



21世纪旅游英语系列教材

北京市教委高校教育教学改革促进项目



ENGLISH

酒店英语阅读 (下)

王向宁 / 主编

Hotel English Reading & Knowledge



北京大学出版社
PEKING UNIVERSITY PRESS

酒店英语阅读(下)

Hotel English Reading & Knowledge

主 编 王向宁

编 委 张董娟 胡特赐 张艳妍 张伟才
崔新会 杨 静 刘利强

主 审 [美]David Goodsell



北京大学出版社
PEKING UNIVERSITY PRESS

图书在版编目(CIP)数据

酒店英语阅读. 下 / 王向宁主编. —北京: 北京大学出版社, 2015.5

(21世纪旅游英语系列教材)

ISBN 978-7-301-25755-5

I. ① 酒… II. ① 王… III. ① 饭店—英语—阅读教学—高等学校—教材 IV. ① H319.4

中国版本图书馆CIP数据核字(2015)第089534号

- | | |
|-------|--|
| 书 名 | 酒店英语阅读(下) |
| 著作责任者 | 王向宁 主编 |
| 责任编辑 | 刘 爽 |
| 标准书号 | ISBN 978-7-301-25755-5 |
| 出版发行 | 北京大学出版社 |
| 地 址 | 北京市海淀区成府路205号 100871 |
| 网 址 | http://www.pup.cn 新浪微博:@北京大学出版社 |
| 电子信箱 | nkliushuang@hotmail.com |
| 电 话 | 邮购部 62752015 发行部 62750672 编辑部 62759634 |
| 印 刷 者 | 涿州市星河印刷有限公司 |
| 经 销 者 | 新华书店 |
| | 787毫米×980毫米 16开本 6.75印张 150千字 |
| | 2015年5月第1版 2015年5月第1次印刷 |
| 定 价 | 28.00元 |

未经许可,不得以任何方式复制或抄袭本书之部分或全部内容。

版权所有,侵权必究

举报电话: 010-62752024 电子信箱: fd@pup.pku.edu.cn

图书如有印装质量问题,请与出版部联系,电话:010-62756370

ACKNOWLEDGEMENTS

The aim of this textbook is to introduce Hotel English and professional knowledge and skills to Chinese readers and students. We are indebted to many sources for the passages and pictures selected for reading. With regard to the issue of copyright, we have made extensive efforts to contact the publishers and authors of these passages and pictures, but for various reasons we have been unable to establish communication in some cases. In these cases we apologize to the publishers and authors in advance and will be happy to make fuller acknowledgement in due course. For any questions concerning copyright and permissions, please contact:

E-mail: willarr@126.com

We will be happy to make any necessary arrangements for the appropriate settlement of any possible copyright issues.

前言

《酒店英语阅读》是北京市教委教育教学改革促进项目的成果之一,是面向全国高等院校旅游专业、酒店管理专业、英语专业学生编写的专业英语类教材,同时也可供旅游、酒店行业从业人员作为自学教材和参考用书。

本套教材力图在框架布局、内容选材、版块设计等方面做出特色和创新,填补相关领域的空白,在高校教育教学改革中做出有益的尝试,并考虑到目前教学的特点,努力做到内容丰富、语言地道,版面轻松活泼、版块多样,突出实用性、针对性和趣味性。

本套教材分为上、下两册。上册内容主要介绍“酒店行业知识”,下册内容涵盖“酒店实际运营”的各个方面。“酒店行业知识”从宏观角度系统地介绍了酒店业态、酒店分类、特色酒店、酒店评级、酒店集团、酒店管理名校、服务礼仪、酒店发展前景与面临的挑战。“酒店实际运营”则从微观角度介绍了酒店内前厅、客房、餐饮、康乐、招聘培训、市场营销、安全保卫、处理投诉等内容。

本套教材每个单元由七个版块构成:1)Lead-in 导读:引导读者了解单元主题信息;2)Reading 阅读:包含3篇阅读文章,从不同角度、不同侧面介绍单元主题内容,并配有注释及精美图片;3)Useful Words and Expressions 实用词汇与表达:从文中选取重要短语及表达,方便读者学习;4)Practical Reading 实用文体欣赏:引入酒店中常用的招聘广告、菜单、酒水单、预订表、规章制度、促销广告等,拓宽读者视野,熟悉业内常用文体形式;5)Knowledge 趣味小知识:补充一些行业小知识,增强阅读趣味性;6)Exercises 练习:包含Phrase Translation(短语翻译)和Passage Translation(段落翻译),旨在加强语言技能训练的同时,从不同侧面丰富单元主题覆盖面;7)Case Study 案例分析:这个版块多选用酒店业界的经典案例,例如著名酒店管理集团创始人故事、酒店实际运营相关案例等,让读者了解案例所渗透出的酒店管理与服务理念,以提高读者分析和解决问题的能力,起到举一反三的启迪作用。

本教材在编写过程中,参考了一些出版物和网站(详见参考文献)。由于选材广泛,书中没有一一注明出处,希望得到原作者的支持和谅解,并接受我们诚挚的谢意!此外,为了使读者有直观、感性的认识,并使版面活泼轻松,我们采用了一些公开发表的图片。由于部分

酒店英语阅读(下)

图片无法联系到原作者,所以敬请原作者和读者见谅!

本教材在编写过程中,承蒙中瑞酒店管理学院实训基地九十余家酒店相关人员的帮助,承蒙瑞士洛桑酒店管理学院咨询顾问 Alexia, Chen Weicheng, Linda 的指导,承蒙迪拜卓美亚酒店管理学院 John Fong 的帮助,承蒙本院实习学生的协助,承蒙外籍专家 David Goodsell, Leo(Liu Zhigang)在语言上的把关,承蒙中瑞酒店管理学院科研管理中心在配套资金上的鼎力支持,在此表示衷心感谢!

本教材由北京第二外国语学院中瑞酒店管理学院教授王向宁担任主编,参与编写人员为:张董娟、胡特赐、张艳妍、张伟才、崔新会、杨静、刘利强。

鉴于时间仓促、编者水平有限,本教材难免有疏漏、不足之处,欢迎广大读者批评指正。

王向宁

2014.7

目录

Contents

Unit 9 Front Office	1
Lead-in	1
Text A An Introduction to the Front Office Department	2
Text B Receptionists	3
Text C Concierge	5
Useful Words and Expressions	7
Practical Reading	7
Knowledge	8
Exercises	9
Case Study	10
 Unit 10 Housekeeping	 11
Lead-in	11
Text A The Housekeeping Department	12
Text B Housekeeping Rules	13
Text C On-premises Laundry	15
Useful Words and Expressions	17
Practical Reading	17
Knowledge	18
Exercises	19
Case Study	20
 Unit 11 Food and Beverage	 22
Lead-in	22
Text A General Introduction to the Food & Beverage Department	23
Text B Chinese Cuisine	24



酒店英语阅读(下)

Text C Tipping	26
Useful Words and Expressions	27
Practical Reading	28
Knowledge	28
Exercises	29
Case Study	30
Unit 12 Health and Recreation	32
Lead-in	32
Text A Health and Recreation Department	33
Text B SPA	35
Text C Indoor Golf	37
Useful Words and Expressions	38
Practical Reading	39
Knowledge	39
Exercises	40
Case Study	41
Unit 13 Recruitment and Training	43
Lead-in	43
Text A The Human Resources Department	44
Text B Recruiting in the Hotel Industry	45
Text C Hotel Training Techniques	47
Useful Words and Expressions	48
Practical Reading	49
Knowledge	49
Exercises	50
Case Study	51
Unit 14 Marketing and Promotion	53
Lead-in	53
Text A The Sales and Marketing Department	54
Text B Pricing Strategies	55

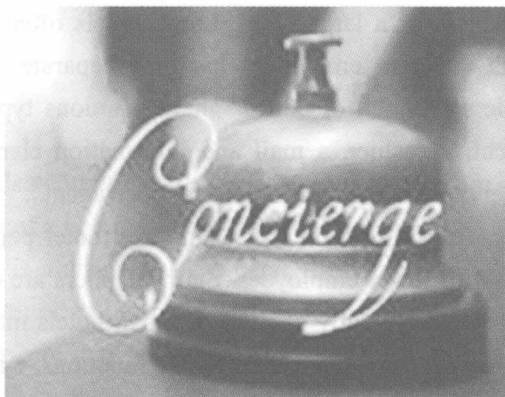
Text C Promotional Strategies	57
Useful Words and Expressions	58
Practical Reading	59
Knowledge	59
Exercises	61
Case Study	62
Unit 15 Safety and Security	64
Lead-in	64
Text A Safety and Security in Hospitality Industry	65
Text B Security Measures	67
Text C The Future of Hotel Security Technologies	68
Useful Words and Expressions	70
Practical Reading	70
Knowledge	71
Exercises	72
Case Study	73
Unit 16 Handling Complaints	75
Lead-in	75
Text A Why Do Customers Complain?	76
Text B Importance of Guest Complaints	77
Text C Tips to Handle Guest Complaints	79
Useful Words and Expressions	80
Practical Reading	80
Knowledge	81
Exercises	82
Case Study	83
练习参考答案	85
参考文献	94



Unit 9 Front Office

►► Lead-in

前厅部也称客务部、前台部、大堂部,是酒店沟通和协调各部门对客服务并为客人提供前厅系列服务的综合性部门。前厅部是酒店的重要组成部分,在酒店经营管理中占有举足轻重的地位。本单元将对前厅部的职能、前台接待员的工作内容、礼宾服务的特点进行详细介绍。



Text A

An Introduction to the Front Office Department

The Front Office Department has been described as the nerve center^① of a hotel. It is the department that provides the first and last impression of the hotel to the guests, and one that the guests rely on throughout their stay for information and service.

Functions

Members of the Front Office welcome guests to the accommodation section: meeting and greeting them, taking and organizing reservations, allocating the check in and out of rooms, organizing porter service, issuing keys and other security arrangements, passing on messages to customers and settling accounts.

To many guests, the Front Office represents the hotel. It is therefore vitally important that employees display a prompt and courteous attitude toward all guests and demonstrate excellence in service.^②

Organizational Structure

The organizational structure of the Front Office varies depending upon whether the establishment is a small business or a large hotel. Large hotels often organize the Front Office according to functions, with different employees handling separate areas. They support many positions with a considerable separation of duties. These positions typically include, but are not limited to: a front desk agent, a cashier, a mail and information clerk, a telephone operator, a reservation agent, and a guest service agent^③.

Vocabulary

- impression *n.* 印象
 reservation *n.* 预订
 courteous *adj.* 有礼貌的
 demonstrate *v.* 展示
 cross-train *v.* 交叉培训



The Front Office of a mid-size hotel performs the same functions, but with fewer employees. Staff members are often cross-trained and job duties are typically combined. Small hotels may have a single front desk agent who performs nearly all the functions, with little assistance.



The Front Office Manager

The Front Office Manager is responsible for organizing the activities of the Front Office employees. He/She oversees a variety of tasks including office operations, accounting, customer satisfaction and emergency procedures, among others. He/She also implements any policies or procedures that are administered by hotel management. When VIPs, such as celebrities or dignitaries, stay at the hotel, he/she is often responsible for giving them the personal attention they require. In most instances, the Front Office Manager reports to the hotel's General Manager.

Interactions with Other Departments

The Front Office staff interacts with all departments of the hotel, including Marketing and Sales, Housekeeping, Food and Beverage, Maintenance, Security, Human Resources and so forth. These departments view the Front Office as a communication liaison in providing guest services. Each of the departments has a unique communication link with the Front Office staff.

oversee v. 监督, 监管
administer v. 管理
dignitary n. 显要人物
liaison n. 联络人

Notes

1. nerve center 神经中枢
2. It is therefore vitally important that employees display a prompt and courteous attitude toward all guests and demonstrate excellence in service. 因此, 前台员工在所有客人面前展现出积极、礼貌的服务态度以及卓越、优质的服务就显得尤为重要。
3. a guest service agent 客户服务代表。有些酒店也把该职位称为 a uniformed service agent。

Text B

Receptionists

A hotel receptionist, also sometimes called a hotel desk clerk or front desk staff, is a person who works at the front desk of a hotel, greeting and assisting guests.

The hotel receptionist is always the first person the guests speak to when they arrive at a hotel or call to make a reservation^①. It is often the receptionist's role to ensure that the guests are taken good care of and are made to feel warmly welcome during their stay. If a guest is

Vocabulary

clerk n. 职员
assist v. 帮助, 协助



treated poorly by the receptionist, it is likely that they will have a negative image of the hotel and may not return.

Duties & Responsibilities

●Customer Service Duties

Hotel receptionists are responsible for helping guests to make reservations, welcoming people to the hotel, using computers to handle guest arrivals and check-out, allocating rooms, answering questions and meeting the needs of guests. Throughout their guest's stay, the front desk staff will be the guest's main point of contact with the hotel.^② If the guest has any concerns, complaints, or special requests, they will speak with the front desk staff.

●Financial Duties

Hotel receptionists are in charge of collecting room payments and settling accounts^③. He or she must know how to process credit cards^④, and how to add room charges for things such as newspapers and food delivery. Fees for damage to the property and charges for missing items are also usually handled by the receptionists.

Job Requirements

Hotel receptionists are responsible for presenting an image of the hotel, so it is extremely important that a hotel receptionist has a wide variety of skills to assist guests.

Hotel receptionists must generally be very friendly, outgoing, caring, and helpful. It is important that they enjoy serving and assisting people with their needs. They must maintain a professional appearance by being well-dressed and neatly groomed to present a positive image. In most cases it would be a great advantage if a hotel receptionist had excellent computer skills, and was also able to speak more than one language.

Promotion Potential

Working as a hotel receptionist is itself a dream for some people. But for others, beginning at the front desk is a way for them to move on to other more influential or important positions. Many hotel managers, concierges, and event planners^⑤ started out staffing the reception area.



negative *adj.* 负面的
complaint *n.* 抱怨, 投诉
outgoing *adj.* 开朗的
groom *v.* 打扮

Notes

1. make a reservation 做预订。客房预订途径有以下几种:电话预订、信函预订、传真预订、面谈预订以及国际互联网预订。
2. Throughout their guest's stay, the front desk staff will be the guest's main point of contact with the hotel. 在客人入住期间,主要是由酒店的前台员工为他们提供一系列的服务。
3. collecting room payments and settling accounts 收银结算
4. credit cards 信用卡。客人入住酒店通常采用的付款方式有三种:信用卡、现金与转账。
5. event planners 活动策划者

Text C

Concierge

Origin

The origin of the word “concierge,” pronounced as “cawn-see-airzh,” is uncertain. Some suggest that it comes from the Latin “conserves,” meaning “fellow slave.” While more claim that the term originated from the French Comte Des Cierges, meaning “the Keeper of the Candles.” This position centered on tending to the needs of nobility who were visiting the castles and palaces in Europe during medieval times. The early meanings are now irrelevant as we associate the concierge with the hotel industry.



Development

The value of having a concierge was quickly recognized and the position then expanded. Having a concierge was quickly incorporated into the lifestyle of the elite members of nobility and was considered an essential status symbol. In the 19th century Europe, concierges held positions as property caretakers in apartments, serving as security and attending to the needs of the occupants. By the 20th century, the position had established itself around the world and all high-end hotels required a concierge. By the end of the 20th century, most hotels had concierge services

Vocabulary

originate *v.* 起源于
 medieval *adj.* 中世纪的
 irrelevant *adj.* 不相干的
 elite *n.* 精英
 caretaker *n.* 看门人
 high-end *adj.* 高端的

available. The 21st century expanded the title to include positions at hospitals, theme parks, and private clubs.^①

Concierge Services

The essence of the hotel concierge job is to provide personalized service. A hotel concierge is there to ensure that guests have everything they need during their stay. Typically, the concierge sits at a desk in the lobby, and guests can either stop by or call with their requests. Those requests may include transportation, restaurant reservations, theater tickets, city tours, pet services and babysitting services, meeting plans, flower deliveries, language interpretations and more.^② The concierges can get guests anything they want as long as it is “legal and ethical”.^③

Les Clefs D’or

Hotel concierge staff have their own professional association, called Les Clefs D’or^④ or The Golden Keys. This organization was formed in France in 1929 and now has more than 3,000 members in over 50 countries.

You can easily recognize the members by the keys they display on the lapels of their uniforms. These crossed golden keys are more than just a symbol of the organization—they are the symbol



essence *n.* 本质
ethical *adj.* 道德的
display *v.* 展示
guaranteed *adj.* 有保证的
motto *n.* 箴言
fraternity *n.* 兄弟会

of guaranteed quality service. Their motto is “Service Through Friendship.”^⑤ They have a finger on the pulse of their city and know what recommendations to make and what to avoid. The common interest of the members is to promote friendship, so they may better assist international travelers and tourists by developing a hotel fraternity.

Notes

1. The 21st century expanded the title to include positions at hospitals, theme parks, and private clubs. 到了21世纪,该职位已经扩展到了医院、主题公园以及私人会所这些行业。
2. Those requests may include transportation, restaurant reservations, theater tickets, city tours, pet services and babysitting services, meeting plans, flower deliveries, language interpretations and more. 客人的这些需求可能包括:交通服务、餐厅预订、剧院门票预订、城市旅游、宠物服务、保姆服务、会议计划、鲜花服务以及语言翻译等。
3. legal and ethical 合乎法理与情理
4. Les Clefs D’or 国际金钥匙组织。该组织起源于法国巴黎,自1929年至今,是全球唯一拥有80年历史的网络化、个性化、专业化、国际化的品牌服务组织。
5. Service Through Friendship 友谊、协作、服务



Useful Words and Expressions

- | | |
|--------------------------|---------------------------|
| 1. rely on 依靠 | 2. pass on 传递 |
| 3. be limited to 限于 | 4. view...as... 视……为…… |
| 5. make a reservation 预订 | 6. take good care of 好好照顾 |
| 7. be in charge of 负责 | 8. originate from 起源于 |
| 9. center on 以……为中心 | 10. stop by 短暂停留 |

Practical Reading

Room Reservation Form

First Name:	Middle Name:	Last Name:
Telephone:		Fax:
Address:		
Title:	Nationality:	No. of Persons:
Check-in:	Check-out:	
Flight No.:	Arrival Time:	
Room Type: Single Double Twin	Deposit:	
Credit Card No.:	Credit Card Type:	
Smoking Non-smoking	Special Requests:	

开胃酒

开胃酒(Aperitif)又称餐前酒,是用餐前饮用的酒品,具有生津开胃、增进食欲之功效。开胃酒主要是以葡萄酒或蒸馏酒为原料加入植物的根、茎、叶、药材、香料等配制而成。传统的开胃酒品种主要分为三类:味美思(Vermouth)、比特酒(Bitter)和茴香酒(Anis)。

味美思的酒精度在18度左右,它是以葡萄酒为基酒,加入植物、药材等物质浸制而成。味美思分为特干(extra dry)、干(dry)和甜(sweet)三种,主要以酒中含糖量的多少来区分。从颜色上分又有白(bianco)和红(rosso)两种。通常干味美思的颜色是无色透明或浅黄色,甜味美思是红色或玫瑰红色。比特酒味道苦涩,酒精度在18—45度之间,它是用葡萄酒或某些蒸馏酒加入植物根茎和药材配制而成。茴香酒酒精度约为25度,它是用蒸馏酒与茴香油配制而成的,口味香浓刺激,分染色和无色,一般有明亮的光泽。



葡萄酒酒标

葡萄酒酒标(Wine Label),即贴在酒瓶上的标签,是一瓶酒的身份证。它包含了很多信息,如产地、葡萄品种、年份、装瓶地、分级等。其中,关于产地的标示信息,越精确表明品质越好。有些国家的酒标上甚至会详细标示出葡萄园、村庄、区域,以保证葡萄酒的品质。

有时,葡萄品种与产地名称会同时出现在标签上,人们可以通过葡萄品种来推断葡萄酒的品质高低。

葡萄酒的年份也相当重要,它不仅代表了葡萄酒的酒龄,也是品质良莠的依据。年份指的是葡萄的收获年,不同年份的葡萄成熟度会有差异,而且当年收获的好坏也会影响葡萄酒的寿命。装瓶则分为产地装瓶与酒商装瓶,产地装瓶

的葡萄酒通常有较好的品质保证。至于等级分法,各国甚至各产区皆有不同的分级系统,如法国的A.O.C.,V.D.Q.S.。除此以外,酒标上通常还会有酒精含量、甜度、检定号码、酒章、商标等信息。

酒标同邮票、纸币、火花、烟标一样,同为世界五大平面收藏品。

