

An Overview of Hotels



Learning Objectives

- Define the concept of hotel.
- Identify the types of hotels.
- Name different kinds of hotel services.
- Know the Hotel Organizational Structure.
- Identify international hotel brands.



Unit 1 微课视频

Warming Up

I. *What do you know about the types of hotels? Please match the following terms to their corresponding pictures.*

luxury hotel
youth hostel

resort hotel
bed and breakfast hotel

motel

all-suite hotel
budget hotel

airport hotel
convention hotel



a. _____



b. _____



c. _____



d. _____



e. _____



f. _____



g. _____



h. _____



i. _____

II. Please match the hotel types to their corresponding descriptions.

_____ 1. luxury hotel

A. catering for the business travelers or leisure travelers in an airport en route to another destination

_____ 2. resort hotel

B. five-star hotel located in urban center and resort offering full services

_____ 3. motel

C. known for providing a bed, as well as food services (most commonly breakfast); many “BnBs” are operated by live-in innkeepers.

_____ 4. all-suites hotel

D. catering to young travelers, situated in suburban areas with low price

_____ 5. airport hotel

E. designed to host large events and provide a wide variety of event options

_____ 6. youth hostel

F. catering to corporate travelers staying a week or more, offering a bedroom and living room with limited kitchen facilities

_____ 7. budget hotel

G. catering to people traveling by car, located outside urban centers in suburban or rural area

_____ 8. bed and breakfast hotel

H. catering to vacation travelers as well as to businesses holding conference and meetings

_____ 9. convention hotel

I. a term used to refer to small and medium-sized hotels with low costs that help customers save a large amount of money

III. Watch the video clip and get to know what a hotel is.



Unit 1 情景剧



Text Study

Something You Need to Know about Hotels

As one of the fastest-growing **sectors** in the 21st century, the hotel industry is one of the most important **components** of the **service industry**, **catering for** customers who require overnight **accommodation**. It is **closely associated with** the travel industry. In this article, you will learn more about the hotel industry.

What is a hotel?

The word ‘hotel’ **is derived from** the French **hôtel**, which refers to a French version of the **townhouse**. The term hotel was used for the first time by the fifth Duke of Devonshire to name a **lodging property** in London sometime in AD 1760. Historically, in the United Kingdom, Ireland, and several other countries, a townhouse was the residence of a **noble** in the capital of major cities.

But what does the word “hotel” refer to in modern society?

A hotel is an establishment that provides paid accommodation, generally for a short duration of stay.

Hotels often provide a number of additional guest services, such as **reception service, concierge service, food and beverage service, room service (in-room dining)**, **housekeeping service, recreation service** and so on; business facilities like conference halls, **banquet halls**, boardrooms; and space for private parties like birthdays, marriage parties, etc. The services offered are often related to the price paid, though what and how much is included varies from hotel to hotel.

Most of the modern hotels nowadays provide the basic facilities in a room—a bed, a cupboard, a table, an **air conditioner**, and a bathroom along with other features like a telephone, a television set with cable channel or **access to Internet connectivity**. The facilities offered vary from hotel to hotel, but all is aimed to cater for the needs and wants of the customer.

There might also be a **mini-bar** containing snacks and drinks (the consumption **is added to the guest’s bill**), and tea and coffee making unit with an **electric kettle**, cups, spoons, and **instant coffee**, tea bags, sugar, and the like.

What is hotel management?

Hotel management **plays a vital role in** the hotel industry. Such a business comes with many responsibilities and only the most **qualified** people can take on such roles. If you are ready for this exciting job opportunity, that will help you grow both personally and professionally.

A hotel manager must be confident, approachable and be able to **adapt to** new challenges, help different departments and ensure the hotel maintains a **standard of excellence**. As a hotel manager, you will be responsible for overseeing and having a strong knowledge of finance, planning, service and organization. You must **have strong attention to** detail, leadership and teamwork skills.

If you want a career that’s full of challenges, interesting people and exciting developments, hotel management could be just what you’re looking for!



New Words and Expressions

New Words

sector	n. 部门; 行业	boardroom	n. 董事会会议室
component	n. 组成部分	cupboard	n. 衣橱
accommodation	n. 住宿	access	n. 通道; 入径
associate	v. 联系	connectivity	n. 连接
derive	v. 起源	snack	n. 点心; 小吃
townhouse	n. 连栋房屋; 城市住房	consumption	n. 消耗; 消费
lodging	n. 住宿; 寄宿	kettle	n. 水壶
property	n. 财产; 房产	instant	adj. 立即的; 速食的
residence	n. 居住; 住房	vital	adj. 至关重要的; 必不可少的
noble	n. 贵族	qualified	adj. 有资格的
establishment	n. 旅馆	approachable	adj. 可接近的
duration	n. 期间; 持续时间	adapt	v. 适应
reception	n. 接待	challenge	n. 挑战
concierge	n. 礼宾	ensure	v. 确保
beverage	n. 饮料	excellence	n. 优秀; 卓越
recreation	n. 娱乐	oversee	v. 监督; 监视
facility	n. 设施; 设备	finance	n. 财务
banquet	n. 宴会; 盛宴	career	n. 生涯; 职业

Phrases and Expressions

cater for...	为……提供所需	be derived from...	起源于……
be associated with...	与……联系	instant coffee	速溶咖啡

Proper Names

French	adj. 法国的; 法语的	AD	abbr. 公元(源自拉丁语 Anno Domini)
Duke	n. 公爵; 君主	United Kingdom	n. 英国
Devonshire	n. 德文郡(英格兰西南部的州)	Ireland	n. 爱尔兰
London	n. 伦敦		

Professional Terms

Types of Hotels

luxury hotel	豪华酒店	boutique hotel	精品酒店
chain hotel	连锁酒店	bed and breakfast hotel	提供住宿加早餐的旅馆
motel	n. 汽车旅馆	eco hotel	生态酒店
resort hotel	度假酒店	transit hotel	转机酒店
all-suite hotel	套房酒店	heritage hotel	文化遗产酒店
convention hotel	会议酒店	youth hostel	青年旅舍
extended stay hotel	酒店公寓	budget hotel	经济型酒店

Core Departments of Hotels

Room Division Department 房务部
Housekeeping Department 客房部
Front Office Department(FO)前厅部
Maintenance Department 维修部
Food and Beverage Department
(F&B)餐饮部
restaurant *n.* 餐馆
bar *n.* 酒吧
coffee shop 咖啡厅

banquet *n.* 宴会
room service 房内用餐服务
kitchen *n.* 厨房
bakery *n.* 烘焙房
Human Resource Department(HR)人力资源部
Sales and Marketing Department 市场营销部
Purchase Department 采购部
Financial Department 财务部
Security Department 安保部

Hotel Organizational Chart

Hotel organizational chart is shown in Figure 1. 1.

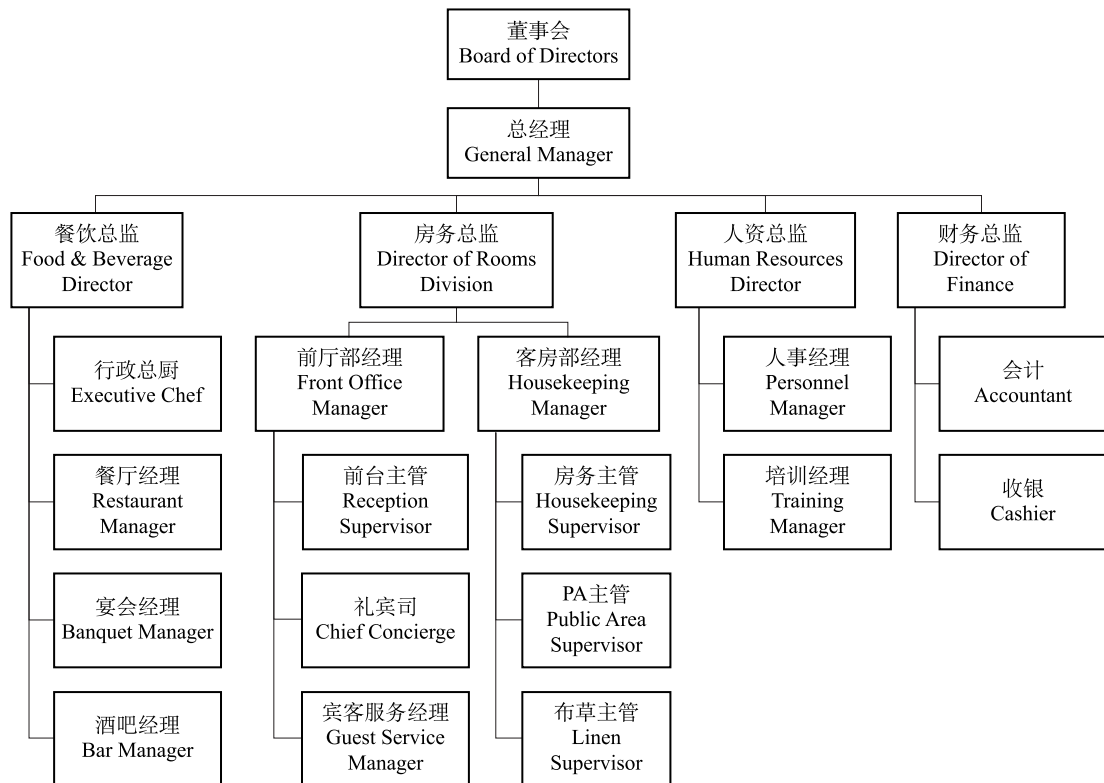


Figure 1. 1 Hotel Organizational Chart

Hotel Industry Knowledge

随着中国经济的快速发展,许多国际酒店集团将其业务扩展到中国,包括洲际酒店(InterContinental)、万豪酒店(Marriott)、雅高酒店(ACCOR)、希尔顿酒店(Hilton)、凯悦酒店(Hyatt)、贝斯特韦斯特酒店(Best Western)、凯宾斯基酒店(Kempinski)、四季酒店(Four Seasons)、香格里拉酒店(Shangri-La)、文华东方酒店(Mandarin Oriental)等。每个酒店集团针对不同的市场和目标客户部署不同的品牌。

在我国主要城市,如北京、上海、香港、广州、深圳、天津、南京、杭州、成都、西安、重庆等,很容



易找到国际酒店集团的各种品牌:豪华酒店,如瑞吉(St. Regis)、豪华精选(Luxury Collection)、丽思卡尔顿(Ritz-Carlton)、华尔道夫(Waldorf)、康拉德希尔顿(Conrad Hilton)、半岛(Peninsula)、柏悦(Park Hyatt)等;超高档酒店,如W酒店(W Hotels)、JW万豪酒店(JW Marriott)、威斯汀酒店(Westin, Grand Hyatt)、君悦酒店(Grand Hyatt)等;高档酒店,如喜来登(Sheraton)、希尔顿(Hilton)、靛蓝(Indigo)、皇冠广场(Crown Plaza)等;中高档酒店,如福朋喜来登(Four Points)、希尔顿花园酒店(Hilton Garden Inn)、凯悦广场(Hyatt Place)、假日酒店(Holiday Inn)、宜必思(Ibis)等;以及在国内异军突起的国有酒店品牌,如华住酒店(Huazhu Hotels Group)、锦江国际酒店(Jin Jiang International)、如家酒店(Home Inn)、格林酒店(Green Tree),等等。

Listening

Spot dictation.

A hotel is a commercial establishment that provides 1. _____, food and other services for the public. The development of modern economy brings a boom in world tourism and business, and the 2. _____ also develops rapidly. Star-rated hotel business is an important industry in many countries.

The hotel today not only offers 3. _____, food and beverages, but also features such other services as providing modern telecommunication facilities, 4. _____ and convention halls. Comprehensive service sectors are now not luxuries but necessities for the clients, among which are 5. _____, swimming pools, 6. _____, shopping centers, mail service, and beauty salons and so on.



Unit 1 听力文件

Vocabulary and Structure

I. Match the Chinese expressions in the left column with their English translations in the right column.

- | | |
|-----------------|---------------------------------|
| _____ 1. 豪华酒店 | A. suite hotel |
| _____ 2. 度假酒店 | B. youth hotel |
| _____ 3. 经济型酒店 | C. room service |
| _____ 4. 套房酒店 | D. Human Resource Department |
| _____ 5. 青年旅舍 | E. luxury hotel |
| _____ 6. 房务部 | F. instant coffee |
| _____ 7. 餐饮部 | G. resort hotel |
| _____ 8. 房内用餐服务 | H. Food and Beverage Department |
| _____ 9. 人力资源部 | I. budget hotel |
| _____ 10. 速溶咖啡 | J. Rooms Division |

II. Complete the following statements with the words or expressions given below.

Room service	housekeeping	airport	Food and Beverage	Front Office
lodging	concierge	service industry	Bed and breakfasts	Careers

- The hotel industry is one of the most important components of the _____.
- A hotel is an establishment that provides _____ paid on a short-term basis.

3. _____ are smaller establishments, which offer guests private rooms for overnight stays, along with breakfast in the morning.
4. _____ is a service provided in a hotel, by which guests can order food and drink to be brought to their rooms.
5. The _____ of a hotel is not only its “shop window” but also its “nerve center”.
6. The _____ department in a hotel is focused on providing guests with food and drinks during the course of their stay.
7. The main duty of the _____ department staff is to see to the cleanliness and good order of all rooms in the hotel.
8. A _____ is a person or a staff member at a hotel who assists guests with luggage, transportation or reservations.
9. An _____ hotel is a hotel located at or near the airport for passengers of transit flights.
10. _____ in the hotel industry can be extremely rewarding; however, they are also challenging and fast-paced, which can be overwhelming for most people.

III. Match the hotel groups with their corresponding logos.

_____ 1. Hilton (希尔顿)

A.  WYNDHAM
HOTELS & RESORTS

_____ 2. InterContinental(洲际)

B.  SHANGRI-LA
HOTELS and RESORTS

_____ 3. Accor (雅高)

C.  Marriott
HOTELS · RESORTS · SUITES

_____ 4. Wyndham(温德姆)

D.  Hilton
HOTELS & RESORTS

_____ 5. Hyatt (凯悦)

E.  FOUR SEASONS

_____ 6. Marriott (万豪)

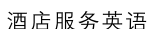
F.  ACCOR

_____ 7. Shangri-La (香格里拉)

G.  INTERCONTINENTAL
HOTELS & RESORTS

_____ 8. Four Seasons(四季)

H.  HYATT
HOTELS & RESORTS



1. Hotels are classified according to the hotel size, target markets, level of service, facilities provided and number of rooms, etc. ()
2. Motels are usually located in the downtown of a city. ()
3. The Food and Beverage Department constitutes the second largest revenue generator of a typical hotel. ()
4. Most five-star hotels offer the highest level of personalized services, such as wake-up call service, concierge service, room service, turn-down service, laundry service, etc. ()
5. When a guest comes to stay in a hotel, he or she should go to the concierge to do the check-in. ()
6. A walk-in guest is a customer who comes on foot. ()
7. A hotel should be the home away from home for all the travelling guests. ()
8. It makes no difference for guests to check out in the morning or in the afternoon. ()
9. The Front Office is not very important in creating a home away from home for all the guests. ()
10. Housekeeping Department is usually the largest department in a hotel. ()

1. room service	_____	11. 转机酒店	_____
2. laundry service	_____	12. 赌场酒店	_____
3. fitness center	_____	13. 前厅部	_____
4. wake-up call	_____	14. 大堂吧	_____
5. concierge	_____	15. 总经理	_____
6. boutique hotel	_____	16. 主管	_____
7. resort hotel	_____	17. 行政总厨	_____
8. coffee shop	_____	18. 套房酒店	_____
9. Marriott	_____	19. 香格里拉	_____
10. Hilton	_____	20. 酒店业	_____

Extended Reading on Ideological and Political Education

The hotel industry in China has developed rapidly over the past decade, driven by great numbers of domestic and international tourists, and increasing living standards and per capita spending for tourism. Higher room prices, greater demand for services and quality, and industry deregulation have also supported revenue growth over the period. The 2008 Beijing



Olympics and the 2010 Shanghai World Expo boosted the industry's development by spurring significant investment in fixed assets and network expansion.

Many international hotel brands and their chains continue to expand in China, while the domestic brands are focusing on expanding their footprint through mergers and acquisitions. The government has introduced the Guangdong—Hong Kong—Macao Greater Bay Area development blueprint and the Belt and Road Initiative, to bring in higher demand for luxury hotels in the country.

China's hotel industry has grown significantly in recent years and is expected to continue to do so during the forecast period as well. With political and social stability, rapid economic growth, and the vast population base and natural resources, China has lured many multinational hotels, including the world's leading hotel chains to its potentially huge market.

With the rapid development of China's economy and the continuous implementation of reform and opening-up policy, more and more foreign friends come to work and travel in China. It offers significant opportunities to China's hotel industry.

China's growing economy is encouraging more internal business travel, and these travelers need a hotel for their accommodation. Concomitantly, the Chinese government has also boosted holiday travel by releasing travel restrictions and further has introduced National Day Holiday, Labour's Day Holiday and many other traditional culture holidays, which offer generous vacation time.

China's hotel market is expanding further to meet the growing demand from both domestic and international travelers. China's own hotel companies are comparatively small and immature when compared to foreign multinational companies. So, these domestic companies are increasingly acquiring hotel management contracts from foreign multinational hotel companies to get higher brand recognition and more profound local expertise to serve visitors better. As of January 2021, among the global hotel top 20 list, Jin Jiang International Hotels had the largest number of hotel rooms for rent in China, accounting for 20.18 % of all chain-branded hotel rooms in the country. The Huazhu Group has recorded the highest growth in terms of hotel stock, moving up the world rankings. With the acquisition of the German hotel group Deutsche Hospitality, Huazhu intends to conquer the European market in the coming years. Home Inn, and Green Tree Hospitality are other major market players.

I. New words and expressions.

New Words

decade *n.* 十年

domestic *n.* 国内的

per capita *adj.* 人均的

deregulation *n.* (在商贸领域)解除管制

revenue *n.* 税收收入

boost *v.* 促进

spur *v.* 激励;鼓舞

chain *n.* 连锁酒店

footprint *n.* 脚印;足迹

merger *n.* 合并

acquisition *n.* 收购

forecast *v.* 预测;预报

lure *v.* 引诱;诱惑

multinational *adj.* 跨国的



potentially *adv.* 潜在地

estimate *v.* 估价;估算

inbound *adj.* 到达的

affluent *adj.* 富裕的

internal *adj.* 里面的

concomitantly *adj.* 伴随地

Phrases and Expressions

in terms of...在……方面;从……角度看

Proper Names

World Expo 世界博览会

the Guangdong—Hong Kong—Macao Greater

Bay Area development blueprint 粤港澳大湾区
区发展蓝图

Belt and Road Initiative “一带一路”倡议

Jin Jiang International Hotels 锦江国际酒店

restriction *n.* 限制规定

immature *adj.* 不成熟的

recognition *n.* 认出;识别

expertise *n.* 专业知识;专长

stock *n.* 股票

conquer *v.* 占领;征服

account for...(数量或比例上)占……

Huazhu Hotels Group 华住酒店集团

Deutsche Hospitality 德意志酒店集团

European *adj.* 欧洲的

Home Inn 如家酒店

Green Tree Hospitality Group 格林酒店集团

II. Talk about the following questions after reading the passage and do some extended discussion.

1. After reading the passage, what do you think of the development of China's hotel industry?
2. As a hotel management major, what do you plan to do to contribute to China's hotel industry?