



# 现代饭店服务技巧

一本传授美国饭店服务理念的双语教材



● 陶暹光 杨纪鹤 主编 ●

Up-to-date  
Skills for Serving  
in Hotel



旅游教育出版社  
Tourism Education Press



# 现代饭店服务技巧

——最新实用饭店内服与外服技巧与案例



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中国石化出版社



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陶暹光 杨纪鹤 主编

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## **Up-to-date Skills for Serving in Hotel**







# Chapter I

## Review and Prospect of Tourism and Lodging Industry

### 1.1

### *Background: A Review of Hotel and Motel Development*

From the end of the 19<sup>th</sup> century to the mid 20<sup>th</sup> century, international lodging industry underwent great changes. Because of the fast development of capitalist economy, the number of traveling businessmen increased rapidly, stimulating the rise and improvement of lodging industry. During that period, hotels were commercialized completely and the guests were of great variety, though mostly the businessmen. With the great efforts of the two American “Hotel Kings” (Ellsworth M. Statler and Conrad Hilton), the operation and management of hotel has become a specific discipline, which moved from experiential management to scientific management. The devices and services were improved day by day, and generally speaking, the basis of modern hotel management was formed during that period. Most hotel runners carried forward Ritz’ idea that the customer is the God. They equipped hotels with all necessary fittings, put forward clearly that service quality measures and grades a hotel, and set up the “smiling service” principle.

After 1950s, international travel set off a new upsurge because



of the development of civil aviation. With the decrease in ticket price and increase in salary, to travel abroad is never a luxury thing that can only be paid by the rich, so the needs for hotels have been increasing speedily. However, the development of hotel industry promoted the marketing competition, the style of lodging chain management was formed, and hotel industry became an international business, promoting the management of hotels to be internationalized, standardized and specialized. Then traditional management model was inherited by stressing on such point as to satisfy customers. The service field was greatly enlarged whatever in substance or spirit. As the tourism market changed variedly, all kinds of hotels to satisfy various demands from customers came into being constantly, such as motel, conference hotel, casino hotel, etc., which were all built during that period. Till today, the lodging industry has not only been expanded in marketing groups, but also been more comprehensive in the market structure of guest resources. In this period, the representative in lodging business is Wilson, the founder of Holiday Inn Co., the largest hotel group in the world.

In 1952, Wilson built the first motel in America. This kind of self-service and cheap motel was well received by the driving tourists as soon as it appeared. The cheap motel adopted the standardized architecture model and unfixed some unnecessary devices, such as interior luxury decoration to decrease costs. Thus the lowest-price lodging service met the demands of the driving tourists for business or families for holiday. Now it has become a kind of custom for American people to travel on car and live in the motel. Sta-



tistics shows that 90 percent of American driving tourists like living in motels, especially inexpensive ones, which reflects their preference.

The contribution made by Wilson to the motel business is something like that made by Straten to the hotel. The latter has provided the mid-class the consumption they can afford, While the former has made the motel standardized just as Arward Johnson has made the roadside restaurant standardized. Both Wilson and Johnson insisted on such a management style as paying attention to hygiene, relative unity and especially maintenance. What they have done has made the products and service, namely, food, drink and lodging place, predictable and safe for the mid-class tourists. A person who travels by car hopes to know when he can find food, drink, and lodging place; he wants to know how much he will spend; also he needs safety and hygiene; he hopes he can get extra enjoyment within his ability; he hopes there is an exact criteria so that it is easy for him to get what he desires.



### ***1.2 Prospect for Careers in Tourism and Lodging Industry***

The travel industry created over 300,000 new jobs last year. Leading the way was new employment in hotels and motels. One of the hottest professions for young people right now is the lodging industry, America's hotels and motels.

In the next decade one industry will lead the way in creating new jobs. One industry will generate more revenue, and will pay out more money in salaries and wages. One industry will offer more



opportunities to young people and those re-entering the job market. This exciting dynamic field is the travel and tourism industry, and leading the way will be the hotel and motel profession. If you're someone who likes people, who has the drive and determination to succeed, if you're looking for a rewarding career, one with prestige and recognition, you'll find a reservation waiting for you in the lodging industry.

There has never been a better time to enter the hospitality business. With ever-increasing business and leisure travel by the public under booming hotel and motel construction, there is a tremendous need for new energetic positive people, people from all walks of life with a wide range of skills and talents. No matter what career path interests you, you can pursue it in the lodging industry, where you'll find the opportunity for advancement more attractive than in any other business. See for yourself.

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Let's hear from the people who know first-hand the excitement and satisfaction that comes from the hospitality way of life.

"We are actors, show business. That's what it is, show business. You really have to feel you have to be able to give what guests are expecting, what the customers are expecting. To customers, you are selling nothing else but memories and that's what we are. We're memory sellers."

The hotel and motel business has a place for all kinds of people, people with a variety of career plans and educational backgrounds. Select the area that interests you and start on a career of a life time, a career alive with excitement and innovation, one where dedication and talent are recognized and appreciated, a career of



rewards.

There is no question about it. You make an excellent living in the hospitality business, but it's much more. What other profession offers so much opportunity for you to get involved in decision making, where you can have impact. This is an industry where you can make a difference, a difference in your hotel, within the company, even in your community.

"In the industry, the hotel manager and even department heads are looked up to in the community. You're a leader in the community. And for anybody that's willing to work hard, they can get ahead, probably even faster and faster than in any other industries in the country. "

As you advance in your hospitality career, you'll feel the satisfaction that goes with being part of the industry that contributes to a higher quality of life in America and around the world. Industry leaders point with pride to the way in which hospitality impacts so positively on a wide range of economic factors.

"Jobs, tax revenues, the employment of youth of minorities, the balance of trade payments, international travel coming to the United States inbound," Bill Edward, vice Chairman of Hilton Hotels Corporation, said, "The hotel is a very essential part of our business world and such I can't imagine anything more attractive to enter than something that's assured of a good future. "

"Travel and tourism will be the world's livest industry and the heart of that development will be the lodging industry. And we think that this is a unique and very important role that our industry plays in the total economic picture. "



Whether you plan to go to college or feel you're ready to start your hotel and motel career right now, hospitality is the ideal choice for you. You'll find this is an industry where people count and one that offers a wide range of training and educational opportunities to help you get where you want to go. One of the best ways to enhance your new career is to take advantage of the American Hotel and Motel Association's Educational Institute.

"It's a wonderful thing that my students are able to go out and find a good job right away, because they have taken the educational institute courses."

"I have found that in the hotel industry my students have no problems going out, presenting their certificates and being able to go to work."

"We believe that one of the best ways to prepare for your hotel and motel career is to be involved in the two or four year college program in hospitality management. If you're not planning to go on to college, the educational institute courses can give you the background you need to get ahead and we'll stay with you throughout your career by providing you with the resources of information to keep you up to date. I can't think of another business that provides so many educational opportunities to its new professionals."

Welcome to an industry with tradition, to an industry on the leading edge of change and innovation, to an industry of the future. Welcome to a profession which offers more career choices than any other, the industry with opportunity, recognition and reward. Welcome to the hospitality way of life.



# Chapter II

## Function of Front Office and Skills for Reception

### 【 INTRODUCTION 】

The presentation in this part focuses on the primary role the front office plays in guest relations. We will explain how the function and location of the front office place you in an ideal position to contribute dramatically to guests' satisfaction. We will present some guest encounter techniques that front office professionals use to help guests relax and feel welcome, and we'll show how front office employees can further serve their guests by having a thorough working knowledge of their hotel and community. We'll also show how front office employees effectively deal with guest complaints and sell guest rooms.

### 2.1

#### Background: Function of Front Office

Front Office in a hotel can also be called reception desk, the



front of the house or front desk. The important branch of Front Office is located at the busiest place with many customers moving in or out—the lobby. The department plays an important role not only in offering related services to guests, but also in having the following functions:

1. Selling rooms
2. Offering information to guests
3. Coordinating the service for guests with other departments
4. Showing the exact occupancy percentage
5. Building the guest ledger
6. Checking out the guest
7. Setting up guests' file

Because the attendants in Front Office can have many opportunities to get in full contact with guests, their services will leave guests the first and the last impression. Meanwhile, the department also takes the important responsibility for selling rooms and some other services. Therefore, people always use the words “nerve center” to describe the role and functions of Front Office in a hotel. Some typical professions in the department include the reservationist, the informationist, the room clerk, telephone operator, the entrance hall clerk, the lobby manager and concierge clerk. According to the different size of a hotel, the subsidiaries of the department will be set at different levels with various management systems. The bigger the hotel is, the more specified the division of labor is and the more levels of management it has.





## 2.2

### Skills for Reception in Front Office

There is no more important task facing a hotel and motel than guest relations. A property's reputation, the volume of its repeat business, indeed, its financial success can all be dependent on the quality of its guest service efforts. One way of thinking about guest service is the degree to which your guests feel at home.

Unfortunately, it is not possible to provide your guests with the exact comforts and furnishings that they are familiar with at their home. So we must provide the personal attention that guests need to feel comfortable and welcome in an unfamiliar place.

Customer satisfaction is basic to any successful business. Guest service is regarded as one of the most important concerns facing the lodging industry today. With increasing competition and heightened customer sensitivity to the type of service they receive, quality guest relations is more important now than ever. The primary staff capable of providing good service are the people in the front office. The front desk is the one sure point of contact between guests and the property's personnel.

Basically, there are three levels of services any hotel and motel can provide: professional service, a range of service that could be classified as adequate and intolerable service. Intolerable service forces guests to take action. They may demand an adjustment in their bill or a refund. They may write a complaining letter or register the complaint in person or they may simply tell a friend about it.

*A: Hi, welcome back, Karen. How was your trip?*