

酒店管理与经营

(英汉对照)

— 东方剑桥应用英语系列 —

王 群 著



HOTEL
MANAGEMENT & OPERATIONS

Oriental Cambridge Practical

ENGLISH



ZHEJIANG UNIVERSITY PRESS

浙江大学出版社

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图书在版编目(CIP)数据

酒店管理与经营：英汉对照 / 王群著. —杭州：
浙江大学出版社，2012.4

ISBN 978-7-308-09749-9

I. ①酒… II. ①王… III. ①饭店—经营管理—英、
汉 IV.①F719.2

中国版本图书馆 CIP 数据核字(2012)第 046059 号

东方剑桥应用英语系列

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封面设计 墨华文化

出版发行 浙江大学出版社

(杭州市天目山路 148 号 邮政编码 310007)

(网址: <http://www.zjupress.com>)

排 版 杭州中大图文设计有限公司

印 刷 杭州日报报业集团盛元印务有限公司

开 本 787mm×1092mm 1/16

印 张 12.25

字 数 340 千

版 印 次 2012 年 4 月第 1 版 2012 年 4 月第 1 次印刷

书 号 ISBN 978-7-308-09749-9

定 价 32.00 元

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浙江大学出版社发行部邮购电话 (0571)88925591

HOTEL MANAGEMENT & OPERATIONS

旅游业的快速发展带来了酒店业发展的突飞猛进，也使酒店从业人员的数量急剧增加；酒店业的国际化需要国际化的管理与服务水平，这就要求员工掌握系统的酒店管理与服务的专门英语知识，具备更强的专门英语应用能力。当前，在我国酒店从业人员中，具备较高的酒店行业专门英语理论水平和较强的专门英语应用能力的员工的比例还很低，行业专门英语的教育教学还不能很好地满足酒店行业各种微环境的需要。因此，“行业英语（ESP）微环境应用研究”应运而生了。作为该研究的重要成果，本书旨在本着“必需、实用、应用”的原则，对酒店微环境进行了深入调研，基于整个酒店经营与管理的过程，把专业理论知识和专门英语运用于岗位工作的各个环节，以专业理论指导解决岗位工作中的实际问题。本书在体现实用性的同时，还注意一定的系统性，也反映了国内外酒店业的新观点和新经验。本书适合酒店管理人员和服务人员使用，并且也适用于各大院校相关专业学生。

F 序

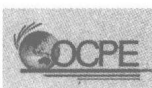
FOREWORD

社会服务是高等教育的三大基本职能之一。近几年来,高等职业教育的社会服务职能得到了广泛的重视,各学校在社会服务方面都开展了多种多样的实践探索和尝试,取得了良好的成效,也积累了许多宝贵的经验。然而,像应用英语这样的文科类高职教育,由于其自身的特点和企业的实际,其社会服务职能还没有得到充分的发挥,社会服务的机制、路径、方法和模式等还没有建立、健全或完善。作者主持的《行业英语(ESP)微环境应用研究》横向课题研究为我们提供了一个可行的、具操作性的社会服务模式。通过合作研究的方式,深入研究企业对行业英语的实际需要,把专门用途英语应用于企业经营与管理活动,并与具体企业微环境的实际相结合,切实解决企业使用专门用途英语过程中的具体问题,从而帮助企业提升经营、管理和服务的水平与档次。

《酒店管理与经营(英汉对照)》一书,是该课题研究的重要成果,具有很强的系统性。全书分为 Hotel Basics, Service Guide, Hotel Management, Rooms Division, Food & Beverage Division, Convention, Recreation and Complaint, General Expressions, Situational Expressions 八章和 Hotel Organizations and Positions, Hotel Terms, Chinese Food Menu, Western Food Menu, Wine List, Drinks List 和 Hotel Application Forms 七个附录。内容全面、系统,涵盖了酒店管理和对客服务在内的整个酒店工作流程的各个环节,系统又充分地反映了酒店各工作岗位对酒店专业英语的实际需要。

该书具有很强的实用性。它不是一本酒店管理与经营的理论性著作,而是一本酒店专业英语应用的实践性著作。它在酒店专业理论指导下,结合专业英语理论和具体企业实际,基于酒店经营与管理工作过程,有效处理了行业英语在微环境中应用的适应性问题,能够有效地指导酒店从业人员的工作实践,从而满足了酒店企业对专业英语的必要需求。另外,书中对国内外酒店业新观点和新经验的吸收以及大量案例的选用更增强了该书的实用性。

该书的系统性和实用性及其新颖的英汉对照方式,使其可以用作酒店管理人员和对客服务人员的工作指导手册,可以用作酒店员工的学习和培训材料,还可以用



作各大院校相关专业的双语教材。

通过阅读书稿,我认为作者具有很高的专业英语理论水平及实践能力,研究过程也反映出了作者虚心的学习品格和精神。因此,我相信《酒店管理与经营(英汉对照)》一书一定会在服务企业和酒店英语教学等方面发挥其积极作用,做出其应有的贡献。

浙江农业商贸职业学院院长

2012年3月

P 前言 REFACE

酒店业的迅猛发展和日趋国际化,对我国酒店业的管理和从业人员素质提出了更高的要求。酒店需要国际化的管理和服务水平,为国内外的宾客提供便捷的优质服务,就需要员工掌握系统的酒店管理和服务的专门英语知识,具备更强的英语交际能力。为了满足这些需要,切实帮助酒店企业提升经营与管理水平,增强员工的英语应用能力,从而更好地提升酒店的品牌形象和服务档次,我们在酒店企业的请求和支持下开展了“行业英语(ESP)微环境应用研究”的课题研究。作为该课题的重要研究成果之一,《酒店管理与经营(英汉对照)》的出版得到了浙江大学出版社的鼓励、支持和帮助。它将成为酒店从业人员的良师益友,也将有助于酒店专业英语微环境应用研究的进一步深入。

本书坚持“必需、实用、应用”的原则。所谓“必需”,是指通过对具体酒店微环境的深入调研,根据其经营与管理的实际工作需要来确定本书的内容范围,处理本书内容的详略。所谓“实用”,是指本书内容“疏”于理论阐述,“重”在实际应用,以专业理论指导解决员工岗位工作中的实际问题。所谓“应用”,是指基于酒店经营与管理工作的过程,把专业理论知识和英语知识运用于岗位工作的各个环节。

本书不仅体现了内容的实用性和应用性,也体现了知识的系统性,还反映了国内外酒店业的新观点和新经验。全书分为酒店基础(Hotel Basics),服务指南(Service Guide),酒店管理(Hotel Management),房务部(Rooms Division),餐饮部(Food & Beverage Division),会议服务、康乐服务与投诉处理(Convention, Recreation and Complaint),基本交际用语(General Expressions)和情景交际用语(Situational Expressions)等八章,本书还有酒店组织机构与酒店职位(Hotel Organizations and Positions)、酒店术语表(Hotel Terms)、中式菜单(Chinese Food Menu)、西式菜单(Western Food Menu)、酒水单(Wine List)、饮料单(Drinks List)和酒店应用表单(Hotel Application Forms)等七个附录。本书是为了满足酒店管理人员及对客服务人员酒店专业英语的需要而著。同时,采用英汉语对照的编排方式也使得本书还可用作各大院校的旅游、酒店等相关专业的双语教材。

在本书的写作过程中,参考了国内外出版的部分酒店管理方面的专业书籍、国



内外网络资料以及部分酒店的宣传资料和信息,在此,向相关的作者或单位表示诚挚的感谢。

另外,我们还要感谢绍兴咸亨大酒店陈宝根经理在整个研究过程中所给予的辛勤指导和无私帮助,还要感谢浙江越秀外国语学院王书侠老师和浙江农业商贸职业学院张文莲副教授向我们提供的相关理论与实践的指导。

由于作者经验不足和水平所限,本书难免有欠缺,谨请同行和读者指正。

作 者

2011年6月

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Chapter 1

Hotel Basics

酒店基础

The word “hotel” comes from French, meaning “country villa” in which noblemen entertained their distinguished guests. It was at the end of the eighteenth century or the beginning of the nineteenth century that the word got its present meaning of “hotel” (Judian), meaning a kind of labor-intensive hospitality enterprise with both function elements and enterprise elements up to the specified standards, gaining its economic performance by offering services like lodging, catering, shopping, recreation, and some other services to businessmen and other types of guests.

A hotel should equip itself with safe and comfortable rooms, different restaurants with a wide selection of local foods and superb cuisines, business conference halls furnished with modern equipment and office communication system for business activities, recreational facilities (to meet guests’ demands) like swimming pool and fitness & wellness room, shopping areas like shopping arcade, gift & souvenir department, and business center or comprehensive department offering bank service, postal service, bookstore, flowers shop and beauty salon, etc. Meanwhile, a hotel should build a contingent of

“酒店”一词源于法语，指贵族在乡间招待贵宾用的别墅。大约在 18 世纪或 19 世纪初，才具有现代“酒店”之意。酒店是指其功能要素和企业要素都达到规定的标准，能够接待商务及其他类型客人，并为他们提供住宿、饮食、购物、娱乐以及其他服务来获取经济效益的劳动密集型服务企业。

一个酒店应具备舒适安全的客房，提供多种风味佳肴的各式餐厅，具备商务活动所需的现代化的会议设备和办公通讯系统的商务会议厅，满足客人所需要的游泳池、健身房等各种康乐设施，商品部、礼品部等购物场所和能提供银行、邮局、书店、花房、美容等服务的商务中心或综合服务部，同时应具备一支能够向客人提供一流服务的素质良好的服务人员队伍。

good-quality personnel that can offer tip-top service to guests.

1.1 Hotel Function

The hospitality industry, which is the basic element of tourism supplies and the indispensable material condition in social-economic activities, serves as the center of external contact and social interaction for local people and the base camp for travelers at the tourist destination, which makes an important contribution to tourism earnings, especially foreign exchange earnings. As far as the hotel functions are concerned, it can: 1) provide guests with safe and comfortable rooms; 2) provide guests with various delicious cuisines; 3) provide a wide selection of meeting places for parties, gatherings, banquets, conferences and other business activities; 4) provide specialized venues for cultural activities such as training, lectures, performances, exhibitions, concerts, and other similar things; 5) provide fitness facilities for guests' leisure activities; 6) offer guests services of health medical treatment, health care consultation, hairdressing, etc.

1.2 Hotel Operating Models

The operating models which are commonly adopted in modern hospitality industry are: franchising operations, cooperative operations, leased operations, management contract, and wholly owned operations.

Many hotels are affiliated with others in a chain through management or ownership agreements. Independent hotels do not have any affiliation. Affiliations are valuable in marketing, branding, sales, purchasing supplies, operational procedures,

1.1 酒店的功能

酒店业是旅游供给的基本构成要素, 是社会经济活动不可或缺的物质条件, 是所在地对外交往、社会交际活动的中心, 是旅游者在目的地的大本营, 也是创造旅游收入, 特别是外汇收入的重要部门。就酒店业的功能而言, 主要有以下几个方面: 1) 住宿功能, 为客人提供舒适安全的客房; 2) 餐饮功能, 向客人提供各式餐饮; 3) 会议接待功能, 能够提供各种场所举行聚会、集会、宴会、会议及其他商业活动; 4) 文化服务功能, 能够提供场地举行各种集训、演说、表演、展览、音乐会等文化传播活动; 5) 运动休闲功能, 能够提供各种健身设施使客人享受运动休闲服务; 6) 健康服务功能, 能够为客人提供健康医疗、保健咨询、美容等服务。

1.2 酒店的经营模式

现代酒店业常见的经营模式有五种: 特许经营模式、合作经营模式、租赁经营模式、合同管理模式和自主经营模式。

许多酒店通过管理合同或所有权证明与其他酒店共同加盟某一连锁集团。独立经营的酒店不存在加盟关系。加盟对市场营销、品牌推广、销售、物资采购、运营程序和

and management expertise. All of these are increasingly important in today's competitive market place.

Chains operate under two main ways, either under a management contract or as a franchise. Management contracts usually keep the financial and legal responsibility with the owner of the property. The management company operates the hotel, pays expenses, and receives a fee for their management services. Franchising is a leasing arrangement that requires the hotel operator to pay a fee for the use of plans, procedure manuals, and advertising materials. In return, he is granted a license to operate a business under the name of the parent corporation. The franchisee puts up the capital, but he gets a standardized operation method and a well-known sales potential. Of course, he can also get a great deal of help from the licensing corporation in establishing his operation and then in solving problems that arise after it has opened. In such a model, the franchiser grants access to software for sales and operations, central purchasing contracts with vendors at low prices, and pooled advertising. If the local franchisee operates according to the procedures, he keeps going as a franchisee. If he does bad things or doesn't follow the procedures as set down in the franchise agreement, he may be terminated.

The chains expand in a number of other ways. One way is through direct investment. This means that the headquarters corporation itself puts up the necessary money to build and operate a new hotel or to buy and refurbish an old one. Another way to expand is by establishing management contracts with the actual owners of the hotel. The chain in effect takes over an empty building and operates it according to its own operating procedures for a fee or for a percentage of the profits. This method is frequently used when the chain expands into a foreign country, since it eliminates the risk that the organization will

管理技术等非常重要。所有这些在当今激烈的市场竞争中显得日益重要。

连锁酒店有两个主要的运营方式。一是按照管理合同，一是特许经营。管理合同通常让酒店的业主承担财务和法律上的责任。管理公司负责酒店的运营，支付费用，并为自己所提供的管理服务收取费用。特许经营是一种租借办法，要求酒店的经营者交付一笔费用，以便能使用该连锁的计划、规程手册和广告材料，并获得以母公司名义经营业务的许可。取得特许的经营者付出了一笔投资，但是得到了标准化的经营方法和信誉昭著的招徕潜力。在建立酒店和解决开业后出现的问题方面，他当然还能得到特许经营授权商的许多帮忙。在特许经营模式中，特许经营授权商提供销售和运营软件、与供应商之间低价中央采购合同以及联合广告。如果本地特许经营加盟商遵守运营程序，就能继续保持其加盟商地位，如果有不良行为或违反规定程序，可能会被终止特许经营权。

连锁酒店还通过其他一些方式得到扩展。一种方式是直接投资。指的是由总公司出资兴建并经营新酒店，或者买下旧酒店加以整修。另一种扩展方式是同酒店的实际业主签订经营合同。连锁酒店实际上接管一座空楼，然后按照连锁自己的经营方式进行营运，从中收取一笔费用或一定数额的利润。连锁酒店向国外扩展通常采用这一方式，以免一旦发生政治动乱时，该连锁有丧失投资的风险。还有一种类似

lose its investment because of political upheaval. A somewhat similar method is the joint venture, a partnership in which both the chain and local investors put up part of the capital that is necessary for new construction or the purchase of an existing building.

The hotel chains have several competitive advantages over individually owned and operated establishments. One of the most important of these is having the resources to spend more money on advertising. Television advertising, for example, is too expensive for most individual hotel operators. The chains, on the other hand, can spread the cost among all of their member units. Another advantage comes from the standardization of equipment and operating procedures. The chains publish detailed manuals that specify procedures to be followed. Even when the different hotels in the chain are not tightly controlled by a central office, it is customary to have an inspection system in order to guarantee that the overall standards are being met. This results in a very visible degree of uniformity between the hotels in the chain, which gives the guests an excellent idea of what kind of accommodations to expect. The most important and most obvious advantage is the increased efficiency in making and controlling reservations. A guest at one hotel, for instance, can receive confirmation of a room at another in a matter of minutes. The chains also make it easy to reserve a room by telephone. The telephones are tied in to computer or teletype systems, which make it possible to confirm space while the caller is still on the phone.

1.3 Hotel Ratings

Different systems for rating hotels are applied in different countries and regions, with the purpose of

的方式是合资经营, 即连锁酒店和当地投资者合资建设新酒店或买下现成的建筑物。

同自主经营的酒店相比, 连锁酒店在竞争力方面有几种优势。最大的优势之一是它花得起更多的钱做广告。比如, 电视广告对大多数自主经营的酒店来说未免过于昂贵, 而连锁酒店却可以把上述费用分摊给所有成员。另一个优势是设备和营运的标准化。连锁酒店印发内容详尽的工作手册, 规定必须遵守的工作规程。即便这个连锁酒店下属的各家酒店不受总店的严密控制, 一般还是设有一个监督系统, 以保证各店的营运能符合总的服务标准。结果, 连锁酒店系统的各酒店间实现了一种显而易见的高度一致。这种一致性使顾客们能清楚地预先知道能够享受到什么样的膳宿服务。最重要也是最明显的优势是连锁酒店在预订和控制预订房间方面效率得到提高。例如, 顾客到了一家酒店可以在几分钟之内立即得到能否在另一家酒店找到房间的确切答复。有了连锁酒店, 就便于通过电话预订房间; 这些电话是和电脑或电报机连接在一起的, 打电话的人不用放下耳机就可以立刻了解到是否有空余客房。

1.3 酒店的等级

为了促进酒店业的健康发展, 便于行业管理与监督, 保护客人的

making a sound development of hospitality industry, facilitating the trade management and supervision, protecting guests' benefits, and enhancing staff's sense of responsibility and sense of honor. A hotel is graded by certain standards or requirements concerning its location, environment, facility, service, and management. The rating of a hotel must be made public with a certain sign. The rating systems currently applied in the world are: the Stars system with "five stars" as the top rating, the Letters system with "A" the highest and "E" the lowest, the Numbers system with the top "Luxury," followed by 1, 2, 3, and 4 from high to low, and the Diamonds system with "five diamonds" at the top and "one diamond" at the bottom. The system for rating hotels used in many Asian countries including China is the Stars system, in which, from the lowest to the highest, hotels are rated at one star, two stars, three stars, four stars and five stars. In China it is administered by the State Bureau of Tourism. The Diamonds system is used in America, Canada, Mexico, England and other British countries. It follows basically the same pattern as the Stars system.

The rating systems are used by organizations to help hotel guests know what to expect from a hotel and help hotels focus their efforts on standard levels of service. This helps them compete in the market. Most higher star or diamond ratings hotels provide well-equipped facilities. The hotels with luxury or world-class service are rated at four or five stars, the ones with mid-range service at three, and the ones with economy service at one or two. But the rating of a hotel includes more than the standard of rooms and facilities, the key factor is the personnel in the hotel who deal directly with the guests. Levels of service, as well as target markets, vary as much as the ratings of hotels. High-level executives, movie stars, and politicians are the target market of world-class luxury

利益,增强员工的责任感和荣誉感,不同的国家和地区都采取了酒店等级评定的方式。根据酒店的位置、环境、设施、服务及管理等情况,按照一定的标准和要求,对酒店进行分级,并用某种标志告知公众。目前,国际上采用的酒店等级制度有:星级制,以“五星”为最高级;字母表示法,“A”为最高级,“E”为最低级;数字表示法,“豪华”表示最高级,接下来依次由高到低为1、2、3、4级;钻石表示法,最高级为五钻,最低级为一钻。包括中国在内的许多亚洲国家都采用了酒店星级制评定系统。从低到高依次是一星级、二星级、三星级、四星级和五星级。在中国,星级评定由国家旅游局负责管理。在美国、加拿大、墨西哥、英国及其他英联邦国家通常使用钻石制,其形式和星级系统基本相同。

等级评定系统是机构用来帮助客人了解一个酒店可以提供什么样的服务,同时也帮助酒店努力提供与其等级相应的服务。这有利于它们在同行业中的竞争。星、钻级别越高的酒店,都会有很好的服务设施。拥有豪华顶级服务设施的酒店属于四星级或五星级,其次是三星级,经济实用的则是一星或二星级酒店。但酒店档次不仅指酒店房间和设施的标准,关键因素是那些直接面对客人的员工。酒店的不同等级决定了不同的消费对象,也决定了不同等级的酒店服务。顶级豪华的五星级酒店的消费对象通常是高