

示范性高等职业教育精品规划教材

旅游与酒店管理专业

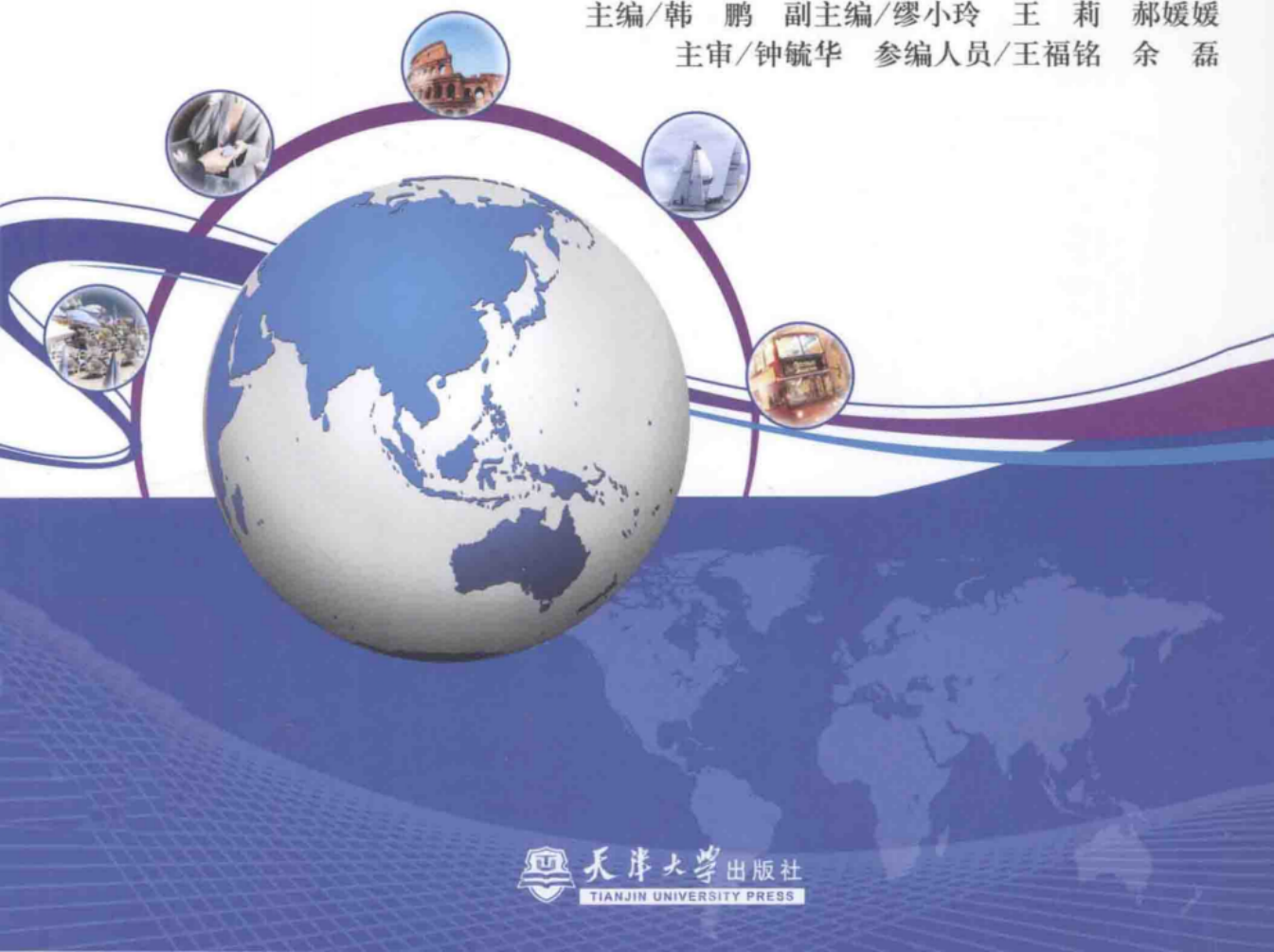
SHIFANXING GAODENG ZHIYE JIAOYU JINGPIN GUIHUA JIAOCAI  
LUYOU YU JIUDIAN GUANLI ZHUANYE



# 旅游新概念 英语② 读写教程

TOURISM NEW  
CONCEPT ENGLISH

主编/韩 鹏 副主编/缪小玲 王 莉 郝媛媛  
主审/钟毓华 参编人员/王福铭 余 磊



天津大学出版社

TIANJIN UNIVERSITY PRESS

示范性高等职业教育精品规划教材

旅游与酒店管理专业

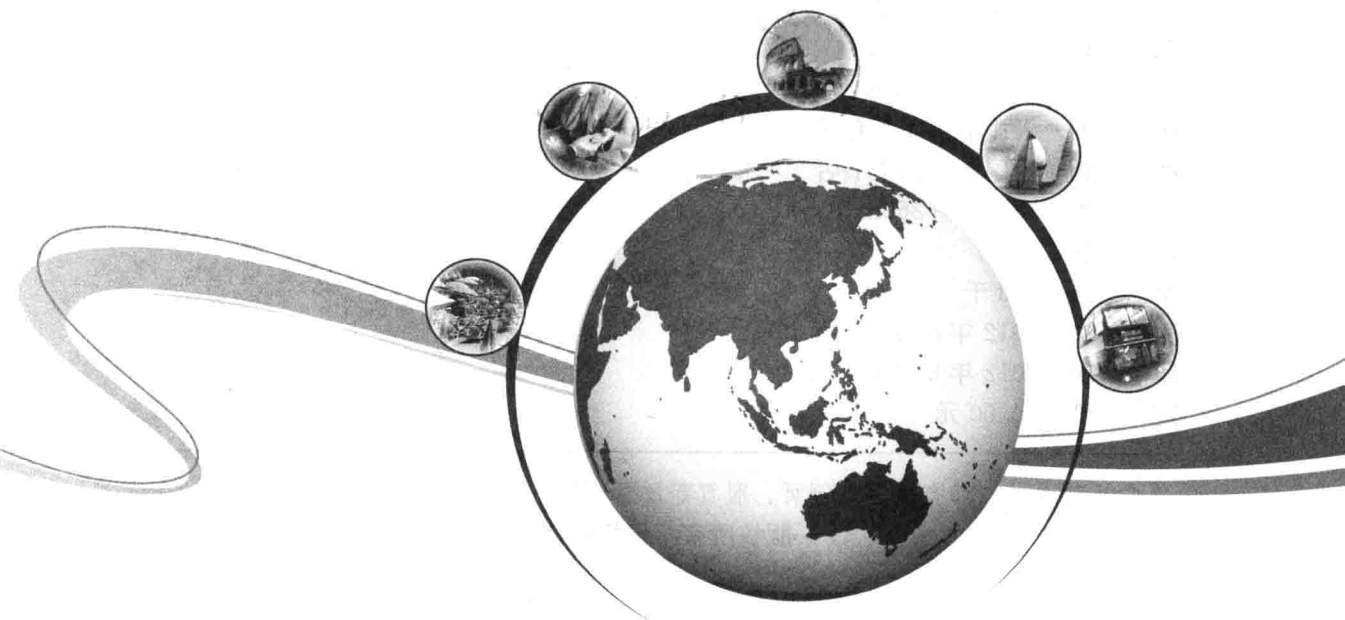
SHIFANXING GAODENG ZHIYE JIAOYU JINGPIN GUIHUA JIAOCAI  
LÜYOU YU JIUDIAN GUANLI ZHUANYE



# 旅游新概念 英语② 读写教程

TOURISM NEW  
CONCEPT ENGLISH

主编/韩 鹏 副主编/缪小玲 王 莉 郝媛媛  
主审/钟毓华 参编人员/王福铭 余 磊



### 图书在版编目 (CIP) 数据

旅游新概念英语 (2) 读写教程 / 韩鹏主编. 一天  
津: 天津大学出版社, 2012. 8

示范性高等职业教育精品规划教材. 旅游与酒店管理  
专业

ISBN 978 - 7 - 5618 - 4425 - 0

I. ①旅… II. ①韩… III. ①英语—阅读教学—高等  
职业教育—教材②英语—写作—高等职业教育—教材  
IV. ①H31

中国版本图书馆 CIP 数据核字 (2012) 第 182544 号

出版发行 天津大学出版社

出版人 杨欢

地 址 天津市卫津路 92 号天津大学内 (邮编: 300072)

电 话 发行部: 022-27403647 邮购部: 022-27402742

网 址 publish. tju. edu. cn

印 刷 天津泰宇印务有限公司

经 销 全国各地新华书店

开 本 185mm×260mm

印 张 10.5

字 数 333 千

版 次 2012 年 8 月第 1 版

印 次 2012 年 8 月第 1 次

定 价 30.00 元

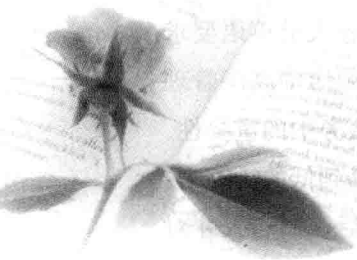
---

凡购本书, 如有缺页、倒页、脱页等质量问题, 请与我社发行部联系调换  
版权所有 侵权必究

## 丛书编委会名单

(排名不分先后)

主 任	谢 苏	薛斌旺	余远国	李啟金
	陈杰峰	雷国营		
执行主编	韩 鹏	金丽娟	赵 序	王明强
	曹菊枝	刘小红	周晓梅	曹艳芬
	卢丽蓉	韦燕生	李 敏	万 雯
	彭淑清	杜海忆	鄢向荣	夏绍兵
	胡志国	李龙星	易元红	胡 柳
	彭国平	陈吉瑞	江 波	郭学英
	李承燕	候明贤	李 萍	张菊芳
	袁 露	王少蓉	曹明红	易红燕
	李萍娥	陈江美	祝碧青	吴尊华
	谭远景	吴小革	刘晓芬	余 杨
	蒋永业	卢静怡	李远慧	梁 颖



## | PREFACE 前言 |

据联合国世界旅游组织预测,2015年中国将成为世界第一大旅游接待国,旅游市场总量将达到30亿人次,其中:入境过夜游客人数达1亿人次,年均增长8%;乘坐飞机的乘客将达到4.5亿人次;将新增各类酒店约20万家。这说明旅游中间商、酒店业、空乘行业、会展行业等旅游相关企业对于能运用英语提供旅游专业服务的旅游人才需求总量将快速增加。

从用人单位来看,由于国际市场不断饱和以及我国旅游接待能力增强,外资企业投资或参与我国旅游业的比例不断增加。以酒店业为例,早在2003年世界排名前十位的国际酒店管理公司已经进入中国市场,主要有洲际、温德姆、雅高、希尔顿、喜达屋、凯悦、精选等国际酒店管理公司。全球40多家集团的70多个品牌进入中国,共管理近千家饭店。出于英语水平原因,对于高等职业院校旅游人才需求主要集中于高技能服务员、领班等一线基层服务与管理岗位;由于国际酒店高层管理岗位通常出于知识产权保护等原因由港澳台和外国人担任,高职院校学生经过几年基层工作后,在提升至中级管理岗位的副经理、经理及总监级别时,非常注重英语水平的考查。

再从旅游人才供给方来看,预计到2015年全国旅游直接从业人员将达到1700万人。目前我国高职教育旅游管理类在校生仅为43万多人,多数旅游院校学生毕业后英语水平普遍偏低且参差不齐,无法适应旅游行业需要或者工作若干年后提升机会较少。可以看出,旅游管理类专业人才的数量与质量同产业发展要求仍存在着较大差距。因此,进行高等职业院校旅游专业英语教学改革是应对旅游行业人才需求挑战的重要举措。

根据《高星级酒店旅游人才英语需求调查分析》的分课题报告,我们获得以下信息:首先,酒店一线服务人员英语的要求一般只是限于能与客人沟通即可。酒店

在强调服务意识的基础上,为更好地满足外国客人需要并提供优质服务,服务人员英语口语的重要性毋庸置疑。其次,国际酒店中高层管理人员对服务人员英语要求不同,在听、说、读、写各方面都有更高要求,而在国内本土品牌酒店中高层管理人员相反普遍对英语要求就低多了,但这似乎并不影响英语在酒店服务中的重要性。最后,目前旅游类四大专业方向中,一线服务人员按照口语要求从高到低的排序为:旅游、会展、酒店、空乘,而通过在企业中实践继而提升到管理层后,酒店人才对于英语听、说、读、写能力要求反而最高。

在研究和分析目前众多旅游高职高专使用的教材后,我们组织了多所旅游院校、国际品牌酒店、国内酒店集团、旅行社、航空公司、会展企业和休闲企业编制了本教材,本系列教材特点有以下7点。

1) 内容全面。目前大多旅游英语教材仅包括旅游业态中的一部分,而本教材最大限度地编写了旅游院校开设的酒店、旅行社、会展、空乘等专业的旅游职业英语知识,被称为“旅游类高职英语百科全书”。

2) 循序渐进。国际知名旅游集团通常要求中高层领导不仅会讲流利英语,读写更要一流。因此,在《旅游新概念1·听说教程》的基础上本教材继续加强对旅游业各岗位职业英语读写能力的培养,以达到全面提高职业英语水平的目的。

3) 直观性强。每篇课文都配有图片作为学习背景,有效地克服了学生直观思维能力弱的缺点,发挥了学生形象思维能力强的优势。

4) 针对性强。课程针对目前旅游行业特点编写,如酒店行业管理层的英语读写水平要求较高,其次对读写要求的程度依次为旅游、会展、空乘。

5) 系统培养。通过各册的介绍让同学们由浅入深地掌握旅游业态英语听说读写知识。

6) 校企合作开发。教材编制中,我们和旅游行业一线部门的员工、管理者共同开发了该教材,力争描述学生以后工作的真情实景,具有极强的实用性。

7) 与时俱进。教材内容体现行业的与时俱进特点,我们将不断地修编教材,随时反映目前前沿旅游动态。

本教程内容有:

酒店篇——酒店业态、酒店集团介绍、客房部、餐饮部、前厅部主要职责;

空乘篇——电话预订、行李、危险物品、起飞与着陆;

旅行社篇——旅游业态介绍以及武汉旅游、黄鹤楼、归元寺、湖北省博物馆等的英文导游词；

会展篇——新兴会展城市、大型展馆、会展订单和会展实习介绍。

教师在使用该教材时要根据学生实际情况和专业特点，循序渐进、因材施教，以英语应用为主，按照听、说、读、写顺序学习，学习方法是“听说领先，模仿为主，读写巩固，够用为度”，力求学生的语言能力满足旅游企业的要求。

第一篇酒店篇的客房部分及第四篇会展篇由韩鹏老师编写，前厅部分由缪小玲老师、王莉老师共同编写，餐饮部分由咸宁职院郝媛媛老师编写，第二篇空乘篇由王福铭老师编写，第三篇旅行社篇由余磊编写，钟毓华老师就旅游英语教学过程提出了宝贵的意见和建议。

武汉职业技术学院

旅游与航空服务学院 酒店管理专业

韩鹏

2012年5月



# |CONTENTS 目录|

## **Part 1 English for Hospitality**

### **Workshop One English for Housekeeping Department**

- Lesson 1 The Right Choice — a Career in the Hospitality Industry / 2
- Lesson 2 The Backbone of a Good Hotel — Housekeeping Department / 6
- Lesson 3 Room Attendants' Duties / 10
- Lesson 4 Room Attendant Trolley / 14

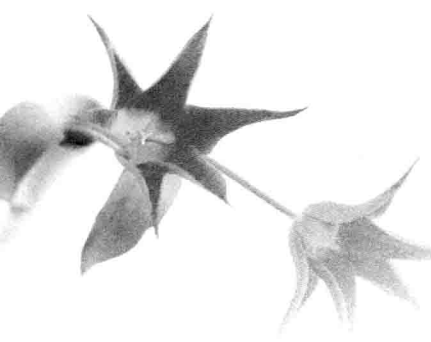
### **Workshop Two English for Front Office**

- Lesson 1 Front Office / 18
- Lesson 2 Bellhop / 21
- Lesson 3 Concierge / 25
- Lesson 4 Hotel Reservation System / 28
- Lesson 5 Job Duties of Front Desk in a Hotel / 32
- Lesson 6 The Business Centre / 36
- Lesson 7 Foreign Currency Exchange / 39
- Lesson 8 Methods of Payment in a Hotel / 42
- Lesson 9 The General Switchboard Operator / 46
- Lesson 10 Hotel Assistant Manager / 50

### **Workshop Three English for Food and Beverage Department**

- Lesson 1 The Sandwich Story / 53





- Lesson 2 Longevity Noodles / 57
- Lesson 3 Fast Food / 60
- Lesson 4 Paying by Credit Card / 64
- Lesson 5 Pizza / 68

## **Part 2 English for Air Service**

- Lesson 1 Telephone Reservation / 74
- Lesson 2 Baggage / 76
- Lesson 3 Dangerous Goods / 79
- Lesson 4 Take-off / 82
- Lesson 5 Landing / 84

## **Part 3 English for Travel and Tourism Service**

- Lesson 1 Tourism Industry / 88
- Lesson 2 Brief Introduction of Wuhan / 91
- Lesson 3 A Legend about the Yellow Crane Tower / 96
- Lesson 4 Chibi / 100
- Lesson 5 A Paradise for Plants and Animals / 104
- Lesson 6 Wudang Mountain / 109
- Lesson 7 The Guiyuan Temple / 113
- Lesson 8 Hubei Provincial Museum / 118
- Lesson 9 Chu River and Han Street / 123
- Lesson 10 The Three Gorges — Xiling Gorge / 128

## **Part 4 English for MICE Service**

- Lesson 1 A New Star in Exhibition Industry / 140
- Lesson 2 Exhibit Venues in Big Cities / 146
- Lesson 3 Canvassing Business Orders / 150
- Lesson 4 Internship in Exposition / 153



# Part 1

## English for Hospitality

# Workshop One English for Housekeeping Department



## The Right Choice — a Career in the Hospitality Industry



Reading the passage and then answer this question: What do you want to do when you graduate?

阅读文章，然后回答问题：毕业后你想从事什么工作？

Now it is time for you to decide what to do in your future. What will you choose? Perhaps you might consider a career in the **hospitality industry**. What is the hospitality industry? The hospitality industry is defined as the activity of providing **lodging**, food & beverage and **recreational** services. These include but are not limited to hotels, restaurants, recreational facilities, tourism, airlines and **theme parks**. Wow, what a variety of options! In the next 10 years, China tourism will become the first **inbound country** and the fourth **outbound country**. So tourism will provide lots of job opportunities. Your options are great, but what career options are offered in the hospitality industry? Where do you start? What types of careers are available? The following are specific career opportunities you can obtain in the hospitality industry:

### LODGING

- Hotel Manager
- Sales Manager
- Front Office Manager
- Reservation Manager

### FOOD & BEVERAGE

- Restaurant Manager
- Kitchen Manager
- Banquet Manager
- Chef
- Bar/Club Manager

### RECREATIONAL SERVICES

- Campground Manager
- Tour Escort/Operator
- Meeting/Conference Planner
- Travel Consultant
- Recreation Specialist

As you can see you have many choices, please choose your position and work hard. Good luck!

### New words and expressions 生词和短语

hospitality industry 饭店业

lodging 寄宿处

recreational 娱乐的, 消遣的

theme park 主题公园

inbound country 入境国

outbound country 出境国

Campground Manager 野营地经理

Tour Escort 旅游向导

Meeting/Conference Planner 会展策划

人员

Travel Consultant 旅游顾问

### Exercises 课后练习

#### I. Multiple choice.

- It is \_\_\_\_\_ for you to decide what to do in your future.  
(a) when (b) time  
(c) as (d) on
- I would like to choose a job as food and \_\_\_\_\_ manager.  
(a) drink (b) housekeeping  
(c) front office (d) beverage
- In the next 10 years, China tourism will become the first \_\_\_\_\_ country.  
(a) inbound (b) outbound  
(c) tourism (d) hospitality
- What responsibility doesn't sales manager take part in?  
(a) promotion (b) pricing  
(c) production (d) maintenance
- Tourists always get a lot of information on travel planning from \_\_\_\_\_.  
(a) kitchen manager (b) club manager  
(c) travel consultant (d) chef

## II. Translate the following sentences into English.

1. 这是您的房间钥匙，行李员会带您去房间。
2. 酒店为客人提供免费的擦鞋服务。
3. 这项服务怎么收费？
4. 托儿服务每小时收费 20 元，最低从 4 小时开始计费。
5. 这里有三种治疗胃痛的药，需要我给您读一下说明吗？



### Tips

## Global Famous Hospitality Corporation at a Glance I

### 1. InterContinental Hotels Group

InterContinental Hotels Group (IHG) is a global hotel company. It is the largest hotel company in the world measured by rooms. It has over 4,500 hotels across over 100 countries. IHG's seven hotel brands include: InterContinental Hotels & Resorts, Holiday Inn Express, Crown Plaza Hotels & Resorts, Staybridge Suites, Indigo, Candlewood Suites and Holiday Inn Hotels & Resorts. IHG is primarily engaged in managing hotels owned by other parties and in franchising its hotel brands.

### 2. Marriott International, Inc.

Marriott International, Inc. is a worldwide operator and franchisor of a broad portfolio of hotels and related lodging facilities. Founded by J. Willard Marriott, the company is now led by his son J. W. (Bill) Marriott, Jr.

Today, Marriott International has about 3,150 lodging properties located in the United States and 68 other countries and territories. Marriott lodging operates and franchises hotels under the following brands: Marriott Hotels & Resorts, JW Marriott Hotels & Resorts, Renaissance Hotels, EDITION Hotels, Autograph Collection, Courtyard by Marriott, AC Hotels by Marriott, Residence Inn by Marriott, Fairfield Inn & Suites by Marriott, Marriott Conference Centres, TownePlace Suites by Marriott, SpringHill Suites by

Marriott, Marriott Vacation Club, the Ritz-Carlton Hotel Company, the Ritz-Carlton Destination Club, and so on.

### 3. Wyndham Hotel Group

Wyndham Hotel Group is the world's largest provider. It is composed of nearly 6,900 hotels under 12 brands: Baymont Inn & Suites, Days Inn, Hawthorn Suites, Howard Johnson, Knights Inn, Microtel, Ramada, Super8 Motels, Travelodge, Wingate Inn, Wyndham Hotels & Resorts, Wyndham Grand Collections and Wyndham Garden Hotels.

#### Key to exercises

##### I. Multiple choice.

1. b 2. d 3. a 4. d 5. c

##### II. Translate the following sentences into English.

1. This is your room key. Our bellboy will show you to your room.
2. The hotel provides free shoe shining service for its guests.
3. What's the rate of this service?
4. The baby-sitting service charges 20 yuan per hour, with a minimum of 4 hours.
5. Here are three kinds of medicines for stomachache. Would you like me to read the instructions for you?



## 2 Lesson

# The Backbone of a Good Hotel — Housekeeping Department



Reading the passage and then answer this question: What does the housekeeping department do?

阅读文章，然后回答问题：客房部的主要功能是什么？

Hotel housekeeping is an **integral** part of the hotel industry. It can be considered the glue that keeps everything together. Without a strong housekeeping staff, guests wouldn't have clean rooms to check in or return to, and the hotel would look dusty and dirty.

The **priorities** of housekeepers in a hotel are to maintain the cleanliness and appearance of guest rooms and public areas. Housekeepers are expected to clean empty rooms for guests to check in. While the guests are out, housekeepers are expected to tidy the room and make the bed. Before the guests retire for the evening, some hotels require housekeepers to perform **turndown services**. To maintain cleanliness of public areas, housekeepers are required to **vacuum** hallways, wash and **wax** floors, clean elevators, clean windows, dust fixtures and furniture, empty trash cans and tidy all public areas. These rooms, especially the lobby, form guests' first impression of the hotel. The housekeeping department **oversees** the cleaning of all linens in the hotel as well as doing any laundry the guest requests.

### New words and expressions 生词和短语

integral 不可缺少的

priority 重点

turndown service 夜床服务

vacuum 吸尘

wax 打蜡

oversee 监督

## Exercises 课后练习

### I. Multiple choice.

- Housekeeping is an \_\_\_\_\_ part of the hotel industry.  
(a) all (b) single (c) entire (d) integral
- Without your help, we \_\_\_\_\_ on time.  
(a) can't arrive (b) can't have arrived  
(c) couldn't arrive (d) couldn't have arrived
- Housekeepers are \_\_\_\_\_ to clean empty rooms for guests to check in.  
(a) arranged (b) looked  
(c) expected (d) hoped
- When the guests are \_\_\_\_\_, housekeepers will tidy the room.  
(a) in (b) out (c) away (d) back
- The housekeeping manager \_\_\_\_\_ the staff performance.  
(a) oversees (b) indulges  
(c) surrenders (d) lets alone

### II. Translate the following sentences into English.

- 这是 1105 房间，请送一个电熨斗过来。
- 我房间的电视图像不清楚。
- 请接受我代表酒店向您致歉。
- 在房间上网是免费的。
- 这个房间是海景房。

### Tips

### Global Famous Hospitality Corporation at a Glance II

#### 1. Hilton Hotels Corporation

Hilton Hotels Corporation is the leading global hospitality company. It

operates its hotels under the brand names “Hilton”, “Hilton Garden Inn”, “DoubleTree”, “Embassy Suites”, “Homewood Suites by Hilton”, “Hampton”, “Scandic”, “Waldorf Astoria” and “Conrad”.

## **2. Harbour Plaza Hotels & Resorts**

Harbour Plaza Hotels & Resorts is a major player in the Asian hospitality industry by providing a distinctive blend of comfortable elegance, understated luxury and value for money in all of its hotels. Discerning travellers can discover Harbourside luxury at the Harbour Grand — an upscale brand offering the finest hospitality. Harbour Plaza is a distinctive selection of hotels in China, providing tasteful accommodations to meet the needs of both leisure and business travellers. Rambler Hotels offer great value for money to the budget travellers with contemporary, comfortable and affordable accommodation in Hong Kong.

## **3. Best Western International**

Best Western is a family of hotel owners and hospitality professionals from around the world in corporate offices, reservation centres and individual hotels all focusing on delivering the best value, quality and superior customer service. 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 Western operates as a nonprofit membership association, with each franchisor acting and voting as a member of the association.

Now the Best Western brand focuses on three new descriptors: Best Western (core), Best Western Plus, and Best Western Premier. Each descriptor serves a particular market segment, and allows Best Western to compete effectively with other hotel chains. With these three descriptors a new slogan has been adopted, which is known as “World’s Largest Hotel Family”.