

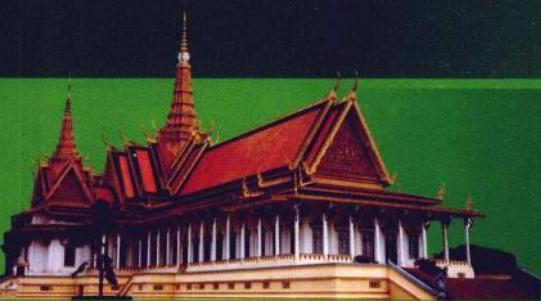


21世纪高职高专旅游专业模块化创新规划教材

酒店英语

JIUDIAN YINGYU

主编 © 付检新 郭定芹



湖南大学出版社



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内 容 简 介

本书以模块教学为指导,共设置了六大教学模块,内容涵盖了酒店前厅、客房、餐饮及康乐等主要前台部门的一线服务内容。教材注重学生能力的培养以及“教”与“学”的紧密结合,各模块均设置若干学习任务。各任务包括知识导入、热身练习、模拟对话、课堂活动、拓展阅读以及综合练习六个环节,体现了“教、学、练”一体化的教学理念,突出了高职教育的特色。

本书可作为高职院校旅游专业课程教材,也可作为旅游从业人员的培训教材。

图书在版编目(CIP)数据

酒店英语/付检新,郭定芹主编. —长沙:湖南大学出版社, 2010. 4
(21世纪高职高专旅游专业模块化创新规划教材)

ISBN 978 - 7 - 81113 - 776 - 7

I. ①酒…II. ①付…②郭…III. ①酒店—英语—高等学校:技术学校—教材
IV. ①H31

中国版本图书馆CIP数据核字(2010)第076996号

酒店英语

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责任编辑:严小涛

出版发行:湖南大学出版社

社 址:湖南·长沙·岳麓山 邮 编:410082

电 话:0731-88822559(发行部), 88821334(编辑室), 88821006(出版部)

传 真:0731-88649312(发行部), 88822264(总编室)

电子邮箱:pressyanxt@hnu.cn

网 址: <http://press.hnu.cn>

印 装:长沙化勘印务有限公司

开本:710×1000 16开

印张:13

字数:227千

版次:2010年5月第1版

印次:2010年5月第1次印刷

印数:1~3 000册

书号:ISBN 978-7-81113-776-7/H·150

定价:26.00元

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湖南大学版图书凡有印装差错,请与发行部联系



前言

随着我国职业教育改革与发展的不断深入,坚持以就业为导向,构建以能力为本位,以基本职业素质和职业能力培养为主线,以模块化课程结构为主体,凸显高职与行业特色的课程体系,培养适合市场需求的高素质劳动者和实用型技术人才,已成为当前高等职业院校课程改革面临的重要课题!

模块化教学是国际劳工组织为提高劳动者素质开发出的技能培训模式,是目前高职教育普遍认可的教育模式,也是职业教育的成功经验。高职教育应以行业需求为导向,高职院校旅游管理类专业教育与旅游行业联系紧密,其专业人才培养更应体现其职业和岗位的特点。近年来,许多高职院校的旅游管理类专业均结合自身办学优势、专业特点和行业实际,在教学改革上做了大胆尝试,积极开展模块化教学研究,并取得了较为丰硕的成果。但将模块教学改革及课堂实践的理论贯穿于整个课程体系的构建并用以践行成套教材的编写,尤为鲜见。

一般来讲,高职模块化教学就是从岗位驱动入手,确定专业的职业能力培养目标,根据该目标将教学课程分解为若干模块,学生可根据自身兴趣精修不同模块,以实现不同的分目标,达到就业需求。而模块划分的最大特点是非学科完整性,是行动导向性的,更有利于开展课堂教学活动。模块的划分是以主题为中心把相关的知识组织到了一起,使之更加贴近生活、贴近学生需要,使内容变得更容易操作,有利于学生在活动中学习,在学习中活动。这些优点相对于传统教学有许多创新,也有非常好的效果。但对于教材的编写来说,却有相当难度。其主要原因是在教材的编撰过程中,模块的划分没有统一标准,也没有较成熟的方法借鉴,编写者往往很难把握其尺度。尤其对于基础理论课程教材的编撰,更是难以把握。基于此,我们组织了涵盖业内权威专家及有着丰富教学经验及旅游企业管理经验的教授、学者和骨干教师的作者团队,对此进行了积极、有效的探索。本套教材的编写力图体现如下特点:

1. 以学生为中心,贯彻高等教育新理念

当代教育理念告诉我们:学校(教师)应该牢固树立“以学生为中心”的服务观念;解放思维,以学生为中心组织教学,发挥其学习主体的主观能动作用。本套教材以专项能力课程内容作为单元模块,整个教学过程围绕一个



个模块展开,以学生为主体,以教师为主导,教师在进行模块教学的过程中起组织、协调、示范和引导的作用。学生可根据确定好的模块有的放矢,把更多时间和精力放在自选模块上,不断地钻研直到精通;教师可在教学中针对学生特点,选择不同内容模块,做出相应的教学要求、指导和评价,让学生也能负责控制和管理好自己的学习活动,增强学生学习的积极性和主动性。

2. 以就业为导向,突出职业能力培养

职业教育的主要目的就是直接为社会培养第一线的实用技能型人才,突出实用技能培养,追求“零距离就岗”。本套教材以专业岗位为模块,以实用技能作为核心内容,围绕主题拓展,把专业理论和操作技能有机地、系统地结合在一起,形成内容体系。同时,注重教学内容的实用性,强化学生的技能训练,促进学生动手能力的提高,循序渐进,边学边练,弥补了传统教材讲练分离的不足,能收到事半功倍的效果,充分体现了以技能为基础的职业教育特点,真正实现了专业教学的理论实践一体化。这不但为学生的就业铺平了道路,也为社会的再培训节约了时间和成本,构建了学校—社会就业直通车。

3. 以模块为主题,构建动态教学模式

模块化教学是一种理论和实践有机结合的系统化教学方法。本套教材的编写充分借鉴课堂教学的程式,积极构建:设定目标——内容构架——任务分解——反馈评价的模块化教学的操作模式。教材首先通过提炼设定了综合性的教学目标及内容框架。这种综合性的教学目标既涵盖学生的知识学习,同时又涵盖学生的操作能力,体现出学生的态度。其次是将模块的教学分解成若干个具体的任务。为了完成这个任务,学生不仅要参加活动,而且更重要的是要学习,要去了解情况,收集必要的资料,并且要发挥自己的特长。简单地说,在模块化教学的施教过程中,不再是以知识的传授为中心,而是以学与做相结合的活动为中心。最后是反馈评价。在教学任务完成后,教师对每位学生在本次活动中的表现给予评价,并对任务完成过程中的各种信息予以整理和反馈,实施动态调整,以此来帮助学生达成目标,从而有效保障整个教学目标的实现及学生能力的养成!

事实上,当前职业教育中,除了专业层面的多元化专项技能模块教育的倾向外,更多、更实用的是课程教育的模块化尝试。我们希望这套教材能在日渐发展、深入的高职旅游管理的理论研究和教学实践中得以不断提升、完善和创新。

编者

2009年8月

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PART 1 模块一

Getting Started



Introduction to Hotels

Learning Objectives:

- ◆ Gain some knowledge about types of hotels
- ◆ Gain some knowledge about the organizational structure of hotels
- ◆ Be familiar with the special terms and relevant expressions
- ◆ Be able to use the terms and useful expressions skilfully in working situations



Introductory Remarks

A **hotel** is an establishment that provides **lodging** and usually meals and other services for **travelers** and other paying **guests**.

A hotel is a temporary home for people who are traveling. In a hotel the traveler can rest and has access to food and drink, either on the premises or nearby. The hotel may also offer facilities for recreation, such as a swimming pool or game rooms. All of these services are designed to accommodate the traveler, so the hotel business is often referred to as the **accommodation industry**.

Hotels and other accommodations make up a vital part of the **hospitality industry**, which consists of businesses within accommodation, food and beverage, recreation, and entertainment sectors.

As travel and hotels have been closely related through the ages, **hotel-keeping** has always adapted itself to the changing needs of travelers. To meet the needs of different customers, hotels vary greatly in size, facilities provided and services offered. Therefore, hotels can be classified into different types.



Warm-up Tasks

1. Work in groups and discuss the following questions

(1) A good hotel always aims to create “a home away from home” for travelers. How do you understand that?

(2) Hotels are regarded as one of the three pillars of tourism industry. How do you think of the role of hotels in tourism industry?

2. Work in pairs. Identify the brands of hotels presented below and talk about these hotels





Types of Hotels

Classifying hotels into different types is not an easy task. The hotel industry is so vast that many hotels do not fit into single well defined category. Hotels can be classified in various ways, based on location, facilities and services offered, and guests served.

1. Classification by target market

(1) Commercial Hotel

Commercial hotels provide services essentially for business people. They are usually located in downtown or business districts and operate year round. Many city hotels and diversely located motels fall into this group. Larger establishments provide a variety of services for their guests, including a range of restaurants and beverage service options — from coffee bars to fine-dining restaurants.

(2) Resort Hotel

A resort hotel may best be described as one where people go to relax and be entertained. Resort hotels and motels are typically located in seaside, lake or mountain areas, and they cater primarily to tourists and vacationers. Resort hotels provide all hotel services plus recreational facilities, such as swimming pools, tennis courts, game rooms, and health spas, as well as planned social activities and entertainment. As the business of many resort hotels fluctuates with the season, some resort hotels provide additional convention and conference facilities to encourage customers to combine business with pleasure.

(3) Convention Hotel

Convention hotels are specifically designed to cater to people attending a convention, business meeting or other social gatherings. These hotels have large convention complex, exhibition halls and banquet rooms. They are often located outside metropolitan areas and provide spacious parking-lots.

(4) Residential Hotels

The best definition of this type, and the one most easily understood, is an apartment house with full hotel services. Residential hotels cater to guests



staying for a long time. They provide sitting room, bed room and kitchenette, and usually require the guests to sign a lease. The rent can be paid on monthly or quarterly basis.

2. Classification by location

(1) City Hotel

City hotels are generally located in the heart of city within a short distance from business center and shopping arcade. Room rates and the occupancy are normally high due to their location advantages.

(2) Airport Hotel

Airport hotels are set up around or in the major airports. They have transit guests who stay over between flights. Besides, many people catching a very early flight prefer to arrive at the airport the night before and have a good rest at the airport hotel, thus avoiding the rush of the morning traffic that is so heavy around major cities.

(3) Motel

Motels are located primarily on highways, particularly on the outskirts of cities and towns or near resort areas. They provide lodging to motorists and also provide ample parking space. The length of stay is usually overnight. A new trend in motels is that they grow larger and more elaborate and have moved into the downtown sections of larger cities.

(4) Resort hotel

Resort hotels are built in a resort area for people who are on holiday rather than on business.

3. Classification by the quality of services offered

A system of rating hotels by stars according to the quality is widely used in many countries.

(1) One-star Hotel — low budget hotel; inexpensive; may not have maid service and room service.

(2) Two-star Hotel — budget hotel; slight more expensive; usually has maid service daily.

(3) Three-star Hotel — middle class hotel; moderately priced; has daily maid service, room service, and may have dry-cleaning, Internet access, and a swimming pool.



(4) Four-star Hotel — first class hotel; expensive; has all of the previously mentioned services; has many “luxury” services (for example: massages or a health spa).

(5) Five-star Hotel — luxury hotel; most expensive; numerous extras to enhance the quality of the guest's stay.

Hotel Structure: Major Departments

Front Office: This is the first department where the guest comes in contact with. The main function of this department is to give warm welcome to the guest. It helps to create good image in front of the guest and generates the maximum revenue for the hotel as it sells rooms to the guests.

Housekeeping Department: This department is responsible for cleaning and maintaining hotel premises which include public area, guest rooms, lobby, etc. Generally this department is not visible to the guest. It works for guest satisfaction through keeping the environment clean and hygiene. The majority of hotel revenues are generated from this department under the form of room sales.

Food and Beverage Department: It is a department which serves food and beverage to the guest in a very attractive and pleasing manner, which makes a good impression on the guest. There are several kinds of food and beverage outlets like restaurants, bars, coffee shops, etc. It is the second largest revenue-producing department of the hotel by selling different types of food and beverage to the guest.

Sales Department: This department is responsible for the selling of the hotel facilities and services to individuals and groups through advertising, direct contacts and other means. It has been called the lifeblood of the organization.

Accounting Department: This department is responsible for controlling all hotel revenues and expenses and setting up safeguards to minimize losses. It also performs the normal accounting functions of recording transactions, keeping records, compiling financial reports etc.

Engineering Department: This department is responsible for repairing



and maintaining the equipment and furniture in the hotel. It also provides the hotel with the utility services that are required for its smooth operation, such as electricity, air-conditioning, hot water, and other services, etc.

Human Resource Department: This department is important to a hotel because it helps in recruiting, interviewing, and hiring new staff in accordance with policies established by top management. It also helps the hotel effectively use employee skills, provides training and development opportunities to improve those skills, and increases employees' satisfaction with their jobs and working conditions.

Special Terms

commercial hotel 商务型酒店

convention hotel 会议型酒店

airport hotel 机场酒店

motel 汽车旅馆

two-star hotel 二星级酒店

four-star hotel 四星级酒店

front office 前厅部

food and beverage department
餐饮部

accounting department
财务部

engineering department 工程部

resort hotel 度假型酒店

residential hotel 长住型酒店

city hotel 城市中心酒店

one-star hotel 一星级酒店

three-star hotel 三星级酒店

five-star hotel 五星级酒店

housekeeping department 客房部

sales department 销售部

human resource department
人力资源部

Learning Activities

Activity I Review

Fill in the blanks in the following sentences with the appropriate words or phrases.

(1) A _____ provides services essentially for business people.

(2) A _____ is an establishment which is specifically designed for people attending meetings or other social gatherings.



(3) _____ and other _____ make up a vital part of the hospitality industry.

(4) A _____ caters primarily to tourists and vacationers.

(5) A _____ provides lodging to motorists and also provides ample _____ space.

(6) A _____ hotel is a luxury hotel, which is most expensive.

(7) _____ is the first department where the guest comes in contact with.

(8) Housekeeping department is responsible for _____ and _____ hotel premises.

(9) Food and Beverage department is the _____ revenue-producing department of the hotel by selling different types of food and beverage to the guest.

(10) _____ is responsible for repairing and maintaining the equipment and furniture in the hotel.

Activity II Group Work

1. List several hotels in your city or area and indicate whether they are primarily commercial, resort, convention, or residential hotels. In some cases, you should remember that they may fall into more than one category.

2. List several hotels in your city or area and give them ratings from luxury to low budget on the basis of their facilities and the quality of services that they offer. Briefly give the reason for your classification in each case.

Infozone

Top 10 Hotel Groups in the world

Since 2004, **Intercontinental Hotels Group (IHG)**^[1] has been the world's largest hotel group. IHG is primarily engaged in managing hotels owned by other parties and in franchising its hotel brands. As of 2007 it franchises over 3 200 hotels, manages over 510 and owns only 18. Intercontinental brands include Intercontinental, Crowne Plaza, Holiday Inn, Holiday Inn Express, Staybridge Suites^[2], etc.

Wyndham Hotel Group^[3] trails in second position. The group is the

world's largest lodging franchiser. Wyndham Hotel Group brands include Days Inn, Howard Johnson, Ramada, Super 8 Motels^[4], etc.

Marriott International^[5] is one of the world's leading hotel companies with some 3,000 operated or franchised properties in more than 65 countries. Marriott's hotels include such full-service brands as Renaissance Hotels^[6] and its flagship Marriott Hotels and Resorts^[7], as well as select-service and extended-stay brands Courtyard and Fairfield Inn^[8]. It also owns the Ritz-Carlton^[9] luxury chain and resort and time-share properties operated by Marriott Vacation Club International^[10].

Hilton Hotels Corp.^[11] is an international chain of full-service hotels and resorts founded by Conrad Hilton and now owned by the Hilton Worldwide. Hilton Hotels are either owned, managed, or franchised to independent operators by the Hilton Hotels Corporation. Hilton is the proud flagship brand of Hilton Hotels Corporation and the most recognized name in the global lodging industry. The group's other brands include Conrad, Scandic, Double tree, Hilton Garden Inn and Hampton Inn^[12].

Making up the top five, **Accor Group**^[13] is a French multinational corporation, operating in nearly 100 countries. Accor is the European leader in hotels (Accor Hospitality) and a global leader in corporate services (Accor Services). Accor Hospitality, the Accor hotels branch, has more than 4 000 hotels worldwide. Accor's hotel brands range from economy to luxury, including Etap, Ibis, Mercure, Novotel and Sofitel^[14].

Choice Hotels International^[15] is a leading hotel franchisor with more than 5 800 properties in the US and more than 30 in other countries. Its flagship brands include Comfort Inn^[16], one of the largest limited-service brands, and Quality Inn^[17], which serves the midscale hotel segment through more than 1 200 locations. Other Choice Hotels brands include the full-service Clarion hotel chain, Rodeway Inn budget hotels, and Sleep Inn^[18].

Best Western International^[19] claims to be the world's largest hotel chain, with over 4,000 hotels in nearly 80 countries. Unlike other chains, which are often a mix of company-owned and franchised units, each Best Western hotel is an independently owned and operated franchise. Best West-



ern does not offer franchises in the traditional sense (where both franchise and franchisor are operating for profit), however. Rather, Best Western operates as a nonprofit membership association, with each franchisee acting and voting as a member of the association.

Starwood Hotels and Resorts Worldwide^[20] is one of the world's largest hotel companies. It owns, operates, franchises and manages hotels, resorts, spas, residences, and vacation ownership properties under its nine owned brands. Sheraton^[21] is Starwood's flagship brand, providing luxury hotel and resort accommodation. The Westin Hotels and Resorts^[22] is Starwood's largest upscale hotels and resorts brand, and it is the oldest brand within Starwood. Its other brands include St. Regis, Four Points by Sheraton and W Hotels^[23].

Carlson Hotels Worldwide^[24] is a privately held international corporation in the hotel, marketing, restaurant, and travel industries. With just over 150 000 rooms, Carlson ranks 9th. Its hotel brands include Radisson, Regent, Park Plaza and Country Inns and Suites^[25].

Completing the top ten, **Global Hyatt Corp.^[26]** recorded a global room supply decline of 17.4%. This however was a direct influence of the group's strategy to concentrate on its upscale segment. Apart from this, all other brands experienced solid growth. Hyatt brands include Park Hyatt, Hyatt Regency, Grand Hyatt^[27], and etc.

Table 1 Top 10 Hotel Groups in the World(In 2008)

Rank	Company	Headquarters	Rooms	Hotels
1	Intercontinental Hotels Group	England	619,851	4,186
2	Wyndham Hotel Group	USA	592,880	7,043
3	Marriott International	USA	560,681	3,178
4	Hilton Hotels Corp.	USA	545,725	3,265
5	Accor Group	France	478,975	3,982
6	Choice Hotels International	USA	472,526	5,827
7	Best Western International	USA	305,000	4,000
8	Starwood Hotels and Resorts Worldwide	USA	284,800	942
9	Carlson Hotels Worldwide	USA	151,077	1,013
10	Global Hyatt Corp.	USA	114,332	735



Notes:

- [1] Intercontinental Hotels Group (IHG) 洲际酒店集团
- [2] Crowne Plaza 皇冠假日 Holiday Inn 假日 Holiday Inn Express 快捷假日
Staybridge Suites 驻桥套房
- [3] Wyndham Hotel Group 温德姆酒店集团
- [4] Days Inn 戴斯 Howard Johnson 豪生 Ramada 华美达 Super 8 速 8
- [5] Marriott International 万豪国际酒店集团
- [6] Renaissance 万丽
- [7] Marriott 万豪
- [8] Courtyard 万怡 Fairfield Inn 万豪费尔非得
- [9] Ritz-Carlton 丽兹卡尔顿
- [10] Marriott Vacation Club International 万豪国际度假俱乐部
- [11] Hilton Hotels Corp. 希尔顿酒店集团
- [12] Conrad 康纳德 Scandic 斯堪的克 Double Tree 双树 Hilton Garden Inn 庭院
旅馆 Hampton Inn 汉普顿
- [13] Accor Group 雅高酒店集团
- [14] Etap 伊塔普 Ibis 宜必思 Mercure 美居 Novotel 诺福特 Sofitel 索菲特
- [15] Choice Hotels International 精品国际酒店集团
- [16] Comfort Inn 舒适客栈
- [17] Quality Inn 品质客栈
- [18] Clarion Hotels 号角饭店 Rodeway Inn 路德维旅馆 Sleep Inn 睡眠客栈
- [19] Best Western International 最佳西方国际酒店集团
- [20] Starwood Hotels and Resorts Worldwide 喜达屋国际酒店集团
- [21] Sheraton 喜来登酒店
- [22] Westin Hotels and Resorts 威斯汀酒店
- [23] St. Regis 圣瑞吉斯酒店 Four Points by Sheraton 福朋 W Hotels W 酒店
- [24] Carlson Hotels Worldwide 卡尔森环球酒店公司
- [25] Radisson 雷迪森酒店 Regent 丽晶酒店 Park Plaza 丽亭酒店 Country Inns
and Suites 丽怡酒店
- [26] Global Hyatt Corp. 凯悦国际酒店集团
- [27] Park Hyatt 柏悦 Hyatt Regency 凯悦 Grand Hyatt 君悦

PART 2 模块二

Front-Office Services



Task 1 Room Reservation

Learning Objectives:

- ◆ Gain some knowledge about room reservation
- ◆ Be familiar with room reservation procedures
- ◆ Be familiar with the special terms and useful expressions in making room reservations
- ◆ Be able to use the special terms and useful expressions skilfully in working situations
- ◆ Develop skills in room reservation and enhance employment prospects