



21世纪旅游英语系列教材



酒店英语阅读 (上)

王向宁 / 主编

Hotel English
Reading & Knowledge



北京大学出版社
PEKING UNIVERSITY PRESS

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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.

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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

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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

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Unit 1 Hotel and Careers

►► Lead-in 导读

“酒店”一词来源于法语,最初意为贵族在乡间招待贵宾的别墅,后来又称为宾馆、旅馆、旅店、旅社、商旅、客店、客栈等。现在的酒店,除主要为客人提供住宿服务外,还提供餐饮、游戏、娱乐、购物、商务、宴会、会议等服务与设施。本单元就酒店的定义、发展历史、酒店业职业特点等方面进行简要概述。



Text A

About the Hotel

What Is a Hotel?

When most people think about “hotels,”^① they think about buildings containing guest rooms for sleeping. In its narrowest sense, this definition may be correct. However, today’s travelers have a wide variety of lodging alternatives, and the definition just cited is of limited use. For example, at one extreme, a person may choose a lavish destination resort in an exotic location that, in addition to sleeping rooms, offers many recreational alternatives, food and beverage outlets, and numerous other amenities. Other travelers prefer a full-service hotel^② that offers, in addition to sleeping rooms, a variety of food and beverage services. These may include ala carte dining rooms, coffee shops, or lounges, and room service and banquet facilities. Still other travelers desire a limited-service hotel^③ that simply provides sleeping rooms with no food and beverage outlets. Besides, facilities other than those commonly referred to as hotels may offer sleeping accommodations. These include private clubs, casinos, cruise ships etc. In addition, there are unique hotels such as those that consist only of suites (known as all-suite hotels) and those designed to attract guests who tend to stay for a long time (extended-stay hotels).^④



Vocabulary

cite v. 引用

lavish adj. 奢华的

exotic adj. 异国的

recreational adj. 娱乐的

amenity n. 便利设施

ala carte 自己点菜, 零
点菜

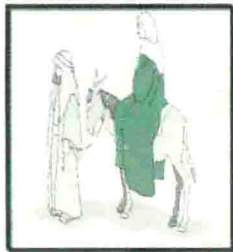
lounge n. 大堂酒吧

banquet n. 宴会

census n. 人口普查

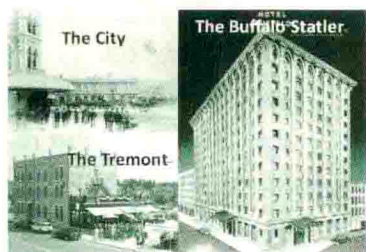
The History of Hotel

Evidence of hotels and the hospitality industry have been recorded as far back as biblical times when Mary and Joseph arrived in Bethlehem during the census. As the Bible depicts, Mary and Joseph were refused accommodations because there “was no room



at the inn.” Since the beginning of time, people have traveled for commerce, religion, family, health, immigration, education and recreation.

As cited by Texas Tech University, the word “hospitality” comes from the Latin root meaning “host” or “hospice.” The university further noted that the first hotels were nothing



more than private homes opened to the public. Most, unfortunately, had poor reputations. Under the influence of the Roman Empire, inns and hotels began catering to the pleasure traveler^⑤ in an effort to encourage visitors.

The first inn located in America was recorded in the year 1607 and lead the way with many other firsts in the hospitality industry. The first publicly held hotel (the City Hotel) opened in New York in 1792. The first modern hotel (the Tremont) opened in Boston in 1829 and the first business hotel (the Buffalo Statler) opened in 1908.

From there, a surge of hotels flooded American and the rest of the world, with prominent names such as Radisson, Marriott and Hilton.



root *n.* 词根
Radisson 雷迪森
Marriott 万豪
Hilton 希尔顿

Notes

1. 《旅游饭店星级的划分及评定》(国家旅游局, 2010)给出旅游饭店(Tourist Hotel)的定义: 以间(套)夜为单位出租客房, 以住宿服务为主, 并提供商务、会议、休闲、度假等相应服务的住宿设施, 按不同习惯可能也被称为宾馆、酒店、旅馆、旅社、宾舍、度假村、俱乐部、大厦、中心等。
2. full-service hotel 全服务酒店, 指提供全套服务的酒店, 包含各式餐厅、宴会厅等。
3. limited-service hotel 有限服务酒店。国际上将没有宴会和餐饮的酒店统称为有限服务酒店。
4. In addition, there are unique hotels such as those that consist only of suites (known as all-suite hotels) and those designed to attract guests who tend to stay for a long time (extended-stay hotels). 除此之外, 还包括只由套房组成的全套房酒店以及专供长住客人的延时居住酒店。
5. pleasure traveler 同 leisure traveler, 休闲旅客。

Text B

About the Hotel Industry



Hotel Industry

The hotel industry is a sector of business that revolves around^① providing accommodations for travelers. Success in the hotel industry relies on catering to the needs of targeted clientele, creating a desirable atmosphere, and providing a wide variety of services and amenities. The management of hotels has grown from its modest roots in providing the bare essentials

of lodging into a large, multi-faceted, and diverse industry^②.

The hotel industry is undergoing many changes. The demand for hotels is affected as the economic fortunes of countries, regions, and cities rise and fall^③. Each year, companies and hotels change ownership and new companies and brands enter the marketplace. Brand names that are popular today may not be around in the next decade. For example, Renaissance Hotels of Hong Kong acquired Stouffer Hotels (formerly a U.S.-based company) from the Nestlé Corporation of Switzerland, and converted all of the Stouffer hotels into Renaissance hotels, which were then acquired by Marriott International. The Stouffer hotel name no longer exists.



As you can see, the hotel industry is a global industry. InterContinental Hotels, headquartered in London, operates hotels in 100 countries and territories; the French company Accor has hotels in 92 countries; Marriott International has hotels in 67 countries; and U.S.-based Starwood Hotels & Resorts has hotels in 95 countries.

Vocabulary

clientele *n.* 客户
Renaissance 万丽
InterContinental 洲际
Accor 雅高
Starwood 喜达屋

Hospitality Today

What is the hospitality industry? This is not an easy question, and books on the subject offer many different answers. Some view the hospitality industry as comprising four sectors: lodging, food, entertainment,

and travel. However, usually the hospitality industry is viewed as encompassing mainly lodging and food service businesses. If we define the industry this way, we can include such facilities as school dormitories, nursing homes, and other institutions.

The Hospitality Industry

| Lodging Operations | Food Service Operations | Other Operations |
|-------------------------|---------------------------|------------------|
| All-suite hotels | Commercial cafeterias | Airlines |
| Casino hotels | Education food service | Campgrounds |
| Conference centers | Employee food service | City clubs |
| Full-service hotels | Full-service restaurants | Country clubs |
| Limited-services hotels | Health-care | Cruise ships |
| Resorts | Lodging food service | National parks |
| Retirement communities | Quick-service restaurants | |
| | Recreational food service | |
| | Social caterers | |

encompass v. 包含
campground n. 露营地
caterer n. 餐饮供应者
inevitable adj. 必然的

Continued expansion of the lodging industry is inevitable. No one knows precisely how many new hotels and other lodging properties will be built in the next decade, or where most of them will be located. All that can be said

with certainty is that ^④ career opportunities in lodging will continue to grow.



Notes

1. revolve around 围绕

e.g. Debate will therefore revolve around voting rights. 因此, 争论将围绕投票权展开。

2. The management of hotels has grown from its modest roots in providing the bare essentials of lodging into a large, multi-faceted, and diverse industry. 酒店管理已经从最初仅提供基本住宿服务发展成为一个大规模、多方位、多样化的行业。bare essentials 基本必需品。

3. The demand for hotels is affected as the economic fortunes of countries, regions, and cities rise and fall. 对酒店的需求随着国家、地区、城市的经济发展起伏而变化。rise and fall 涨落, 起伏。

4. All that can be said with certainty is that ... 唯一能够确定的是……

Text C

Working in the Hotel Industry



Why do people go into the hospitality industry? If you were to ask people who have spent their careers in this business what they like most about it, you would get a wide variety of answers. Some of the most popular are:

● **The industry offers more career options than most.** No matter what kind of work you enjoy, and wherever your aptitudes lie, there is a segment of the

industry that can use your talents.

● **The work is varied.** Because hotels and restaurants are complete production, distribution, and service units, managers are involved in a broad array of activities^①.

● **There are many opportunities to be creative.** Hotel and restaurant managers might design new products to meet the needs of their guests, produce training programs for employees, or implement challenging advertising, sales promotion, and marketing plans^②.

● **This is a “people” business.** Managers and supervisors spend their workdays satisfying guests, motivating employees, and negotiating with vendors and others.

● **Hospitality jobs are not nine-to-five jobs^③.** Hours are highly flexible in many positions. (Some see this as a disadvantage, however.)

● **There are opportunities for long-term career growth.** If you are ambitious and energetic, you can start with an entry-level job and move up. The industry is full of stories of people who started as bell persons or cooks and rose to high management positions, or opened their own successful businesses.

● **There are perks associated with many hospitality jobs.** If you become the general manager of a resort, you can dine in its restaurants with your family and friends, and use its recreational facilities. Airline and cruise employees get free or reduced-fare travel.

Despite these advantages, there are some aspects of the business that many people don't like:

Vocabulary

- aptitude *n.* 天资, 才能
 vendor *n.* 供应商, 小贩
 perk *n.* 额外待遇, 小费
 reduced-fare *adj.* 打折的

● **Long hours.** In most hospitality businesses, the hours are long. The 40-hour workweek is not the **norm**, and 50- to 60- hour workweeks are not unusual.

● **Nontraditional schedules.** Hospitality managers do not work a Monday-through-Friday schedule. In the hospitality field you will probably often find yourself working when your friends are relaxing.

● **Pressure.** There are busy periods when managers and employees are under intense pressure to perform.

● **Low beginning salaries.** Entry-level jobs for management trainees tend to be low-paying compared to some other industries^①.

norm *n.* 标准, 基准



Notes

1. Because hotels and restaurants are complete production, distribution, and service units, managers are involved in a broad array of activities. 由于酒店和餐厅是完整的生产、流通、服务单元, 因此管理者要参与到广泛的活动当中。
2. implement challenging advertising, sales promotion, and marketing plans 实施有竞争力的广告、促销活动和营销计划。
3. Hospitality jobs are not nine-to-five jobs. 酒店的工作并非朝九晚五。
4. Entry-level jobs for management trainees tend to be low-paying compared to some other industries. 与其他行业相比, 酒店业管理培训生的初级职位通常工资较低。



Useful Words and Expressions 实用词汇与表达

- | | |
|---|---------------------------------|
| 1. in its narrowest sense 狭义上讲 | 2. at one extreme 在一个极端 |
| 3. nothing more than 不过是 | 4. revolve around 围绕 |
| 5. all that can be said with certainty is that... 唯一能够确定的是…… | 6. go into 加入 |
| 8. a broad array of 广泛的 | 7. be involved in 参与到, 涉及 |
| 10. compared to... 与……相比 | 9. under intense pressure 在强压之下 |