



新编酒店实用英语教程

New English Course for Hotel

吴萍 / 朱定秀 主编



合肥工业大学出版社
HEFEI UNIVERSITY OF TECHNOLOGY PRESS

本教材获 2012 年安徽省省级教学质量工程“旅游管理专业综合改革试点”项目资助(项目编号:2012ZY070)及 2013 年度巢湖学院校本教材项目资助(项目编号:CH13XBJC01)

新编酒店实用英语教程

主 编	吴 萍	朱定秀	
副主编	雷若欣	吕君丽	曾 静
参 编	方玲梅	杨 帆	
	李晓萌	朱学同	

合肥工业大学出版社

图书在版编目(CIP)数据

新编酒店实用英语教程/吴萍,朱定秀主编. —合肥:合肥工业大学出版社,2014. 11

ISBN 978-7-5650-2018-6

I. ①新… II. ①吴…②朱… III. ①饭店—英语—高等学校—教材
IV. ①H31

中国版本图书馆 CIP 数据核字(2014)第 261246 号

新编酒店实用英语教程

吴萍 朱定秀 主编

责任编辑 王钱超

出版	合肥工业大学出版社	版次	2014 年 11 月第 1 版
地址	合肥市屯溪路 193 号	印次	2014 年 11 月第 1 次印刷
邮编	230009	开本	710 毫米×1000 毫米 1/16
电话	总编室:0551-62903038	印张	17.5
	市场营销部:0551-62903198	字数	251 千字
网址	www.hfutpress.com.cn	印刷	合肥现代印务有限公司
E-mail	hfutpress@163.com	发行	全国新华书店

ISBN 978-7-5650-2018-6

定价: 38.00 元

如果有影响阅读的印装质量问题,请与出版社市场营销部联系调换。

前言

《新编酒店实用英语教程》是英语与酒店服务技能及行业知识高度融合的教学课程,旨在提高旅游类高等院校学生及酒店从业人员的英语交际与运用能力,通过对此书的学习,学习者既可达到较高的酒店英语口语水平,掌握一定的饭店各经营部门的业务知识和服务技巧,同时能了解酒店业的最新发展和动态。

教材由五章组成。每章内容主要包括:背景知识、情景对话、课后练习和补充阅读。背景知识主要是旅游饭店专业实际操作和基本理论知识,素材背景全部取自于英美,并经过删改或综合整理而成。每章都设有多个特定的情景对话,每个对话有一个主题,内容难易适中,语言生动,易于模仿。文中列出大量饭店业使用的专业术语和行业用语,同时还给出丰富的示范例句,习题中的补充阅读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理论知识,具有一定的学术性,同时注意选材与章节主题相关的文章,旨在进一步扩大学生的专业知识面。

本书是长期的酒店员工英语培训和酒店英语教学实践积累的结果,很多内容都在教学中实践过。本书体例新颖,内容翔实,具有以下几个特点:

1. 应用性强。基本素材主要来源于高星级饭店一线业务部门,内容按不同部门、不同岗位编写。并在饭店内部员工培训中长期使用,同时在编者长期的旅游管理专业英语教学中,也多次作为教辅材料使用,教学效果良好。

2. 专业性强。每章都提供所涉及的酒店背景知识,还提供了大量专业术语,侧重学生对专业术语、词汇的理解和运用,重点培养学生英汉两种语言的转换运用能力,适用于应用型本科院校旅游管理专业教学。

3. 综合性强。内容全面而紧凑,涵盖了酒店各个核心服务部门的业务,并按照工作流程的顺序来设计编排。以语言教学和饭店专业知识及技能教



新

编

酒

店

实

用

英

语

教

程

学三大线路相结合为主,既偏重程序化知识介绍,又包括现代国际酒店等陈述性研究主题,既有广度又有深度,故能满足旅游类不同层次学生的需要,使学生具有全球化服务、管理理念和礼节礼貌服务规范意识。

4. 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。

5. 编者具有多年的酒店经营管理从业经历、酒店员工英语培训及高校旅游类专业酒店英语教学工作经历,故能将酒店实际运营与高校实用英语教学融合好,使本教材具有很高的实操性。

Contents

Chapter 1	The Hospitality Industry and Hotel Departments	(001)
Chapter 2	Front Office	(014)
Unit 1	Room Reservations	(023)
Unit 2	Check-in	(039)
Unit 3	Concierge	(053)
Unit 4	Business Center	(068)
Unit 5	Shopping Arcade	(081)
Unit 6	Cashier and Check out	(090)
Chapter 3	Housekeeping	(107)
Unit 1	Chamber Service	(115)
Unit 2	Laundry Service and Miscellaneous Services	(127)
Chapter 4	Food & Beverage Department	(138)
Unit 1	Restaurant Service	(147)
Unit 2	Beverage Service	(174)
Unit 3	Health and Recreation	(202)
Chapter 5	Supporting Departments	(212)
Unit 1	Sales and Marketing Division	(212)
Unit 2	Human Resources Division	(227)
Unit 3	Settling Guests' Complaints	(242)
Unit 4	Security and Engineering Division	(260)
References		(273)





Chapter 1

The Hospitality Industry and Hotel Departments

Pre-reading questions:

1. What is your definition of hotel?
2. Have you ever stayed in a hotel?
3. Are you going to work in a hotel?

Part 1 Intensive Reading

Hotel Types

There are many different kinds of hotels to fit the different kinds of people that travel and use hotel services. Every hotel is different, but in general, there are a few categories that are common throughout the world. Usually these are divided into the business market that serves business people working for short periods in cities away from their home, and the recreational market, which is much broader. The recreational travel market has more kinds of hotels, and usually offers more different kinds of service, from staying in an eco-hotel in the trees of a rain forest to staying in a five star hotel in New York, London, or Shanghai. In addition to the facilities, kinds of hotels are also defined by the ownership structure. Many hotels are part of a group or chain with the same name and share a certain class of service or theme through their operation.

The business hotel market is large because there are many business travelers and they have money to spend. Some of the main kinds of hotels



新

编

酒

店

实

用

英

语

教

程

002

in this market sector include airport hotels, railway station hotels, suite hotels, extended stay hotels, residential hotels, and convention center hotels.

The recreational travel market is larger and more complicated than the business market, because what people do on a business trip is more similar than what they choose to do with their free time. At the low end are hostels, backpacker hotels, and guesthouses. Eco-tourism is becoming more popular, so eco-hotels have become more common. Eco-hotels are similar to resort hotels, both are usually located close to or in a beautiful natural area with a beach or mountain or forest. The difference between resorts and eco-hotels is that eco-hotels stress low or no impact on the natural environment. Bed and Breakfast lodging, timeshares, condominiums, and casino hotels are all focused on providing for the needs of certain groups that want to do a certain activity in their time off. Finally, motels are on the most standard kinds of hotel but only in countries with high car ownership.

Hotel Departments

Room Division:

Includes front office, front desk, reservation, business center, concierge, transportation, bell staff and housekeeping functions.

Marketing department:

Be responsible for selling hotel rooms to major customers like travel agencies, conventions, exhibitions, and large group business.

Food and Beverage Division:

Be responsible for the operation of the restaurants and bars in the hotel and the revenue stream that come from them.

Engineering Department:

Takes care of all the equipment in the hotel, makes sure the hotel looks good and that everything works inside and out.

Security Department:

Ensures the safety and security of guests, staff, and property in the hotel.

Finance Division:

Works on all the financial transactions of the hotel, issues invoices, collects money, and pays expense.

Human Resource Division:

Works on finding and choosing the right people for positions in the hotel, handling benefits, and legal reporting requirements.

Hotel Management:

Provides planning, leadership, management skill, and control functions for the hotel.



Part 2 Dialogue

Dialogue 1 Talking about Hotel History

I: instructor S: student

Scene: An instructor and his student are making a conversation.

I: What made you choose a career in the hospitality industry?

S: I've always had an interest in management and a desire to enter a service-related business.

I: Management and service are two important concerns of our industry, but there are many more. The hospitality industry has become complex.

S: Are you referring to developments in recent years?

I: I am. During my career I have seen many changes in the organization of the accommodation industry. I have worked closely with many luxury hotels and have ever been a consultant with a motel chain.

S: I've read about early accommodations in Europe. Those facilities seem primitive by today's standards.

I: The history of our industry began with the tavern and inn. Although usually simple and the travelers often had to share beds with other guests. The service was friendly, but the accommodation lacked the

新

编

酒

店

实

用

英

语

教

程

comfort our clientele expects today.

S: The inns of the past were certainly different from the deluxe hotels all over the world today. What do you think was important in the growth of hotels?

I: Well, changes in transportation forced changes in the accommodations industry.

S: What do you mean?

I: The airline industry now allows the public to travel to remote places. The growth of resort hotels is part of this development. Also, people travel on business much more than they were able to in the past.

S: There certainly is more to our logos.

I: With the growth of new franchises, the competition among the chains is increasing.

Dialogue 2 At the Human Resources Department

Scene: Kong Liang (K), a fourth year student of Hotel Management Dept. of a tourism institute, comes to the New Century Grand Hotel for his internship. The training manager (M) is talking to him about the schedule of the internship.

M: Good morning, Mr. Kong. You are going to spend 6 months on having your operational and managerial internship in our hotel, right?

K: Yes. If possible, I'd like to work and learn in every department of both the front of the house and the back of the house.

M: Why not? First of all, you'll be a Front Office clerk. You will be a reservation agent, receptionist, bellman, operator and cashier. You'll have the most direct contact with foreign guests.

K: Great! Thank you. What then?

M: Then, you'll be a room attendant, laundryman, PA cleaner in the Housekeeping Dept. You will have a section of 14 rooms every day. That might cause you quite some physical labor.

K: No problem. I'd love to.

M: After that, you will be put at the Food and Beverage Dept.

K: Fine. Epicurean civilization is in China. I'd try my best to make every customer know better about Chinese cuisine.

M: When you have had your practice at these three departments for one month respectively, you will work as a shop assistant in our hotel's Shopping Arcade, a clerk in our Recreational Dept., a sales representative in our PR and Sales Dept., a security officer in our Security Dept., and a maintenance man in our Engineering and Maintenance Dept. to learn something of everything.

K: And everything of something.

M: If everything goes smoothly, we'd consider letting you work at the Controlling Department and the General Manager's office to learn the art of hotel management.

K: Oh, that's very considerate of you.

M: You're welcome. Please come here at 8:00 tomorrow morning to have your first course—Orientation.



New words:

hospitality [həspɪtæli]n. 好客;殷勤

facility [fə'sɪlɪti]n. 设施;设备

sector ['sektə]n. 部门;扇形;扇区

suite [swi:t]n. (一套)家具;套房

residential [rezi'denʃ(ə)l]adj. 住宅的;与居住有关的

hostel ['hɒst(ə)l]n. 旅社;招待所(尤指青年旅社)

backpacker ['bækpækə]n. 背包旅行者

guesthouse ['gesthaʊs]n. 宾馆;小型家庭旅馆

lodging ['lɒdʒɪŋ]n. 寄宿;寄宿处;出租的房间、住房

timeshare ['taɪmʃə]adj. 分时享用度假别墅的

condominium [kəndə'mɪniəm]n. 财产共有权;独立产权的公寓

franchise ['fræn(t)ʃaɪz]n. 特权;公民权;经销权;管辖权

concierge ['kɒnsiəʒ]n. 门房;看门人;礼宾员;礼宾部

revenue ['revənju:]n. 收入;营业额;国家的收入;收益

新

编

酒

店

实

用

英

语

教

程

transaction [trænzækʃən]n. 交易;事务;办理

issue ['ɪʃuː; 'ɪsjuː]vt. 发行;发布;发给;放出;排出

invoice ['ɪnvɔɪs]n. 发票;货物;发货单

consultant [kən'sʌlt(ə)nt]n. 顾问;咨询者

tavern ['tæv(ə)n]n. 酒馆;客栈

clientele [kli:'ɛntel]n. 客户;老主顾;诉讼委托人

deluxe [də'lʌks]adj. 高级的;豪华的;奢华的

logo ['lɒgəʊ; 'ləʊgəʊ]n. 商标;徽标;标识语

internship ['ɪntə:nʃɪp]n. 实习生;短期的实习

epicurean [ˌepɪkjʊəriən]n. 享乐主义者;美食家

arcade [ɑ:'keɪd]n. 拱廊;有拱廊的街道

orientation [ɔ:'ɒriəntɪʃən]n. 迎新情况介绍(班);入门指导

resort [rɪ'zɔ:t]n. 度假胜地;凭借;手段



Phrases and Expressions:

eco-tourism 生态旅游

ownership structure 所有制结构

low end 低端;低档;低阶产品

bell staff 行李员

service-related business 服务行业;服务相关业务

shopping arcade 购物商场;商店街;商场部



Key Terms:

Hospitality industry (旅游接待业, 酒店业): Generally speaking, it means tourism industry, but most often, it just means hotel industry, it is an international norm. It is the industry which gives guests friendly and generous reception and entertainment.

Accommodation(住宿): Room and board for the traveler

Chain(连锁): A number of enterprises operated under a central

management, as in a hotel or restaurant chain.

Franchise(特许经营许可): An arrangement in which an operator from a central organization leases the name and procedures for a business.

Clientele(客户,主顾): A group of customers

Deluxe(奢华,豪华): The most luxurious

Inn(客栈,旅馆): A place that provides lodging and food for travelers.

Motel(汽车旅馆): An accommodation which permits automobile parking near the guests' rooms.

Resort(度假区): A location used for entertainment or recreation.

Tavern(酒馆,客栈): A place that serves alcoholic beverages; in the past, same as an inn.

Business hotel(商务酒店): Hotel that serve business travelers and the business market.

Suite hotel(套房酒店): Hotel that has mostly rooms with separate areas in them, a living area and a sleeping area.

Convention center hotel(会议中心酒店): Hotel with convention facilities on site or nearby.

Eco-hotel(生态酒店): Hotel located in natural areas that are focused on a minimum impact on the environment.

Condominium(公寓酒店): Properties that are individually owned, maybe managed by group or company. Usually these look more like apartments.

Front of the house(酒店前台部门): Those departments of a hotel that are involved in administration and service-related contact, such as the front office, the bell service, the information desk, accounting and management. Many, though not all, front-of-the-house employees are highly visible to the public.

Back of the house(酒店后台部门): Those departments of a hotel that are mainly involved in providing material services to the clientele and have limited contact with the public, such as housekeeping, laundry service, and engineering.

Resort hotels & spas(度假酒店与水疗馆): A hotel that caters



新

编

酒

店

实

用

英

语

教

程

008

primarily to vacationers and tourist and typically offers more recreational amenities and services, in a more aesthetically pleasing setting, than other hotels. These hotels are located in attractive and natural tourism destinations and their clientele are groups and couples that like adventure with sophistication and comfort. The attractions vary depending on the region and some might offer golf, tennis, scuba diving, and depending on the natural surrounding, may also arrange other recreational activities.

Part 3 Exercises

I. Questions for discussion

1. Who does the commercial hotel primarily serve?
2. Why can a commercial hotel attract so many guests?
3. What is the characteristic of an airport hotel?
4. Why is the suite hotel developing fast?
5. What is the difference between a resort hotel and any other kind of hotel?
6. How does a resort hotel attract its guests?
7. Describe the features of a conference center.
8. Who does the residential hotel primarily serve?
9. If you want to spend your holiday away from home, what kind of hotels would you choose? Why?
10. Say what you know about any hotels in your city.

II. Multiple Choice

1. The room division of a hotel usually includes housekeeping.
A. true B. false
2. The marketing department _____.
A. manages menus B. gives bills to customers
C. does monthly labor reporting D. is responsible for the website
3. F&B manages the food in all these places except _____.



A. bars B. restaurants C. convenience store D. lounges

4. You would not call the maintenance and engineering department for this.

A. The sink in a bathroom is leaking.

B. Something is stolen from a room.

C. The lawn mower breaks down.

D. The wall needs a new coat of paint.

5. Human resources would probably choose _____ to be a security guard last.

A. an off-duty policeman

B. a former army personnel

C. an individual trained in security procedures

D. an ex-convict

6. All but this one is an important job for the human resource department.

A. find good people

B. interview customer

C. work on benefits

D. do necessary legal reporting

III. Role Play

1. A guest calls on the phone and asks you what kind of hotel you have. She wants to come to your city but doesn't want to spend too much.

2. A gentleman asks you about the many recreational services you have at your beach resort hotel. You answer his questions one by one.

IV. Cloze

(expertise, brand, affiliated, fee, operate, autonomy, responsibility, low, follow, access, benefits, positive, spread)

Hotel and Motel Chains

Many hotels are _____ 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, and management _____. These all are increasingly important in today's competitive marketplace. The benefit of not having an affiliation with a major chain or

新

编

酒

店

实

用

英

语

教

程

010

marketing group is _____. Management and employees are much more free to make decisions. Chains _____ under two main ways, either under a management contract, or as a franchise. Management contracts usually keep the financial and legal _____ with the owner of the property. The management company operates the hotel, pays expenses, and receives a _____ for their management service.

Franchising is a model where the local owner or developer operates the property himself or herself, but is allowed to use the _____ name and operating procedure of another company for a fee. The franchiser grants _____ to software for sales and operations, central purchasing contracts with vendors at _____ prices, and pooled advertising. The franchise percentage is specified in the franchise agreement. If the local franchisee operates according to procedure, they keep going as a franchisee. If they do bad things or do not _____ procedures as set down in the franchise agreement, they may be terminated. In most industries where franchising is popular (fast food, hotels, business services), the franchiser has already established the value of their brand and operational procedure. In some cases, referral groups also come together to get some of the _____ of a franchise organization like a common brand and purchasing agreements with vendors.

Chain management has _____ effects on the efficiency of the whole group in a few ways. There is a two-way exchange of information between the local organizations and the headquarters and back. Good ideas developed in one place can _____ quickly. Bad procedures can be stopped quickly. Usually, the corporate headquarters staff has deep experience in the industry, so they can benefit the affiliate or franchise units with their knowledge. In many cases staff from headquarters of franchise or affiliate organizations are sent down to individual units to learn their ways and procedures, and develop bonds with the local staff.

V. Translation

Levels of Services

Levels of service in hotels vary as much as the kinds of hotels. The



level of service available in hotels includes the standard of rooms and facilities, and the level of personal attention from the staff of a hotel. Facilities include the rooms and the other places in the hotel that the guests are allowed to use. Levels of service can vary between hotels and they can also vary within one hotel at different room rates. Public areas in hotels with higher levels of service will have more retail shopping outlets, an international new stand, and a concierge that will help guests find or get what they are looking for. The diamond system is often used to rate hotels, with luxury or world-class service set at four or five stars, mid-range at three, and economy at one or two. Each level of service is aimed at a different kind of guest. High-level executives, movie stars, and politicians are the target market of world-class luxury hotels. Budget travelers are the target market for low-end hotels.

Facilities include items in the room like the bed, desk and chairs, artwork on the walls, and the type of bathroom facilities. The purpose of luxury hotels is to make the guest feel completely happy and to provide for their every need. Rooms are bigger, furnishings are luxurious, there will be a high ratio of staff to guests and many shopping areas. In mid-range service the goal is to make the guest satisfied by providing for their needs in a comfortable environment with some nice extra touches. In economy facilities the goal is to provide for customer's basic needs with a clean and safe room, but not much else. Other facilities related items include those outside the guest room and these may vary by room rate. An example is a special gym area on an executive floor.

Stars and diamonds are rating systems 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. At higher star or diamond ratings most facilities are very nice, but what separates good hotels from great hotels is the people in the hotel who deal directly with the guests. The star system for hotels is used in many Asian countries including China. In China, it is administered by the State Bureau of Tourism. The diamond system is used in England and other