

<<饭店实用英语>>

图书基本信息

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前言

如今，中国的旅游管理教育已经走过了20多年的历程。20多年，对于人生而言，可以说已经走近成熟了，然而，对于一个学科的发展来说，这么短的时间恐怕只能够孕育学科的胚芽。万幸的是，这20多年不同于历史进程中的一般20多年。由于我们坚持了改革开放的政策，我们的视野由此而得到扩展，我们的信心由此而得到强化，我们的步伐也由此而得以加快。所以，虽然仅仅只有20多年，但在中国的教育园地和学科家族中，旅游管理经过有效地分化发展，已经形成了学科体系的基本雏形。如今，旅游管理专业可以把中等职业教育作为起点，并有了高职高专、普通本科和研究生教育（包括硕士和博士研究生教育）。这样完整的教育层次系统，展示了旅游管理教育发展的历程和成果，同时也提出了学科建设中的一些迫切需要解决和面对的问题。其中最重要的一点，就是如何在不同的教育层次和不同的教育类型上对教育目标和教学模式进行准确定位。当旅游管理高等教育领域中开始出现职业教育这种新的教育类型时，这一点就尤其显得突出了。我国改革开放后得以重建的高等教育体系，向来注重的是学科教育，一直没有给高等职业教育以足够的重视。困扰教育家们的问题似乎不是学科教育和职业教育的不关系问题，而是在学科教育体系中如何区别普通专科教育与本科、研究生教育的层次和定位问题。20多年的教育实践证明，人们在这三个层次上所做出的定位努力没有得到应有的效果。相反，在几乎所有的专业领域，都或多或少地存在着一种倾向，即专科教育仅仅是本科教育的简单压缩，而研究生教育仅仅是本科教育的有限延伸。这种状况导致了人才培养的低效率，也由于人才规格的错位而造成了人才使用上的浪费，甚至引起社会用人单位与教育机构之间在这个问题上的矛盾。正是由于存在着这种带有普遍性的问题以及解决这种问题的动力，我国高等教育近年来的改革在这方面才有了比较大的突破：高等普通专科向高等职业教育转轨。这种转轨使高等职业教育在一定程度上提高了层次，引起了社会各方面的重视，从而使高等职业教育成为高等教育体系中的重要类型。高等职业教育的登堂入室，创造了一种有效的社会氛围，也反过来促使普通专科教育不得不重新审视自己所一贯坚持的教育思想和教学模式，正视自己所面临的问题，并抓住历史的机遇。换言之，普通专科改弦更张的内力和外力都已经具备了。

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内容概要

本书根据东北财经大学出版社的修订要求，坚持任务中心原则、坚持贴近行业之初衷，设定每单元的任务目标、主题思想、服务理念、实用话题、工作流程，对全书进行了必要的梳理和修正。作者对书中各部分所发现的错漏之处作了纠正和补充，较大幅度地调整了练习部分，使每课的练习形式与内容保持一致，竭力做到课文、会话、练习相辅相成，构成一个有机整体。还为学员提供多层任务平台，提供提高交际能力和认知能力的机会，提供饭店英语“结构—功能”训练的多种手段，进一步突现本教材的系统性、灵活性和应用性。另外，为方便教学，本书还为任课教师提供了练习答案和PPT网上教学资源。可供各大专院校作为教材使用，也可供从事相关工作的人员作为参考用书使用。

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章节摘录

(Guests may make special requests that may require more time and effort to fulfill than equipment and supply requests. Front Desk agents should be allowed to use their judgment when attempting to satisfy such requests. Typical procedural requests include : split account folios, master account folios , transportation arrangements , entertainment reservations , ticketing , luggage handling , baby-sitting , newspaper delivery , mail and message handling , and secretarial services. A concierge may handle other procedural requests , including providing directions and information on local attractions and facilities as well as arranging for airplane theater or other reservations and tickets. They may also be asked to arrange for car rentals and to provide special secretarial services for business travelers. Hotels not employing a concierge may have Front Desk agents use the Front Office information directory as a resource for referrals and outside services. A knowledgeable Front Desk agent usually can fulfill a special request involving guest folios. Split folios are most often requested by business travelers. These folios separate guest charges into two or more separate folio accounts. One folio account records the charge billed to the guest's company or to a group master account. Another folio account may track incidental charges that the guest will pay for , such as telephone calls , food , and beverage ; this particular folio will most likely be paid by the guest. A convention group meeting in the hotel may request a master folio - Typically , only authorized charges incurred by the group are posted to the master folio and subsequently billed to the convention , sponsor. Each group member may be held responsible for other charges posted to his or her individual folio account . Some hotels operate a guest service center. When guests have a question or special request , they may not know whom to call. Often the call goes to Front Desk agents who must then act upon the requests or refer them elsewhere : A guest service center makes it easier for guests.

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