

<<酒店实用英语>>

图书基本信息

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前言

《酒店实用英语》是《工学结合新思维》高职高专财经类十二五规划系列教材之一。

本教材根据教高【2006】16号《关于全面提高高等职业教育教学质量的若干意见》的文件精神，从高职高专“就业为导向”的办学目标出发，根据旅游酒店管理类专业人才的培养目标和课程设置要求，基于星级酒店服务岗位所必需的英语实际应用能力，在深入酒店实践和广泛调研的基础上，从框架构建、内容筛选、深广度定位和体例编排等方面都倾力以“工学结合”为纽带创新建设。

随着旅游酒店行业对从业人员英语实用能力要求的不断提高，高等职业院校对本专业的英语教育必须紧密结合酒店行业的岗位能力标准实际，强化对语言在实际工作程序中的应用能力训练，充分体现英语教学与酒店服务岗位深度融合的“教学做一体”，以利学生熟练地将所学英语知识、语言能力应用到酒店岗位的管理工作之中，成为企业“下得去、用得上、干得好、留得住”的实用型人才。

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内容概要

本教材根据教高【2006】16号《关于全面提高高等职业教育教学质量的若干意见》的文件精神，从高职高专“就业为导向”的办学目标出发，根据旅游酒店管理类专业人才的培养目标和课程设置要求，基于星级酒店服务岗位所必需的英语实际应用能力，在深入酒店实践和广泛调研的基础上，从框架构建、内容筛选、深广度定位和体例编排等方面都倾力以“工学结合”为纽带创新建设。

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章节摘录

Generally speaking, restaurant operation can be defined in such a pattern as "investment - transformation - product". The investment includes material resources, human resources, capital resources, etc. What is produced can be actual products and invisible products. So to speak, the operation consists of three basic processes : circulation of commodities, namely purchasing and cooking of foods; service process, namely the selling of foods; and information process, namely the guarantee of circulation process and service process. Commodity circulation process mainly involves purchasing of foods. The procedure is composed of purchase application - purchasing - storage or issuing - cooking - purchase application again. This is a clear description of the material food in its dynamic cycle. First, purchase applying should reflect what is going to be manufactured. And this purchasing demand, in turn, depends on the demands of customers. Second, purchasing means that the cost and expenses of material are happening. This kind of investment directly affects the income of a business. Last, food material is moved to the cooking department and is cut and heated. It changes its original form and quality and becomes food product. After a certain profit has been realized, another cycle begins.

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