

Lesson 11 A Brief History of Hospitality

学习目的和要求

了解国外（尤其美国）饭店业发展简史

学习要点

1. Early inns
 - Characteristics of early inns
 - Turning point in the history of hospitality
2. From stopping place to meeting place
 - Characteristics of English inns
 - Early American inns
 - Differences between American inns and European inns
3. Early hotels in the United States
 - City Hotel
 - Tremont House
 - The effect of railroad building on the hotel industry
 - Characteristics of a typical city hotel
4. From boom to bust
 - Ellsworth Statler
 - Recession of the hotel industry
5. The growth of hotel chains
 - Postwar hospitality industry
 - Growth of hotel chains in and outside the United States
 - Holiday Inn

重点知识讲解

1. Turning point in the history of hospitality ★

知识点解读: In 1282, a group of innkeepers in Florence, Italy, was incorporated as a guild and licensed to sell wine. It was an important turning point in the history of hospitality. The occurrence meant that hospitality was no longer offered as an act of charity. It had become a business venture. The concept spread, and by the early 14th century there were licensed inns throughout Italy.

2. Differences between American inns and European inns

知识点解读: The atmosphere in a typical American inn of the period was much more informal than in a European lodging place. Meals were served family style at a communal table, and guests from all walks of life mingled freely with one another. In Europe, by contrast, only the wealthy could afford to travel and stay in inns; once they had arrived, travelers kept to themselves for the most part. The more democratic spirit of American inns was also reflected in the special status conferred on innkeepers. In Europe, innkeepers were regarded as servants. In colonial America, on the other hand, innkeeping was an honorable profession. An innkeeper was someone who could be entrusted with information and whose opinions were respected.

3. City Hotel and Tremont House ★

知识点解读: The 73-room City Hotel, opened in New York City in 1794, was the first
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establishment specifically designed as a hotel. Boston's 170-room Tremont House, which opened in 1829, can be identified as the first modern first-class hotel. It was the largest building in the United States at the time. Among the innovative features it introduced were private single and double rooms with locks, free soap, French cuisine, room service, bellboys, and a staff of workers trained to provide polite service. Hotels like this became important social centers for local citizens.

4. Ellsworth Statler★

知识点解读: Ellsworth Statler, father of the modern commercial hotel industry, realized that there was a considerable market for moderate-priced hotels for the business traveler. He opened his first hotel—the Buffalo Statler—in 1908. Its 300 rooms were clean, comfortable, and, at \$1.50 a night, affordable. Each had a private bath along with such other innovative features as full-length mirrors, built-in closets, and in-room telephones and radio. The hotel was an immediate success, and Statler was encouraged to build more middle-class hotels in other parts of the country. In doing so, he originated the hotel-chain concept that has come to dominate the modern hotel industry.

5. Names of hotel chains★

知识点解读: Statler, Hilton Hotels, Sheraton, Holiday Inn, Intercontinental, Hyatt International, Westin, Marriott, Ramada, Trusthouse Forte (UK), Meridien (France), Four Seasons (Canada), Regent International (Hong Kong), and IBIS (France).

6. Holiday Inn ★

知识点解读: Holiday Inn is the largest lodging chain in the world, with more than 350,000 units in about 1,900 properties. Holiday Inn was launched in 1952 when entrepreneur Kemmons Wilson opened the first “Holiday Inn Hotel Court” on the outskirts of Memphis, Tennessee. Holiday Inn pioneered innovations that were revolutionary for the times but which subsequently became standards for chain operations. These included a swimming pool and restaurant on the premises, air conditioning throughout, a television and telephone in every room, baby sitters on call, and free accommodations for children under 12 sharing a room with their parents. In 1965, the company installed the hotel industry's first nationwide computerized reservations system. }

常用短语

1. play a role 起作用
2. come into being 出现, 产生, 成立
3. distinguish from 辨别, 把...与...加以区别
4. keep to 使不离开, 使局限于
5. entrust with 委托
6. spring up 突然出现, 迅速发生, 兴起
7. go up 建起; 上升, 增长

旅游术语

all walks of life

hotel chains

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resort hotels and convention hotels
the eastern Mediterranean region
long-distance stagecoach travel
communal table
moderate-priced hotels
on the premises
gain a foothold

Holiday Inn
caravan routes
communal room
from boom to bust
chain outfits
the hospitality industry
the Caribbean

例题讲解

Passage translation

The hotel industry rebounded during and immediately after World War II as the volume of travel increased. The postwar hospitality industry, however, has been markedly different from that of the prewar period. The automobile and the jet plane have radically affected the industry, changing travel patterns and leading to the development of different types of hotels. Motels, motor hotels, resort hotels, and convention hotels have evolved to cater to the varied needs of today's traveling public. At the same time, hotel chains have established themselves as the dominant force in the industry, both in the United States and abroad.

The first chain operation in the United States was started by Ellsworth Statler in the early 1900s. The success of Statler's hotels encouraged the formation of other chains, including Hilton Hotels, which opened its first property in Dallas in 1925.

Lesson 12 Hotel Structure and Staff

学习目的和要求

了解有关饭店组织机构方面的概况

学习要点

1. Introduction

2. The general manager

The hotel manager today and in the past

Responsibilities of the general manager

3. The staff: major departments

Four main categories of staff

Organizational chart

Six primary departments and the importance of each one

重点知识讲解

1. The hotel manager today and in the past

知识点解读: In the past, the hotel manager was primarily a genial host, personally greeting the guests and seeing to it that they were properly cared for. Today the successful general manager is a highly trained person, capable of directing a complex business enterprise.

2. Responsibilities of the general manager

知识点解读: The general manager is the person responsible for defining and
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interpreting the policies established by top management. The general manager is sometimes called the managing director. In addition, the successful manager must implement and improve them and, on occasion, may be forced to completely disregard them. To perform these duties properly requires a working knowledge of all phrases of hotel operation.

3. Major departments ★

知识点解读: The six primary departments in a hotel are: rooms department, food and beverage department, engineering department, sales department, personnel department, and accounting department. Their respective department heads are resident manager, food and beverage manager, chief engineer, director of sales, personnel director, and controller.

4. The important roles played by the six primary departments

知识点解读: Rooms department is the numerically largest department in the hotel, many of whose members come into direct contact with the guests. The staff in this department register the guests, maintain and clean the rooms, and provide information on the facilities of the hotel and the local points of interest. They also handle all guest complaints. Food and beverage department provides proper food and beverage and excellent services for both resident guests and members of the general public who use the hotel facilities other than its sleeping rooms. Engineering department deals with proper maintenance and provision of hotel services. Sales department has been called the lifeblood of the hotel, without which the hotel could not exist. Personnel department is responsible for the organization and management of staff members. Accounting department aids the hotel with financial analyses, budgets, forecasts, and business plans. }

常用短语

1. assign...to 分派, 分配; 指定
2. vary in 在...相异; 存在不同之处
3. see to it that 注意做到..., 保证使...
4. conform to 符合, 遵守
5. dwell on 详述
6. call upon 要求, 号召

旅游术语

managing director/ general manager
organizational chart
resident manager
chief engineer
personnel director
rooms department
engineering department
personnel department
purchasing agent

conglomerates
executive housekeeper
food and beverage manager
director of sales
controller or chief accountant
food and beverage department
sales department
accounting department
repeat business
common denominator

banquet facilities

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table setup

profit-making enterprise

staff the hotel

例题讲解

conform to	dwell on	see to it that
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1. Would you ___ Susan gets that message?
2. The building does not ___ safety regulations.
3. Depressed people tend to ___ the bad things that have happened to them.

Answers:

1. see to it that
2. conform to
3. dwell on

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