chinese and English websites more detailed with the TSA to provide a more convenient and systematic information search for more travelers.

Members of the WTTC remain still the driving force for the activities and policies of the organization. Along with the development of the industry, our directors have covered the whole tourism industry chain, namely from airlines to travel agencies, from the online sales to cruise company, from investment companies to hotel business, transportation, and even **lottery**.

## WORDS AND EXPRESSIONS

<b>mandate</b>	<i>n.</i>	a document giving an official instruction or command 授权, 指令
<b>awareness</b>	<i>v.</i>	having knowledge of 意识到
<b>adhere to</b>		follow through or carry out a plan without deviation 坚持
<b>perception</b>	<i>n.</i>	becoming aware of something via the senses 知觉
<b>under the premise of</b>	<i>n.</i>	a statement that is assumed to be true and from which a conclusion can be drawn 在...前提下
<b>recognition</b>	<i>n.</i>	coming to understand something clearly and distinctly 认知
<b>predict</b>	<i>v.</i>	make a prediction about; tell in advance 预测, 预报
<b>restore</b>	<i>v.</i>	return to its original or usable and functioning condition; return to life; get or give new life or energy 恢复, 修复
<b>convene</b>	<i>v.</i>	meet formally; call together 召集, 传唤
<b>alliance</b>	<i>n.</i>	the state of being allied or confederated, an organization of people (or countries) involved in a pact or treaty 联盟, 联合
<b>abundant</b>	<i>adj.</i>	present in great quantity 丰富的, 充裕的
<b>unprecedented</b>	<i>adj.</i>	having no precedent; novel 空前的, 无前例的
<b>comprehensive</b>	<i>adj.</i>	including all or everything; broad in scope 综合的, 广泛的
<b>Lottery (Gambling)</b>	<i>n.</i>	act of playing for stakes in a hope of winning (including the payment of a price for a chance to win a prize) 赌博, 投机

## NOTES

**1. American Express:** 美国运通公司，创立于1850年，总部设在美国纽约，是国际上最大的旅游服务及综合性财务、金融投资及信息处理的环球公司，在信用卡、旅行支票、旅游、财务计划及国际银行业处于领先地位，是在反映美国经济的道琼斯工业指数三十家公司中唯一的服务性公司。

**2. Gulf War:** 海湾战争，是以美国为首的多国部队于1991年1月17日~2月28日在联合国安理会授权下，为恢复科威特领土完整而对伊拉克进行的局部战争。

**3. TSA:** Tourism Satellite Account, 旅游卫星账户，又称为旅游附属账户，是目前世界上被公认的测度旅游业经济影响的方法体系。

**4. TBR:** Tourism Business Roundtable, 旅游商业圆桌会议。圆桌会议，是指一种平等、对话的协商会议形式。在举行国际或国内政治谈判时，为避免席次争执、表示参加各方地位平等起见，参加各方围圆桌而坐，或用方桌但仍摆成圆形，今天“圆桌会议”已成为平等交流、意见开放的代名词，也是国家之间以及国家内部，一种重要的协商和讨论形式。

**5. SARS:** Severe Acute Respiratory Syndromes, 非典型肺炎，2002年11月在中国内地出现病例并开始大范围流行，2003年3月以后，疫情向全国扩散，其中尤以北京为烈。

## EXERCISES

**① Decide whether the following statements are true[T] or false[F].**

1. The WTTC works to raise awareness of Travel & Tourism as the largest industry in the world, supporting 277 million jobs and generating 9.8 per cent of world GDP. ( )

2. WTTC predicted that tourism industry would provide more than 100 million jobs in recent ten years. ( )

3. The “Vilamoura Declaration” called on policy makers to take the tourism industry into special consideration while setting out the employment policy. ( )

4. In 2003, the WTTC summit opened to the global media and the public for the first time because of ongoing terrorist attacks. ( )

5. The number of individual visitors in WTTC was more than forty-eight million in the first half of 2007, so WTTC became one of the larger web page views in the industry. ( )

**2 Answer the questions below the text by choosing [A], [B], [C] or [D].**

**1. The first WTTC conference identified three main issues, except for:**

- [A] Raise recognition about tourism contribution to the economy
- [B] Expand the market under the premise of harmony with the environment
- [C] Boost the development of the global tourism industry
- [D] Reduce development obstacles.

**2. What is the main issue in the first global tourism summit held in ilamoura?**

- [A] Development
- [B] Employment
- [C] Coopreation
- [D] Harmonious

**3. WTTC took measures to restore public confidence in the tourism industry, except for?**

- [A] Hold meeting
- [B] Establish a global alliance
- [C] Encourage public to travel again
- [D] Organize preferential activities

**4. What is the theme of the WTTC conference in 2003?**

- [A] Shape The New Tourism
- [B] remove Obstacles
- [C] Pursuit of Development
- [D] Economic Transformation

**3 Translate the following sentences into Chinese**

**Section A: translate the following business terms into their English or Chinese equivalents.**

1. Chief Executive
2. under the premise of
3. be focused on
4. turn one's attention to
5. carry out
6. 提高关注
7. 致力于, 坚持



8. 接管, 继任
9. 支持
10. 号召, 拜访

**Section B: translate the following sentences into Chinese.**

1. With the Chief Executives of some one hundred of the world's leading Travel & Tourism companies as its Members, the WTTC has a unique mandate and overview on all matters related to Travel & Tourism.

2. While the board continued to focus on promoting the global integration, it began to turn their attention to certain areas of the world which were considered as special regions needed to pay attention to promote recognition of tourism potential influence on the government.

3. The alliance made a statement to call on governments to join together to ensure that safety measures were effective, international universality and could be carried out on a global scale. The intent was to restore consumers' confidence in the tourism industry and improve the safety and living quality of all practitioners.

4. The outcome of the summit was very abundant, it determined the future development direction of the council, then published the blue paper of tourism "The Blueprint for New Tourism" in that year.

5. Along with the development of the industry, our director has covered the whole industry chain of tourism, from airlines to travel agencies, from the online sales to cruise company, from investment companies to the hotel, transportation, and even lottery.

**④ Answer the following questions.**

1. What is the core mission of the WTTC?
2. What is the purpose of the WTTC established?
3. Why was the first WTTC conference held?
4. What is the role of the worldwide alliance the WTTC?