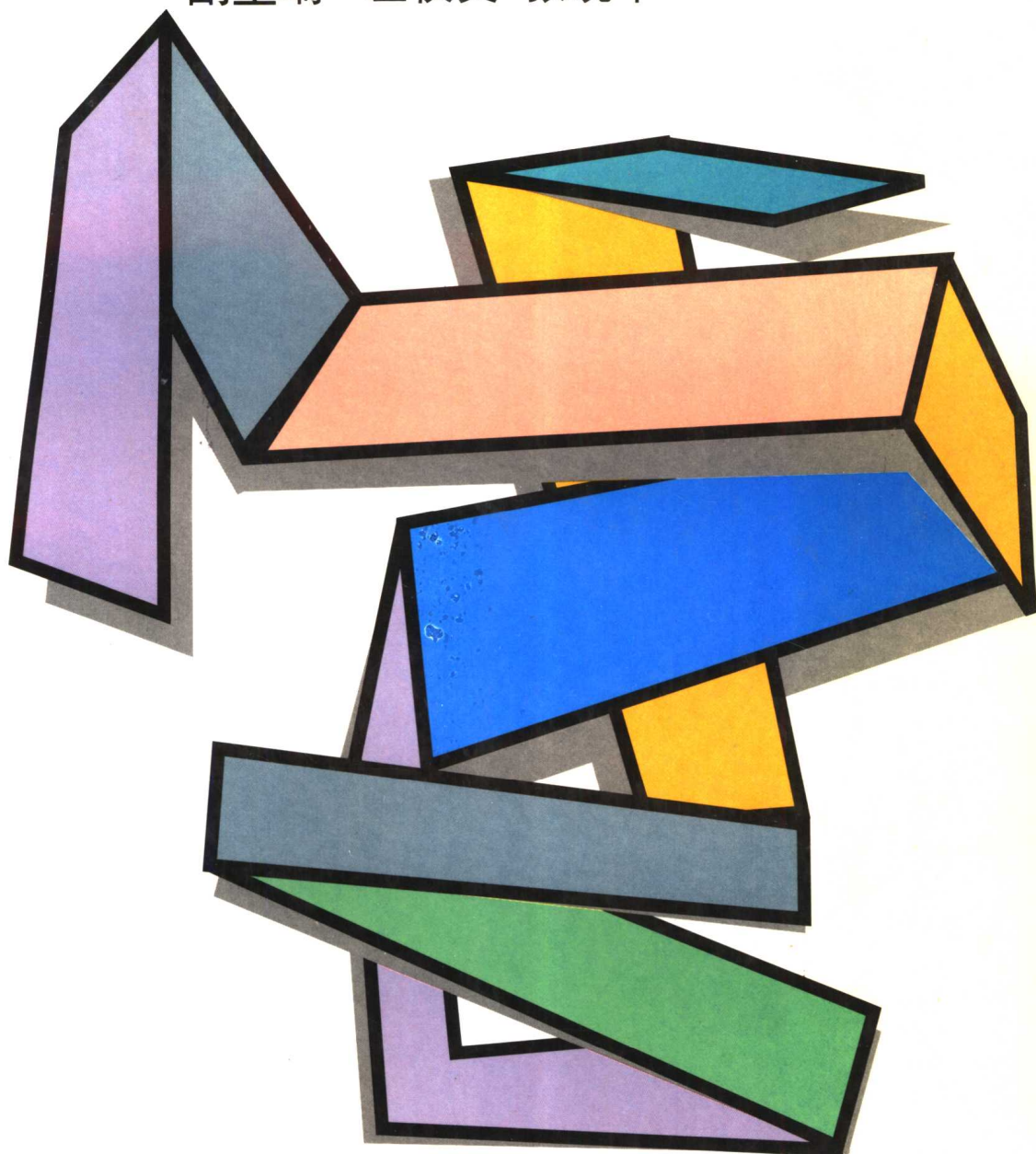


饭店英语

HOTELENGLISH

主 编 薄湘平 李 伊

副主编 左权文 张晓华



华中理工大学出版社

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图书在版编目(CIP)数据

饭店英语/薄湘平 李伊 主编

武汉:华中理工大学出版社, 1998年9月

ISBN 7-5609-1831-x

I. 饭…

II. ①薄… ②李… ③左… ④张…

III. 文化交流-英语读物-高等学校-教材

IV. G12.125

饭店英语

Hotel English

薄湘平 李伊 主编

责任编辑:杨志锋

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华中理工大学出版社出版发行

(武昌喻家山 邮编:430074)

新华书店湖北发行所经销

华中理工大学出版社照排室排版

武汉市青联彩印厂印刷

*

开本:787×1092 1/16 印张:14.75 字数:350 000

1998年9月第1版 1998年9月第1次印刷

印数:1—2 000

ISBN 7-5609-1831-x/G·199

定价:14.60元

(本书若有印装质量问题,请向出版社发行部调换)

内 容 简 介

本书主要为旅游饭店、旅游管理专业的学生编写,同时兼顾饭店在职人员培训的需要,在本书中按不同层次安排了不同的教学内容。全书根据饭店经营的全过程,将主要内容分为十二个单元,每单元分为A、B两部分:A课文重在阅读理解,B课文重在口语培训。每课后配有多种题型的练习,并附有课文参考译文及部分习题答案。

本书也可供其他方面的涉外工作人员和有志从事旅游行业工作的人自学参考。

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PREFACE

前 言

为了培养我国涉外经济部门所需要的既能熟练掌握英语又能从事对外经贸工作的复合型人才,我们根据各高校经贸相关专业英语课程内容而编写了“经贸英语系列教程”,可供国际贸易、国际金融、涉外财会、旅游饭店管理、经济管理、外贸英语等专业的学生作为专业英语教材使用,亦可供具有一定英语基础的经贸工作者学习参考。

本系列教程注重英语语言能力的培养和经贸专业基础知识的传授。它包括经济、贸易、金融、会计、旅游饭店管理等专业英语阅读、英语听说训练、国际贸易单证实务操作、实用外贸英语函电、经贸英语测试等内容。各册内容完整,自成体系,均配有使用说明、分类练习、部分参考答案和译文,听说部分配有录音磁带,便于读者自修。

本系列教程的编者长期从事 ESP (English for Specific Purpose) 教学与研究。系列教程中的大部分教材已在相关高校试用多年,反应良好。

全套系列教程由湖南大学国际商学院总体策划。由湖南大学国际商学院、湖南大学人文学院、湖南财经学院、长沙铁道学院、湖南商学院、湘潭师范学院、湖南财经高等专科学校、湘潭机电高等专科学校合作编写。华中理工大学出版社和湖南大学教材科对本系列教程的组编与出版工作给予了大力支持,在此表示衷心感谢。

《饭店英语》是经贸英语系列教程之一。本书每单元分 A、B 课两部分。A 课的课文译文及练习编写的作者分别为:第一、二单元:薄湘平;第三单元:李伊、王湘玲;第四、五、六单元:薄湘平;第七、九、十单元:李伊;第八单元:李伊、许湘;第十一、十二单元:张晓华、薄宁。B 课部分主要由左权文负责编写,长沙富丽华大酒店的高艳参与了部分工作。全书由薄湘平、李伊负责拟定编写大纲、选材、统稿和审稿。初稿完成后,薄湘平、李伊对全书进行修改,作了大量的工作。左权文、张晓华协助审校。在本书编写过程中曾得到湖南富丽华大酒店、广州大学酒店管理系以及湖南大学国际商学院肖云南老师等的大力支持与合作,在此深表谢意。

本书的 A 课文选自大量国外书刊,并进行了部分内容的综合或补写。因参考资料的作者繁多,恕不一一注明。谨此致谢!

由于时间仓促、教学任务繁重、编者水平与经验均有限,教材中不妥之处在所难免,敬请广大读者批评指正。

编 者

1997 年 11 月

DIRECTIONS

使用说明

《饭店英语》可供酒店管理、旅游等专业的学生作为了解旅游饭店专业基本理论知识、扩大饭店专业英语词汇量的阅读教材,同时也可作为该专业进行听说训练的教材,亦可供各旅游饭店、宾馆、度假村、旅行社、旅游车船队等旅游企业作为员工岗位强化培训、提高的参考材料。

本书共分十二单元,每单元有A、B两类课文。A课文的素材全部取自于英美原文出版物,并经过删改或综合整理而成。选材力求涵盖饭店营运的全过程,注重介绍饭店经营管理的基础理论知识,注意选材的趣味性、知识性和可读性。A课文每课的词与词组释义采用英汉结合的方式。一般的专业术语尽可能用英语释义,难以用英语解释清楚的则直接用汉语释义。A课文课后附的练习有三大项:第一项旨在要求学生在阅读课文后对课文的主要内容及部分专业概念进行思考并回答问题;第二项侧重学生对部分专业术语、词汇的理解和运用;第三项侧重培养学生英汉两种语言的转换运用能力。翻译练习中,Section A的核心词和句型都取自于A课文,每小节后都有提示。Section B则取材与主课相关的文章,旨在进一步扩大学生的专业知识面。学生在学完A课文后,将对旅游饭店的经营管理有较全面的了解,并能掌握相当数量的专业术语。

B课文则是根据A课文的主题内容,用会话的形式表现该主题。每篇课文都由一特定的情景会话构成,语言生动、浅近。所用的英语句型既符合西方人的语言习惯,又便于英语水平不高的对象进行学习。每课后附有多种形式的练习,其中的替换练习可帮助学生尽快掌握课文中的主要句型。情景会话与角色扮演则能为学生提供灵活运用所学的语言表达方式的机会。

为便于学生自学,书后附有参考译文和部分练习答案。

编者因考虑到中国旅游饭店在不断发展中,对饭店员工的外语水平要求越来越高,因此,在课文的编排中侧重理论性、概括性的知识介绍,这样在语言的学习中将有一定的深度和难度。对于有一定英语基础,又希望提高饭店专业英语水平的读者比较适用。同时,编者又考虑到饭店人员结构、文化层次的差别,因此又安排了适用性的教学内容,以便对英语水平不高的学生进行培训、提高之用。教师在使用教材中可根据不同的教学对象有选择地组织教学。

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Text A

An Introduction to the Hospitality Industry (I)

饭店业简介(1)

Hotels treat their customers as guests and strive to provide a spirit of hospitality that exceeds their guests' expectations. Ellsworth M. Statler is credited with the slogan, "The guest is always right", and many would agree wholeheartedly. An anonymous source later countered by saying, "The guest is not always right but he is always the guest." Therein lies the ultimate challenge to the lodging industry professional; providing a level of guest service that meets the ever-changing needs and demands of guests.

The attraction and glamour of the hospitality industry can be attributed to various elements. For example, all hotels choose an image they wish to project. This is done in part with architecture and design. Yet, no matter how effective the design may be, the building is really only bricks, mortar, steel, glass, and furnishing. The architecture and style of the property may be important in establishing its theme, but it is the hotel's staff—and its front office staff in particular—that is essential to the creation of its ambience.

Hotels may play an important part in a community. Prominent civic clubs, business groups, and local and national companies may meet in hotels. Organizations are attracted to communities with high-quality lodging facilities. A hotel can serve as a central gathering place for an entire community.

The hospitality industry is part of a large enterprise known as the travel and tourism industry. The travel and tourism industry is a vast group of businesses with one thing in common; providing necessary or desired products and services to the traveler. It is one of the largest industries in the world. Travel and tourism includes everything which arises from the interaction of people who travel and the businesses, governments, and people with whom they come in contact.

Hospitality(殷勤好客)

A hotel and catering company is an organization that sells food, beverages and sleeping accommodation. But there is a clear difference with other production

companies, that's to say products are not consumed at the customer's home or elsewhere but at the hotel and catering company itself. This means that customer becomes a guest. He is welcomed and during his stay he eats, drinks, sleeps ect. Consequently the company extends hospitality.

What is hospitality?

Hospitality has to do with a feeling of well-being of the guest. The guest has to feel at ease in a situation where he is not at home, and he has to enjoy himself. This concerns both material things (e. g. tables, chairs, food) and immaterial things (e. g. atmosphere, other people's behaviour).

This means that the hotel and catering product consists of:

- Food, drink and/or sleeping accommodation
- The environment in which this is consumed
- The behaviour and the attitude of the staff

The specific combination of these three elements within a company forms the concept (the corporate formula) of a company. Take for example the difference between a McDonald's restaurant and a member of the "Romantic Restaurant" Consortium. Both extend hospitality, but each in its own specific way. The hospitality itself is not established until the guest and the host meet. In the interaction between (the personnel of) the company and the customer of the product, hospitality comes into being. On the one hand there is the guest who feels treated more or less hospitably, on the other hand there is the staff that is supposed to adopt a hospitable attitude. And all this takes place in a particular environment. This environment too has an effect on what happens and how one feels.

A Home Away From Home(家外之家)

What makes a hotel/motel successful? The answer is simple; A successful hotel or motel must be a "home away from home" for its clients.

Some travelers may not like their own homes, so a hotel might offer them a style of living they only dream of. This does not mean that a hotel must be "homey" or "homelike", but it does have to provide the basics that most people are accustomed to finding in their own homes.

What are your basic requirements for your home? Most people want their homes to be attractive, clean, and relatively quiet. We discuss these three requirements in the following sections.

Attractive Decor(吸引人的装饰)

In choosing a decor a hotel must decide upon the image it wants to convey to its guests. A chain of hotels might have ten individual properties all with the same decor,

thereby establishing continuity of its image. This sameness appeals greatly to many people who travel frequently. They will generally know what to expect from a particular hotel or motel from a visual standpoint.

Everyone's idea of the perfect ambience differs greatly. No matter the decor, tastefulness, eye-appeal, neatness, and well kept fixtures all make for an attractive appearance. To please their guests, hotels and motels should strive for these qualities in their facilities.

Cleanliness(清洁的空间)

Most people try to keep their own homes clean. When they are paying for a hotel room, they expect cleanliness. Public rooms in hotels should also be kept spotless. Cleanliness goes beyond merely scrubbing the toilet and providing crisp sheets. Ashtrays in the lobby must be kept emptied, hallways vacuumed, and mirrors and brass polished. Room-service trays must not be left for hours outside of guest rooms.

Quiet(安静的环境)

Hotel guests, in most cases, expect a reasonably quiet atmosphere. Most vacation travelers want to relax. Business travelers often try to concentrate and work in their rooms. Noise and activity are disruptive and conducive neither to relaxing nor working.

Personnel——The Key To Service(饭店员工——服务的关键)

The word service can be defined as conduct that is useful or helpful to others. In the hospitality industry, however, service is much more. Service is the prime business. If an establishment is providing lodging or food to a guest, it is providing a service. The hotel/motel and food industries are certainly considered "service industries" and are a significant part of the economy.

Who performs the service? People. To be successful, people in all phases of the hotel/motel business must be courteous and friendly, efficient and prompt, attractively attired and neat, able to serve others, and able to sell.

Courtesy and Friendliness(礼貌友好)

A bright smile with a cheerful "good afternoon" goes far in establishing the image of a hotel. Certainly "thank you," "I'm sorry," and "please" cannot be said enough in the hospitality industry.

People working in the hotel/motel business must be outgoing and not afraid to speak with total strangers. Their voices must be clear and understandable, and they must convey sincerity.

Efficiency and Promptness(效率高、动作敏捷)

Nobody likes to wait. Causing a guest to stand before the front desk while the desk clerk fumbles through papers has never helped a hotel's image. Ordering breakfast from room service at 7 a. m. and still waiting for it at 8 a. m. does not impress a guest with a hotel's efficiency.

What causes these inefficiencies? Often they are the fault of some person within the hotel complex. They also may be caused by a poor system or, in some cases, a computer failure. Whatever the causes of inefficiency, good management and personnel choices go a long way in insuring efficiency and promptness in a hotel/motel.

Attractive and Appearance(优雅端庄的外表)

Not all are created equally attractive, but all can do their best to be neat. No gum or food when in public, tasteful make-up, good haircuts, and abiding by the management's dress code all contribute to an attractive image for employees. Cleanliness, of course, goes without saying.

Ability to Serve Others(为他人服务的能力)

Subservience is probably the most difficult attitude for people to assume. In the hotel industry a desk clerk learns not to cringe when a guest barks, "Hand me my room key," or the front desk manager commands, "Go up to the fourth floor and see if Room 428 has been cleaned." A person in the hospitality business is there to serve others. Good training and supervision both go a long way toward making this requirement less difficult.

Selling Skills(推销技巧)

Another highly desirable attribute for almost all lodging industry workers is the ability to sell. Most lodging facilities have a sales/catering office which sells meeting space for conventions and banquets, but this function is quite different from the selling which occurs in almost all departments.

All employees must sell on a day-to-day basis to each guest or potential guest. This one-on-one selling entails selling the different services of the hotel. Employees must also participate in the hotel's return business selling effort.

Words and Expressions

1. hospitality [ˌhɒspi'tæliti] *n.* friendly and generous reception and entertainment of guests. 殷情好客

2. expectation [ˌekspek'teɪʃən] *n.* thing that is expected 期望的事物
3. credit ['kredit] *v.* believe 相信, 信赖
4. wholeheartedly ['həʊl'hɑ:tɪdli] *adv.* nothing less than 一点也不少地
5. anonymous [ə'nɒnɪməs] *adj.* without a name 无名的
6. counter ['kauntə] *v.* oppose 反对
7. ultimate ['ʌltɪmɪt] *adj.* last; basic 最后的, 根本的
8. lodging ['lɒdʒɪŋ] *n.* room or rooms rented to live in 出租的房间, 寄宿舍
9. glamour ['glæmə] *n.* charm or enchantment 魅力, 魔力
10. attribute [ə'trɪbjʊ:t] *v.* consider as coming from 归因于
11. architecture ['ɑ:kɪtektʃə] *n.* design or style of buildings 建筑设计
12. mortar ['mɔ:tə] *n.* mixture of lime, sand and water used to hold buildings, stones etc. 泥浆
13. ambience ['æmbiəns] *n.* the character, quality, feeling etc. of a place 周围的气氛, 环境
14. prominent ['prɒmɪnənt] *adj.* important 重要的
15. civic ['sɪvɪk] *adj.* of the official life and affairs of a town or a citizen 市政的, 市民的
16. cater ['keɪtə] *v.* to provide and serve food, drinks usu. for payment, at a public or private party rather than a restaurant 包办伙食(宴会)
17. beverage ['bevərɪdʒ] *n.* any sort of drink 饮料
18. accommodation [ə,kɒmə'deɪʃən] *n.* lodgings, rooms for visitors 住所
19. have to do with; be connected with 与……有关
20. well-being *n.* welfare, health, happiness and prosperity 安宁; 健康; 幸福; 兴盛
21. consortium [kən'sɔ:tjəm] *n.* temporary co-operation of a number of powers, large banks etc. for a common purpose 国际财团
22. interaction [ˌɪntə'rækʃən] *n.* action on each other 相互作用
23. personnel [ˌpɜ:sə'nel] *n.* staff 全体职员
24. motel [məʊ'tel] *n.* motorists' hotel 汽车旅馆
25. decor ['deɪkɔ:] *n.* all that makes up the general appearance 全部陈设
26. property ['prɒpəti] *n.* possession (esp. an area of land and buildings) 所有物; (尤指) 地产
27. appeal to: attract 有吸引力
28. visual ['vɪʒjuəl] *adj.* concerned with, used in seeing 视觉的; 看得见的
29. fixture ['fɪkstʃə] *n.* sth. fixed in place 固定之物
30. make for: contribute to 有助于
31. scrub [skrʌb] *v.* clean by rubbing hard 用力擦洗
32. crisp [krɪsp] *adj.* dry 烘干的
33. vacuum ['vækjuəm] *v.* take up dust, dirt etc. 吸尘
34. brass [brɑ:s] *n.* things made of brass 黄铜器皿
35. polish ['pɒlɪʃ] *v.* make smooth and shiny by rubbing 磨光

36. concentrate ['kɒnsentreit] *v.* come together 集合
37. disruptive [dis'rʌptiv] *adj.* causing splitting 造成分裂的
38. conductive [kən'dju:siv] *adj.* helping to produce 有助于……的
39. establishment [is'tæblɪʃmənt] *n.* that which is established eg. a large organized body of persons 经建立的机构
40. courteous ['kə:tjəs] *adj.* showing good manners 彬彬有礼的
41. attire [ə'taɪə] *v.* dress 穿着
42. sincerity [sin'seriti] *n.* honesty 诚挚
43. fumble ['fʌmbəl] *v.* handle or deal with (sth.) nervously or incompetently 紧张或无能地处理(事物)
44. complex ['kɒmpleks] *n.* complex whole 复合体
45. go a long way to be helpful 对……大有帮助
46. abide by [ə'baid] *v.* keep 遵守
47. code [kəʊd] *n.* system of rules and principles 礼法
48. subservience [səb'sə:vjəns] *n.* giving much respect to others 屈从,顺从
49. cringe [krɪndʒ] *v.* move the (body) back or down in fear(因恐惧而)退缩;畏缩
50. attribute ['ætrɪbjʊ:t] *n.* quality looked upon as naturally or necessarily belonging to sb. or sth. 性质,品性,属性
51. entail [in'teɪl] *v.* make necessary 使必要
52. therein [ðeə'in] *adv.* in that place; in that 在那里;那样

Special Terms

1. Hospitality Industry: It is also called hotel and travel Industry. It is the industry which gives guests friendly and generous reception and entertainment. 饭店业,殷情好客业
2. Travel and Tourism Industry: 旅游业
3. Room Service: Food and beverage delivery, on demand, to the guest rooms of a hotel 客居用餐服务
4. Front Desk: It's the place where the guests make reservation, checking and checkout. 前台
5. Return Business: A business which makes a guest return 回头客生意

Notes to Text A

1. Therein lies the ultimate challenge to the lodging industry professional. 这里就向饭店业提出了最根本的挑战。该句是个倒装结构。句子的主语为“the ultimate

challenge”,谓语是“lies”。

2. It is the hotel's staff that is essential to the creation of its ambience. 正是饭店的员工对饭店气氛的营造起了关键性的作用。该句是个强调句型“It's... that”强调“the hotel's staff”。
3. Not all are created equally attractive, but all can do their best to be neat. 并非每个人都长得楚楚动人,但是每个人都应尽量保持优雅。“not all”为部分否定,意为“未必都是”。
例:Not all English people like fish and chips. 不是所有的英国人都喜欢吃炸鱼加炸土豆片。
4. Good training and supervision both go a long way toward making this requirement less difficult. 严格的培训和及时的监督将有助于达到此要求。“less difficult”在此作“requirement”的补足语。

Exercises

I. Comprehension and interpretation.

1. Where do the attraction and glamour of a hotel come from?
2. What part can a hotel play in a community?
3. What do all travel and tourism business have in common?
4. Tell the differences between a hotel and a factory.
5. What is hospitality?
6. What is a hotel's concept?
7. Why must a successful hotel be a “home away from home”?
8. What are the basic requirements for a lovely home?
9. How can a hotel be attractive?
10. As long as we make the room clean, the guest will be pleased, won't they?
11. Why should we say “the personnel is the key to serve”?
12. When people greet you with a smile, are you glad with it ?
Can you do it to others?
13. How can a hotel insure efficiency and promptness ?
14. What should a hotel employee keep on the appearance ?
15. Why should a hotel industry worker possess the ability to sell?

II. Match the words on the left with the meanings on the right.

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| _____ 1. ambience | A. thing that is expected |
| _____ 2. well-being | B. giving much respect to others |
| _____ 3. lodging | C. any sort of drink |
| _____ 4. subservience | D. staff |
| _____ 5. expectation | E. room or rooms rented to live in |

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| _____ 6. beverage | F. all that makes up the general appearance |
| _____ 7. hospitality | G. welfare, happiness and prosperity |
| _____ 8. property | H. the character, quality, feeling etc. of a place |
| _____ 9. personnel | I. friendly and generous reception of guests |
| _____ 10. decor | J. possession |

III. Translation.

Section A. Translate the following sentences from Chinese into English:

1. 我们把一个饭店的成功归因于多种因素。(attribute... to)
2. 只有当客人与主人遇见时,殷情好客才会发生。(not... until)
3. 饭店的形象与饭店管理以及员工的态度有关。(have to do with)
4. 礼貌友好对吸引回头客有帮助。(go a long way)
5. 在旅游饭店业工作的员工需具备多种特性。(entail)

Section B. Translate the following passage from English into Chinese:

Return Business Selling. The entire operation of the hotel depends on the ability of employees to sell the guest on returning. One way a hotel can make guests want to return is through providing special amenities. Making people feel special will often assure their return. Many hotels have a good filling system whereby the guest's likes, dislikes, and habits are noted and recorded. Courtesy cars, transfers to and from the airport, express check in or checkout, flowers, and wine in the room all make for that special feeling. All of these are VIP treatments that can be incorporated into any hotel operation.

Other amenities that are not so elaborate but effective are babysitting services and free use of appliances such as irons and typewriters. Cable television is an incentive that is often used. Small refrigerators in the rooms or ice already in the ice bucket are "extras." Hotel employees help make guests aware that these amenities are available to entice the visitors to return.