

方薇
编写

饭店专业英语视听说

Expectations *For* Hospitality Personnel

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饭店专业英语视听说

EXPECTATIONS FOR HOSPITALITY PERSONNEL

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序

国家旅游局人事教育司司长 肖潜辉

随着改革开放的深入，我国对外交往日益广泛，来华旅游的人数从 1978 年的 180 万人次猛增到 1998 年的 6300 万人次。伴随旅游业的飞速前进，我国饭店业初步实现了由落后到比较先进，由国内水平向国际水平接近的巨大进步。迄今，我国的旅游涉外饭店已超过 5000 家，客房 70 余万间。饭店档次结构也由只能提供单一食宿的招待型转向豪华型、舒适型、经济型等多档次结构。据统计，在我国旅游外汇收入构成中，住宿占第三位，仅次于长途交通和商品销售收入。健康稳步发展的饭店业，已成为托举旅游业这个新兴“朝阳产业”的有力臂膀。

然而，与发展较快的基础设施建设相比，我国饭店业的管理水平和服务质量则提高较慢。有关数据表明，1998 年来华旅游的外国游客中，有 40% 来自欧美英语国家。而在外国游客对我国饭店的投诉中，有近 40% 是由于员工听不懂或讲不清英语，无法满足客人的合理要求而造成的。旅游业的发展迫切需要大批既能熟练运用外语又掌握包括饭店管理知识在内的各种专业知识的高级复合型人才。用外语讲授专业课无疑是培养这种人才的好方法。

本书作者长期从事饭店专业英语课教学，有着丰富的实践经验。在历经九年的教学实践中，作者发展了饭店专业英语视听说课程。该课程从英语学习的基础方法——视听入手，运用录、读、演、写、案例分析、中英互译等多种手段，达到全面提高学生运用语言能力的目的。饭店英语是一门实践性很强的课程，作者在教学中采用了大量案例分析与课堂讨论，既培养了学生的创造性思维和解决问题的能力，还使学生不仅知其然，更知其所以然。同时，教学中引入国外先进的饭店管理理论，并结合我国饭店业的实际情况，注重培养学生的服务意识，开阔了学生眼界，使他们学会站在国际公认的水准上来观察问题、解决问题。作为这门课程的文字成果，本书是探索职业素质培养、职业技能训练与英语教学相结合的积极尝试。

在《中国旅游业发展“九五”计划和 2010 年远景目标纲要》中，国家旅游局明确提出在旅游行业实施“科教兴国”战略，使旅游人力供给在数量、结构和素质上，基本适应我国旅游业进一步发展和参与国际竞争的要求。愿广大旅游教育工作者与本书作者一起，为实现这一目标而努力。

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I am very grateful to the authors, publishers and others who have given me the permission for the use of their materials. It has not been possible to identify the sources of all the materials used and any information from copyright owners would be welcome.

Fang, Wei

出版说明

《饭店专业英语视听说》(EXPECTATIONS FOR HOSPITALITY PERSONNEL)是一本旅游高等院校的专业英语视听说教材。适合大学本科或专科相关专业学生专业实习前使用,亦可用作饭店管理人员英语培训或自学用书。

全书分为饭店及饭店员工、客户关系、处理投诉、营销、客房部、餐饮服务等6个单元。

教程采用视听说教学手段,将饭店接待的场景、画面、语境、气氛引入课堂,使学生在模拟的真实环境中学习语言的同时,熟悉专业技能,培养职业素质。

本教程要求学生主动参与教学的全过程:从视听入手,通过视听说、视听录、视听读、视听演、视听写、案例讨论、中英互译等多种手段,在课内外反复练习,以达到扎实、熟练掌握的目的。

本教材计划安排72学时,使用时可视具体情况增减。

本教材分《学生用书》和《教师用书》两部分。《学生用书》每单元由四部分组成:一、预习,明确本单元的学习目的,准备回答思考问题并用英英词典查出生词的释义;二、视听与讨论,围绕录像做问答、听写及翻译练习;三、扩展练习,用扮演、讨论及写作等口笔头练习达到套用/活用的目的;四、阅读参考资料,利用补充资料扩展复用能力,加深和巩固所学知识。《教师用书》除提供练习答案外,更重要的是揭示了课堂教学的模式,以备教师参考。为了保证观看录像带时的听力效果,有关文字资料应事后使用,作为学生复习的依据。

在课堂实践中,应始终贯穿参与式、讨论式、解决问题式的教学方法。教师作为“导演”先利用音像激起学生的兴趣,使他们乐于参与讨论;由此在初步掌握语言材料的基础上进行案例切磋;最后通过综合实践,运用和检验所学知识。总之,教师不必急于随时纠正学生的语言错误,而应鼓励和指导学生正确使用语言,训练思维,提高主动的自学能力。

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UNIT ONE

The Hospitality Industry and Its Personnel

STUDY OBJECTIVES

- Overview of the hospitality Industry
- Overview of the personnel working in the hospitality industry

COMMUNICATION GOAL

- Speaking: likes and dislikes, interest and indifference
- Writing: application letters, résumé

I . WARM-UP

A. Brainstorm:

1. Tell your classmates whether you have been to a hotel and give the description of a hotel. If you have never been to a hotel, tell others what you think a hotel should be.
2. Tell your classmates why you select hotel management as your major.
3. Tell your classmates about your career plan after your graduation. Give the reason for the decision.

B. Vocabulary:

Look up the following words in the dictionary and give their definitions in English.

hospitality *n* .

lodging *n* .

decade *n* .

generate *v* .

revenue *n* .

dynamic *adj* .

drive *n* .

prestige *n* .

energetic *adj* .

reward *n* .

leisure *n* .

boom *n* .

boundless *adj* .

expansion *n* .

criterion (pl: -s or -ria) *n* .

apparent *adj* .

innovation *n* .

dedication *n.*
 talent *n.*
 hum-drum *adj.*
 flexible *adj.*
 accomplish *v.*
 thrill *n.*
 kick *n.*
 impact *n.*
 enhance *v.*
 initiative *n.*
 show your stuff
 back sb. up
 as opposed to
 check it out

II . WATCH AND LEARN

A. Discussion:

As you watch the video, answer the teacher's questions.

B. Spot Dictation:

First, listen to the whole unit right through without stopping. Select the sections for the dictation. Then, replay the selected parts to do the dictation. When you are certain that you have done your best, check your answer with the tape scripts.

1. In the next _____, one industry will _____ the way in creating new jobs. One industry will _____ revenue. will _____ money in salaries and wages. One industry will _____ more opportunity to young people and those _____ the job market. This exciting _____ field is the travel and tourism industry, and _____ will be the hotel and motel _____. If you are someone who _____ people, who has the _____ and _____ to succeed, if you're looking for a _____, one with prestige and _____, you'll find the reservation waiting for you in the _____.
2. I get a _____ amount of enjoyment _____ seeing other people _____ each other and _____ their surroundings. Thousands of people are getting along together, _____ their environment and enjoying each other. That gives me _____.
3. In our department, it's more like _____, we're more like _____. I mean, we all work together. We _____ to work together. You know some people like to be _____. In my case, I like to _____ me and I know they'll _____ if I _____.
4. We are _____, show business. That's what it is, _____ business. You really have _____ what guests are _____, what the customer is _____ because _____ selling nothing else but _____. And that's what we are. We're _____.

5. The hotel and motel business has a place for _____, people with _____ plans and _____ backgrounds. Select the area that _____ you and start on a career of _____, a career alive with excitement and innovation, one where dedication and talent are _____ and _____, a career _____ . I would say I think it's a great career and not only a great career but really a tremendous _____ in life.
6. By the year 2000, travel and tourism will be the world's _____. And at the _____ of that development will be the lodging industry in the United States. We think that this is _____ and very _____ role that our industry plays in the total economic picture.
7. Welcome to _____ with tradition, to an industry _____ the _____ of change and innovation, to an industry of the _____. Welcome to a profession, which offers more career _____ than any other, the industry with opportunity, recognition and reward. Welcome to the hospitality _____.

C. Translation:

After checking the answers to the dictated paragraphs, translate them into Chinese.

III . FOLLOW-UP

A. Speaking:

Talking about a hotel and its personnel.

There are two persons. One is a senior student, who is going to graduate and wants to find a job in a hotel. The other is his/her former schoolmate, who is now working in a hotel. The senior student is asking for advice and suggestions about his/her future job.

Suggested expressions

Expressing one's opinions

I think...

I feel that...

As far as I'm concerned...

Asking for someone's opinion

Do you think that...

What do you think/feel about...

Are you sure that...

Expressing interest or indifference

I'm interested in ...

I'd like to know something/more about ...

I'd like to do something on...
... sounds interesting.
Please tell me more about...
I'm keen on...
... doesn't interest me.
I don't care...

Expressing likes and dislikes

I love/like...
... is great/very good/fun/fantastic.
I enjoy...
What I like best is...
I hate/dislike...
What I don't like about... is...
I'm not at all keen on...

Asking for reasons

Why?
Why do you think that...?
What makes you feel that...?

Giving reasons

That's why I feel that...
... And so I think that...
I think ... right/fun/good because...

B. Writing:

1. Write a short composition as the summary of Unit One. Some suggested titles are:
Hospitality Industry
I Want to Be a...
2. Write your résumé and an application letter.

Suggested format 1

RÉSUMÉ

- 1) **HEADING:** (your name,
postal address,
telephone number)
- 2) **EMPLOYMENT OBJECTIVES:** (option)

e.g .

To learn the duties of a ... and later qualify for the position of ...

To begin work as a ... and eventually become ...

To use my ... background in a ... responsible profession.

To obtain... in a ... company.

3) EDUCATION:

college

major

post high school

high school

Academic honors:

e.g .

upper 10 % of class

3.6 G.P.A . (4.0 scale) in major field

3.2 G.P.A . overall

Extracurricular activities:

e.g .

school basketball team one year

4) EMPLOYMENT/WORKING EXPERIENCE:

5) PERSONAL DATA:

date of birth

sex

marital status

health

6) PERSONAL OR PROFESSIONAL INTERESTS:

e.g .

Member of National Association of Chinese Chess Players.

Enjoy music, swimming, tennis.

(The format above is for persons who just graduated from school. For a person re-entering the job market, EMPLOYMENT EXPERIENCE can be positioned before EDUCATION.)

Suggested format 2

1) LETTER HEADING: own postal address

date e.g . 12 Jan. 1999

or Jan. 12, 1999

2) INSIDE ADDRESS: name, postal address

(number & street, residence,

county, state or province,
postal code, country)

3) SALUTATION: (Dear Sir/Madam for name unknown or Dear Mr. Xxx /
Dear Mrs. Xxx /Ms. Xxx)

4) BODY OF LETTER:

5) COMPLIMENTARY CLOSE:

In British English: Yours faithfully,
Yours sincerely,
In American English: Truly yours,
Sincerely,

6) SIGNATURE: A Signature is usually difficult to read, therefore you should print your name clearly below it.

7) ENCLOSURE: Enc. : e.g . résumé.

IV . READING MATERIALS FOR REFERENCE

A

The Attraction of Hotels and Motels

Exciting, fun, restful, quiet, full of variety, are all expressions used to describe hotels and motels. Every property is different because of the people who work and stay there. Excitement prevails because no two days are ever the same. The guests keep changing —from the mysterious, intriguing and fashionable to the solid, demanding and weary world who have seen and experienced it all. Guests will sometimes undergo startling personality transformations during their hotel stays.

The challenge of hotel work is adapting your personality and techniques to meet the property's objectives and the ever-changing needs and demands of guests. Ellsworth M. Statler is credited with saying "The guest is always right", and many would agree wholeheartedly with that sentiment. On the other hand, an anonymous wit later countered with "The guest is not always right , but he is always the guest." Therein, of course, lies the heart of the matter: the ultimate challenge to the hospitality professional is adapting to guest needs without antagonism on either side.

A hotel or motel is in many ways a fun place to work in. People are, by and large, intriguing. Why are they cooperative or uncooperative? Why do they dress the way they do? Why are they (in some cases) cantankerous? Why are they nice? Hotels and motels are among the few places outside pure entertainment enterprises where people go solely to have fun. Guests go to a hotel or motel to enjoy its guest rooms, lounges, restaurants, game rooms, pools, and recreational facilities. The guests' moods can be contagious.

Certainly most front office staff members' days are full of variety. The diversity among the people appearing at a front desk keeps the staff on their toes. Guests and potential guests can include families

with tired children, business executives of major corporations, conventioners, tour group members, average people, and even celebrities. Each guest has different needs, wants, and expectations and the front office staff is expected to fulfill each request. The guest's satisfaction comes first. In addition, the front office staff must be able to efficiently operate several different types of equipment, serve as an information center, and perform various cash handling functions all at the same time. The variety of tasks and the skills required make front office work challenging and almost guaranteed to prevent boredom.

The excitement, fun, and variety of a hotel or motel contribute to its ambiance, which can be defined as the surrounding mood, atmosphere, and environment. The architecture and style of the property tend to set the tone for the whole enterprise. Yet, no matter how awesome and inspiring the design may be, the building is really only bricks, steel, glass, mortar, and furnishings located and arranged in an attractive way. The staff and guests are essential to the overall mood, atmosphere, and environment of the hotel or motel.

Perhaps the staff should think of themselves as being in the entertainment business. Indeed, a hotel or motel staff is similar to a theater production group in which it includes performers (front office people), set designers and craftspeople (the housekeeping and engineering staffs), technicians (chefs and controllers), technical directors (department heads), and director-producers (the general manager and owner). The curtain is always up, the show is always in production, and roles are constantly played. The staff members not only keep the "set" in repair, but are also 'on stage' whenever they come to work. The script for the play, developed by the property's playwrights (the trainers and department heads), is constantly revised and rewritten to satisfy the audience. This cast of players is continuously "reviewed" by its audience, just as the critics of movies, television and theater analyze the performances they see.

Though some guests stay at hotels or motels for business or personal reasons, many others find them attractive as an escape. An escapist can be defined as one who seeks to avoid reality by daydreaming and fantasizing. The unpleasant reality of everyday life is somewhat alleviated at a hotel because the guest comes to be pampered, to forget the stress and drudgery of daily routines, and to daydream or fantasize about the future.

Hotels and motels are also "hubs of the community." That is, prominent civic clubs, business groups, and local and national companies meet in hotels and motels. Various organizations are attracted to communities with first-class hotels, motels, and convention centers. In short, the hotel is a central gathering place for the entire community. Front office people see much of this activity because attendees come to the desk, telephone for help and information, or pass by the desk on their way to other places within the property. If you're a people watcher, working in the front office is one of the most exciting jobs in the world! This is especially true in properties where celebrities, entertainers, and politicians are frequent guests.

The attraction and glamour of the hospitality industry can be attributed to a number of different elements including the overall ambiance and design of hotels and motels, the expectations of guests, and the position of hotels and motels near the heart of the community's life. If you already work in a hotel or motel, you know about the many positive aspects of hospitality jobs. If you don't work in a hotel or motel, perhaps now you can understand why many hospitality professionals claim "It gets into your blood; I wouldn't do anything else!"

B

What Is a Hotelier?

A hotelier must be a diplomat, an autocrat, an acrobat, and a doormat. He must have the facility to entertain prime ministers, princes of industry, pickpockets, bookmakers, pirates, philanthropists, and prudes. He must be on both sides of the political fence and be able to jump that fence.

He should be , or have been, a footballer, golfer, bowler, tennis player, cricketer, dart player, sailor, pigeon fancier, motor racer, or linguist, as well as have a good knowledge of other sports involving dice, cards, horses, and pool cues. As he sometimes has to settle arguments and squabbles, he must be a qualified boxer, wrestler, weight-lifter, sprinter, and peacemaker.

He must always look immaculate when drinking with ladies and gentlemen— as well as with bankers, swankers, theatricals, commercial travelers and company representatives, even though he may have just made peace between any two, four, six or more of the aforementioned patrons.

To be successful he must keep the bar full, the house full, the storeroom full, the wine-cellar full, the customers full, and not get full himself. He must have staff who are clean, honest, quick workers, quick thinkers, non-drinkers, mathematicians, technicians, and at all times on the boss's side, the customers' side , and the outside of the bar.

To sum up — he must be outside, inside, offside, glorified, sanctified, crucified, cross-eyed, and, if he's not the strong silent type, there's always suicide!

UNIT TWO

Guest Relations

STUDY OBJECTIVES

- The importance of guest relations
- The implication of three levels of services
- Guest encounter techniques

COMMUNICATION GOAL

- Speaking: inquiry and response in a courteous manner, giving directions
- Writing: registration form

I . WARM-UP

A. Brainstorm:

1. In the first unit, the most frequently used word is “people”. What does “people” mean to the hospitality industry?
2. Do you think “guest relations” is important? What should you do to maintain good guest relations?
3. If you are a guest and you are going to stay in a hotel, what do you expect there?

B. Vocabulary:

Look up the words in the dictionary and give the definitions of the following in English.

reputation *n.*

volume *n.* (*u. c.*)

function *n.*

dramatically *adv.*

encounter *v.*

relax *v.*

competition *n.*

sensitivity *n.*

contact *v. n.*

hub *n.*

adequate *adj.*

intolerable *adj.*

classify *v.*

adjustment *n.*

refund *n.*

complaint *n.*

complain *v.*
compel *v.*
supervisor *n.*
advertise *v.*
assembly *n.*
perspective *n.*
individual *n.*
register *v.*
reserve *v.*
courtesy *n.*
courteous *adj.*
well-groomed *adj.*
demonstrate *v.*
insecurity *n.*
uneasiness *n.*
jeopardize *v.*
dismiss *v.*
interrupt *v.*
handle *v.*
account *n.*
depart *v.*
aspect *n.*
impart *v.*
identify *v.*
provide *v.*
promote *v.*
feature *n.*
facility *n.*
recreation *n.*
pivot *n.*
pivotal *adj.*

II . WATCH AND LEARN

A. Discussion:

Watch carefully. Be ready to discuss the teacher's questions with your classmates.

B. Spot Dictation:

1. There's no more important _____ a hotel or motel than _____. A property's _____, the volume of its repeat business, indeed, its financial success can _____ dependent on the _____ of its guest service efforts. One way of thinking about guest service is _____ which your guests _____. Unfortunately, it's not possible to provide your guests _____