

<<餐饮管理英语>>

图书基本信息

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前言

众所周知，我国高等教育的模式已经发生了巨大的变化，即从原先的强调培养研究型人才的精英化教育模式转变为注重培养应用型人才的大众化教育模式，而全国高等教育也已经开始进入提高质量和进行结构改革的新阶段。

目前，高等职业技术教育已快占据了我国高等教育的半壁江山。

随着高等职业技术学校数量的增加，高等教育本来已经面临的剧烈竞争达到了白热化的阶段。

高等教育整体资源已经显示出供过于求的迹象，于是许多人开始把重点转移到优质教育上面，即注重教育的内涵发展，而不是外延扩展。

那么，高等职业技术教育的优质从何而来，内涵又是什么呢？

很显然，优质来自市场的反馈，内涵意味着开发核心产品。

说到底，高等职业技术教育的好坏取决于行业的评估结果，其核心竞争力来自学校与行业的紧密结合。

不强调学多少，学多深，而强调学的东西在行业里能用到多少，用得效果好不好，这些就是高等职业技术教育的办学宗旨。

高等职业技术教育从本质上讲是就业教育，学校遵循的原则是按需办学。

成功的办学模式是从过去的学校办学转化为产学合作，教育与产业需求同步，教学的内容就是产业实际需要用的东西。

国家教育部为高等职业技术教育提出的“实用为主，够用为度”的原则恰好符合了专门化用途英语的教学规律，紧密结合了行业的实际，突现了高等职业技术教育的特点，将上岗培训纳入到了教学内容中来。

内容概要

众所周知，我国高等教育的模式已经发生了巨大的变化，即从原先的强调培养研究型人才的精英化教育模式转变为注重培养应用型人才的大众化教育模式，而全国高等教育也已经开始进入提高质量和进行结构改革的新阶段。

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章节摘录

One kind of suggestion selling that is too often neglected is plus selling. Plus selling is selling customers food items they had not originally planned to buy. This is not an imposition on customers because what the salesperson suggests almost always makes the meal more enjoyable. The customer gets more satisfaction from the meal. The owner of the business realizes a greater sales volume and makes more money. And finally, the salesperson earns more money through tips. By practicing plus selling, a food service salesperson makes three parties happy. Plus selling can be used to sell desserts, beverages, side dishes, special bread orders, and so on. The most common plus-selling items are probably beverages. Most meals do not include a beverage. A food service salesperson usually assumes that a beverage will be ordered. Another plus-selling opportunity comes with beverage refills. When tea or coffee is ordered with a meal, the cup may be refilled at no extra cost.

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