



“十二五”旅游专业应用型规划教材

旅行社英语

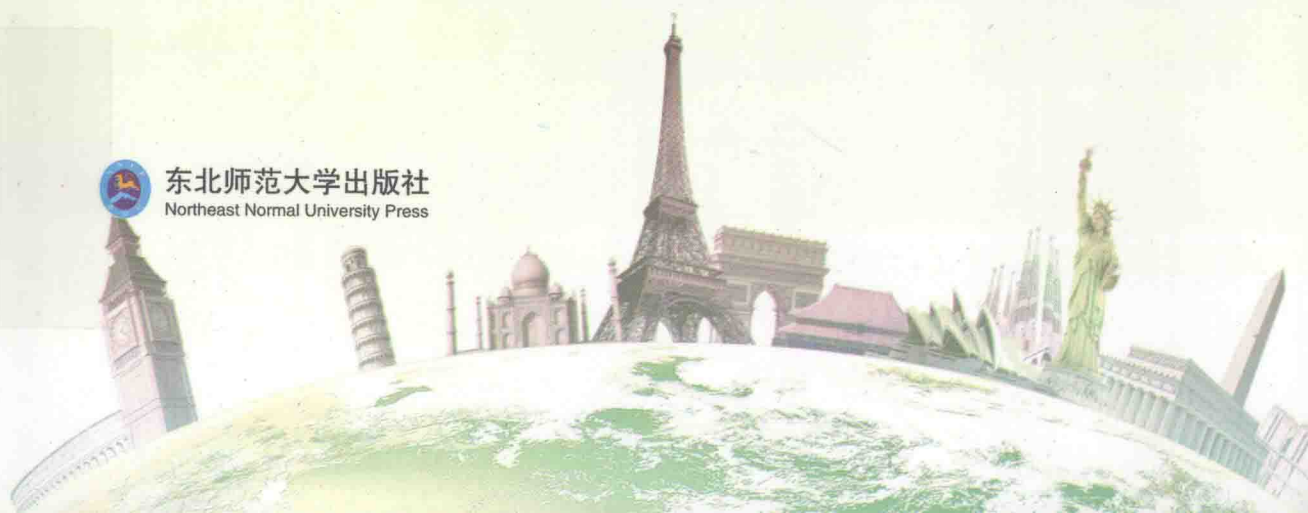
LÜXINGSHE

YINGYU

主编 孟 伟 郝林巧



东北师范大学出版社
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Foreword

序 言

旅游产业是当今世界上最大的产业，据世界旅游组织专家预测，到 2020 年全世界入境旅游者人数可达 16 亿人次，我国将接待 3.7 亿人次，成为世界第一旅游大国。随着我国经济的发展，人民生活水平的提高，国内旅游和出境旅游形成庞大的市场，我国将成为世界第四大旅游输出国。迅速发展的旅游产业急需大批旅游人才，旅游教育将成为培养旅游人才的摇篮。

为适应旅游产业迅速发展的需要，国内一些高等院校纷纷设立旅游专业，培养本专科层次的旅游管理人才。同时，随着学科的发展，旅游专业教材也陆续编撰出版。不过，由于旅游学科本身发展历史较短，尤其我国，学科体系尚未建立，所以已问世的相关教材均存在着特色不鲜明、针对性不强甚至雷同等缺陷。本套教材编写力图有所创新，有所补救，读者对象主要是普通本科、独立学院和高职高专学生。编写过程中，我们力求突出以下特点：一是强调应用性和针对性，做到理论阐述简洁清晰，文字表达准确，内容通俗易懂；二是体例求新，针对理论课型、理论与实践结合课型、实践课型采取不同的编写体例，便于教师在授课中针对不同课型，采取不同的教学方法；三是注重案例教学，突出实践内容，各章节均选取最新的典型案例，并进行详尽分析，培养学生的实践能力。

本人虽从事旅游教育和科研 30 余年，曾编写和出版过多部教材，包括旅游专业系列教材，但此次受托主编本套丛书，仍心感惴惴，深知责任重大。为此，我们组织了以长春大学旅游学院旅游管理专业教师为主体，吉林省和国内部分省市高等旅游院校有关专家、学者参与本书的编写工作，其目的是凝聚集体智慧，发挥各自所长。在编写过程中，参考了大量的国内外有关论著，还得到了许多旅游业界人士的帮助。这对教材突出特点、提升质量大有帮助。

为使本套教材更具科学性、特色性、实用性、创新性，敬请旅游业界同行，尤其是旅游教育界的同行不吝赐教，以便对教材进行不断修改完善，提高教材质量。

崔 庠

2012 年 5 月 19 日于长春大学旅游学院

Preface

前言

旅游业是第三产业的重要组成部分，是世界上发展最快的新兴产业之一，被誉为“朝阳产业”。近年来，中国旅游业的发展无论在深度和广度上都比过去以境内游为主的旅游形式有了很大的变化，尤其是出境游发展迅速。但同时旅游业也是注重沟通的服务性行业，旅行社作为提供旅游咨询、线路设计和推销旅游产品的重要服务机构，其从业人员的外语应用能力亟待提高，以适应涉外旅游以及增长迅猛的入境旅游市场的发展。为了适应旅游业发展现状，加速应用型旅游专业外语人才的培养，提高旅行社从业人员服务的能力，作者编写了这本《旅行社英语》（配录音光盘和教师用书）。本书适用于旅游管理及相关专业教学与培训使用，也适合在职人员及有志从事导游工作的人员学习和使用。

本书是旅行社英语专业教材，包括旅游接待、住宿、讨论行程、安排旅游活动、观光购物等旅行社服务的基本工作程序，注重知识背景学习和实际交际应用相结合。全书共分为10个单元，每个单元包括五个部分：

第一部分，背景知识。主要介绍本单元涉及的工作内容要点和服务流程说明。为正式内容的学习做铺垫并打好基础。

第二部分，情景会话。内容涉及本单元服务内容的各种情景，如迎接游客、商定日程、安排观光游览活动等不同工作场景，通过模拟对话，加强学习的临场感，达到理论联系实际的效果。

第三部分，阅读。选取和本单元联系密切的文章进行精读，吃透其中内容的同时，对文中涉及的专业知识也达到了较好的掌握。

第四部分，综合练习。通过设置不同类型的习题，如回答问题、英汉互译、角色扮演、完形填空、应用文写作等，帮助学习者巩固学习内容，并能灵活运用，达到融会贯通的效果。

第五部分，拓展阅读。选用和专业相关的文章，拓展阅读面，提升难度，起到学习内容的同时加强阅读理解能力的训练。

教材最后的附录部分提供了实用的专业资料，如中国的世界文化和自然遗产名录、中国历史文化名城、常见的中外著名节日介绍等，方便读者查阅和学习。

本书在编写过程中，编者得到了学院崔庠院长以及旅游分院领导的大力支持，还得到了东北师范大学出版社编辑人员的鼎力相助，在此一并致谢。由于编者能力所限，加上时间紧迫，本教材难免存在疏漏和不足之处，恳请读者提出宝贵意见，不吝指正。

编者

2012年8月

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Meeting the tourists

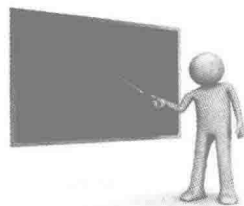
Unit 1

迎 接 游 客



Main Points 重点提要

- To acquaint the guidelines of meeting & greeting guests
- To master the situational dialog of meeting guests in different occasions
- To understand the role of travel agencies
- To finish the general practice



Meeting & Greeting Services

The meeting or greeting at the airport or a wharf or any other equivalent terminals upon guests' arrival is the first touch between a guide and his/her guests. A guide is likely the first face guests will see in a foreign destination. The tour guide is not only the representative of his/her travel agency, but also the image of a tour destination. What he/she says and acts helps guests to shape their first impression which may go a long way toward determining whether the tour will be a pleasant one or not.

Additionally, a favorable initial perception of your greeting is the most important stage in taking a lot of the frustration out of flight delays or unsmooth trip as well as in winning the confidence and respect of your guests. Looking cheerful and smart, talking in a courtesy manner, being professional and reliable, and getting things done effectively will all contribute to good services. To know that makes it essential to help create a favorable impression and initial touch that will give you every chance of a successful tour.

As a preliminary step, the tour guide should keep in mind the following important guidelines:

Prepare to Greet: Besides some preparations you make prior to the arrival of tourists on the day you plan to meet your guests, you must be fully prepared for the service. Calling ahead to check on the flight is an easy way to reassure yourself as the arrival time draws closer. (2 hours for the scheduled flight)

Reconfirm the accurate scheduled time and flight number again two hours before heading for the airport. You must show up at the airport at least 30 minutes earlier to give yourself more time to arrange for uncertainties, for instance, guests arrive ahead of time.

Guide Equipments: The tour materials are secondary, but nevertheless important. As a tour guide, part of your duty is to make sure you've got all the essential items you will need for your job: ID card, a flag of your company, placard with a tourist's name, a megaphone/mini-amplifier, forms of comment, business card, a cap, an umbrella or a raincoat, etc.

Contact the Driver: The driver must also have your mobile phone number in order for you to keep in touch with him constantly. Always maintain a good working relationship with the driver. Talk about the itinerary with the driver in advance to ensure he will choose a most timesaving and reasonable route on tour. Inspect the vehicle to make sure it is tidy and clean, especially the public-address system is in excellent working condition. Straightening up seats and get each seat a trash bag. Keep in mind the exact position where the bus is parked, so that guests embark efficiently.

Dressed properly: Being a greeter, you must be dressed in a manner that will not cause any offence or embarrassment to your guests or any inconvenience when you perform your duties. The most convenient option is to wear uniforms with a badge or a cap with an insignia of your company. You should have smart shoes and your hair must be well combed. Suitable adornment or accessories and simple daytime facial dress-up are allowed. In some cases, a guide also has to wear very formal attire and well-matched jewelry to meet some VIP (very important person) on special requests.

Locate Guests: Recognizing the right guest/group is commonly easy. Sometimes, however, things come out to be tough at a bustling and congested wharfs or at an airports or other equivalent location. How to do that effectively? Firstly, it will make things easier by recognizing them by the logos and badges. If there are not any logos, ask initiatively until you find the right group. Secondly, you may need to design an impressive and eye-catching placard or have a catchy slogan since it is very helpful to hold a flag that bears the logo of your tour agency and stand at a conspicuous place. When a guest arrives in a foreign country or some place for the first time, nothing puts his/her mind at ease and warms his/her heart than seeing his name on a placard, with someone waiting to give him individualized attention.

For important customers you may likely bring a bouquet of flowers. Always greet your clients warmly and cheerfully upon their arrival. If accompanied by a manager of your tour service, the guide should introduce him/her to the tour leader upon the group's arrival. Once guests show up, reconfirm the name of the tour group, the country or place they come from or the name of organized travel agency. The guests or tour leader won't be bothered by your strong attention to detail.

Only after all the information is in consistence with the name list you provided, can you guarantee the group is the right one you are supposed to meet. Then promptly relay the information to the driver so that he can get the coach ready. Wait patiently until all the passengers finish collecting their check-in luggage in the claim area. Time must also

be allowed for the guests to use the toilet upon request.

If time permitted, greet everyone courteously with a firm handshake. In the case of a woman guest, it is for her to take the initiative in handshaking. Ask them nicely if they have had a pleasant journey.

At times, it is not likely for you to have a social conversation with each client. Remember to give each one an affirmative nod and eye contact while you say "Hello".

Gathering guests and Luggage: Assemble the whole group and all luggages in a proper situation. Work with the tour leader to take one or two counts of the guests. Report to your company immediately in case the number of guests is not consistent with the one in the schedule. Once the group is complete, remind the guests to count the luggage again, make sure each passenger has the appropriate luggage, and double-check if it is intact and complete. Assist guests to file a damage claim or missing property report. Claim compensation in case it occurs due to the fault of the airline company. In the event their luggage does not arrive with their flight, assist guests to report it to the Luggage Service Office, and then the airline company will do everything possible to locate your luggage and return it to them promptly. And its agent will contact the guests when the luggage is located.

Turn the luggage over to the bellmen, and then politely direct your clients to the coach or limousine. Walk slowly enough that you don't lose them and fast enough to be assertive.

Before Boarding: When boarding the bus, you should offer special assistance to those passengers with much luggage or those who have difficulties moving around, especially those with disabilities. Assist with the stowing of their luggage and seating. When all sit back, check on the suitcases on the rack. Be sure to keep them safe and sound. Get another head count politely and carefully. Then announce departure and instruct your bus driver to get moving.

Deliver a Welcome Speech: If guests don't know each other yet, encourage them to get to know each other as well as get to know you as soon as possible.

As we all know, arriving in a foreign country by air, train or cruises can be considerable confusing. It would be very nice to be met and greeted right at the airport, wharf or on the platform by someone who speaks the language, knows your name and is ready to help your orientate yourself. Therefore, understanding the importance of meeting and greeting service will surely help you to provide the best possible service.

An important goal of the service is that customers can expect to be treated with courtesy and respected at the very beginning by the staff member on behalf of the company. Even for those passengers only requiring meeting and greeting services, still you must be punctual, prompt, patient, smartly dressed, and providing assistance to all customers in a courteous, consistent, professional, timely and efficient manner.

In a word, poor greeting never ends in a good way, while impressive and receptive

services are a successful debut, through which a guide can establish a positive and sustainable relationship with his guests.

Words and Expressions

bustling ['bʌslɪŋ]	adj. 忙乱的; 熙熙攘攘的
congested [kən'dʒestɪd]	adj. 堵塞的, 拥挤的
wharf [wɔ:f]	n. 码头
initial ['ɪnɪʃəl]	adj. 最初的
perception [pə'seɪʃ(ə)n]	n. 洞察力, 感觉
bouquet [bu'keɪ]	n. 花束
preliminary [prɪ'lɪmɪn(ə)rɪ]	adj. 预备的
hygiene ['haɪdʒi:n]	n. 卫生
itinerary [aɪ'tɪnəreri]	n. 路线
insignia [ɪn'sɪgnɪə]	n. 勋章, 徽章
placard ['plækɑ:d]	n. 接机牌, 海报
assertive [ə'sɜ:tɪv]	adj. 断定的, 过分自信的
conspicuous [kən'spɪkjʊəs]	adj. 显著的
paramount ['pærəmaʊnt]	adj. 极为重要的



Dialog 1 At the Customs Track 001

H = Mr Hans O = Officer

(Mr Hans has just arrived at Tao Xian Airport. He is now going through the customs.)

O: Have you got anything to declare, sir?

H: I don't know. You see, this is my first trip to China and I'm not quite sure about the procedures here.

O: Well, have you gone through the immigration office?

H: Yes, I have done that.

O: And the quarantine inspection?

H: Yes.

O: Very well. Have you filled in the customs declaration form?

H: Only partially. It looks rather complicated and I'm not sure how to fill it out.

O: I can help you. Please give me your passport and your declaration form. Now, what you need to do is simply look through the two lists, the Prohibited Articles List and the Duty-free Quota List right here.

H: I have nothing but personal belongings.

O: In that case, just put down "personal effects". But please go over the lists to make sure that you have nothing to declare. Have you got any valuables?

- H: I have a camera and a transistor radio for my own use.
 O: Have you got any spirits or tobacco?
 H: I've got some cigarettes.
 O: How many?
 H: One carton. I hope that's not in excess of the duty-free allowance.
 O: No. You are allowed two cartons actually. Have you got any foreign currency?
 H: I have 20 000 US Dollars.
 O: Then you should fill in this foreign currency declaration form.
 H: All right. Here you are.
 O: Now would you please put your suitcase and your bag on the conveyer belt?
 They'll have to go through the scanning machine.
 H: OK.
 O: Very well. You have passed the customs. Here are your passport, your stamped customs declaration form and foreign currency declaration form. Please don't lose them. You'll need them when you leave China, Hope you have a pleasant stay in China.
 H: Thank you.

Notes

1. immigration area 意为“移民处”，immigration office 意为“移民局”。
2. the Prohibited Article List 意为“违禁品表”。
3. the Duty-free Quota List 意为“免税限额表”。
4. I have nothing but personal belongings. 此句译为“我只有一些个人用品”。
 nothing but 表示“只有”。

Words and Expressions

passport ['pɑ:spɔ:t]	n. 护照
document ['dɒkjʊm(ə)nt]	n. 文件, 公文
resident ['rezɪd(ə)nt]	n. 居民; 侨民
immigrant ['ɪmɪgr(ə)nt]	n. 移民
customs ['kʌstəmz]	n. 海关
declare [dɪ'kleɪ]	v. 申报, 宣布
procedure [prə'si:dʒə]	n. 程序, 手续
quarantine ['kwɒrənti:n]	n. 移民检疫, 隔离
partially ['pɑ:ʃəli]	adv. 一部分, 部分地
prohibit [prə(u)'hɪbɪt]	v. 禁止, 阻止
duty free	免税
quota ['kwotə]	n. 定额, 限额
spirit ['spɪrɪt]	n. 烈性酒
tobacco [tə'bækəʊ]	n. 烟草, 香烟

Dialog 2 At the Airport Track 002

T=tour leader G=guide C=tourist

(At the airport, Li Yue, a guide from Youth Travel Service, is to meet a tour group from the United States headed by Mr Hanks. The travel service has received notice beforehand about their arrival.)

G: Excuse me, are you from the Holiday Tour Group?

C: Yes, we are.

G: Welcome to China. I'm Liu Yue, the guide from Youth Travel Service. Who is the leader, please?

T: I'm John Hanks, the tour leader of the group. Thank you for coming to meet us.

G: Oh, Mr Hanks, nice to meet you.

T: Nice to meet you too, this is our first trip to China. I'm afraid we'll put you to a lot of trouble.

G: No trouble at all. We are so glad you could come. Mr Hanks, how was your trip?

T: Very nice, we had a very pleasant trip.

G: You have a group of 15, right?

T: Yes.

G: Do we need to wait for any of your baggage?

T: No. Each of us has only one piece of carry-on baggage.

G: Well, is everybody here now? Our coach is outside the airport.

T: Oh, let me see. Yes, everybody is here.

G: Shall we go now?

T: Yes, I think so.

G: Attention please, everyone. Now please follow me to the coach.

Notes

1. Welcome to China. 欢迎到中国来。

2. How was your trip? 一路上好吗? 也可以说:

Did you have a good trip? 旅途顺利吗?

Did you have a pleasant trip? 旅途愉快吗?

3. carry-on baggage 随身行李, unaccompanied luggage 不随身携带的行李 (即托运行李)。

Words and Expressions

beforehand [bɪfə'hænd]

adv. 预先; 事先

tour leader

旅游团领队

put sb to trouble

给某人添麻烦

coach [kəʊtʃ]

n. 长途汽车

Dialog 3 At the Railway Station Track 003

(Tour guide Li Hong is at the railway station to meet a tour group from Canada, Mr Green is the group's tour escort.)

Li Hong: Excuse me, are you Mr Green?

Stranger: No, my name is Wright.

Li Hong: I'm so sorry.

Stranger: Never mind.

Li Hong: (seeing somebody else) Excuse me, is your name Mr Green?

Mr Green: Yes.

Li Hong: Oh, Mr Green. Welcome to Shanghai. I'm Li Hong, your local guide.

Mr Green: Glad to meet you, Li Hong.

Li Hong: Glad to meet you too, Mr Green, How was your trip? It was a quite long flight.

Mr Green: Well, it was a bit bumpy at first, but on the whole, it was a nice trip.

Li Hong: How many pieces of luggage do you have?

Mr Green: 32 altogether. And here are the luggage checks.

Li Hong: Good. I'll ask the porter to take care of them, Is everybody here now? Our bus is outside.

Mr Green: Oh, let me see. Yes, everyone is here.

Li Hong: Shall we go now?

Mr Green: Yes. I think so.

Li Hong: Attention please, everybody. Please follow me to the bus.

Notes

1. pieces of luggage 表示行李件数。luggage 是英式用法, 美式用法为 luggage. luggage/luggage 为不可数名词, 8 件行李译为 eight pieces of luggage/baggage.

2. luggage check or luggage claim card 行李认领牌

Words and Expressions

on the whole

总体来说, 大体上

local guide

地陪



Travel Agency

The tourism channel of distribution is an operating structure, system, or linkage of various combinations of organizations through which a producer of travel products describes, sells or confirms travel arrangements to the buyer. For example, it would be impractical for a cruise line tying to market cruises to have a sales office in every market

city of 5 000 or more people. The most efficient method is to market through over 30 000 retail travel agencies in the United States and pay them a commission for every cruise sold. The cruises could also be sold through such intermediaries as tour wholesalers (who would include a cruises in a package vacation), through corporate travel offices, or by an association such as an automobile club and others. Thus the cruise line uses a combination of distribution channel organizations to sell cruises.

Tourism distribution channels are similar to those of other basic industries such as agriculture or manufacturing. Their products flow to the ultimate consumer through wholesalers, distributors, and middlemen. While there are similarities with other industries, the tourism distribution system is unique. Tourism products mainly services that are intangible. There is no physical product that can be held in inventory and flows from one sales intermediary to another. Instead, the product, for example, is a hotel room that is available on a certain day, which is very temporal. If the room is not sold, the revenue is lost forever.

Travel, whether for business or pleasure, requires arrangements. The traveler usually faces a variety of choices regarding transportation, accommodations, and if the trip is for pleasure, destination, attractions, and activities. The traveler may gather information on prices, value, schedules, characteristics of the destination, and available activities directly, investing a considerable amount of time and possibly money on long-distance telephone calls to complete the trip arrangements. Alternatively, the traveler may use the services of a travel agency, obtaining all these arrangements at no cost.

A travel agency is a middleman, a business or person selling the travel industry's individual parts or a combination of the parts to the consumer. In marketing terms a travel agent is an agent middleman, acting on behalf of the client, making arrangements with suppliers of travel airlines, hotels, tour operators and receiving a commission from the suppliers.

In legal terms, a travel agency is an agent of the principal; specifically, transportation companies. The agency operates as a legal appointed agent, representing the principal in a certain geographic area. The agency functions as a broker, bringing buyer and seller together, for the other suppliers, such as hotels, car rentals, ground operators, and tour companies.

A travel agent is thus an expert, knowledgeable in schedules, routing, lodging, currency, prices, regulations, destinations, and all other aspects of travel and travel opportunities. In short, the travel agency is a specialist and counselor.

The Travel Weekly studies conducted by Louis Harris and Associates define the travel agent as follows: A travel agent, besides selling prepared package tours, also prepares individual itineraries. He arranges for hotels, motels, accommodation at resorts, meals, sightseeing, transfers of passengers and luggage between terminals and hotels, furthermore, he can provide the traveler with a host of other information (for example, on rate, quality and so on) which

would normally be hard to get. The travel agency is paid for his services through commission. For example, if a travel agent writes up an air ticket or makes a reservation in a hotel for a client, he gets paid by the carrier or the hotel in the form of a commission. In short, the travel agent saves the customer both the time and money.

There is a growing trend among independently owned travel agencies. It becomes affiliated with cooperatives, consortia, franchisors, or joint marketing organizations. Such groups exist for the purpose of helping their agency members to build profits and increase staff productivity. Specifically, they provide such aids as 800-number telephone consultation, educational programs, frequent traveler programs, client newsletters, and arranging preferred suppliers and discount services, such as a preferred rate hotel program.

Notes

1. travel agency 旅行社
2. travel agent 旅游代理商
3. distribution channels 销售渠道
4. legal terms 法律术语
5. The Travel Weekly 旅游周刊
6. automobile club 汽车俱乐部

Words and Expressions

linkage ['lɪŋkɪdʒ]	<i>n.</i> 连接; 联结
impractical [ɪm'præktɪk(ə)l]	<i>adj.</i> 不切实际的, 不现实的
retail ['ri:teɪl]	<i>v.</i> 零售
wholesaler ['həʊlsələ(r)]	<i>n.</i> 批发商
intermediary [ɪntə'mɪ:diəri]	<i>n.</i> 中间人; 仲裁者
intangible [ɪn'tændʒəbl]	<i>adj.</i> 无形的, 触摸不到的
temporal ['temp(ə)r(ə)l]	<i>adj.</i> 现世的; 暂时的
accommodation [əkəmə'deɪʃən]	<i>n.</i> 住宿; 住处
alternatively [ɔ:l'tɜ:nətɪvli]	<i>adv.</i> 非此即彼; 二者择一地
commission [kə'mɪʃən]	<i>n.</i> 佣金
affiliated [ə'fɪlietɪd]	<i>adj.</i> 附属的; 有关连的
cooperative [kəʊ'pərətɪv]	<i>n.</i> 合作社
consortia [kən'sɔ:tɪə]	<i>n.</i> 联盟; 公会
franchisor [fræntʃaɪzə(r)]	<i>n.</i> 授予特许者



1. Answer the following questions.

- (1) How can the tour guide establish a positive and sustainable relationship with his/her guests?
- (2) What guidelines exist in the preliminary step?



- (3) What equipment does a tour guide need for the job?
- (4) Is the tour guide a public image?
- (5) What kind of service can a travel agency provide to its customers?
- (6) What information does a traveler can get from the travel agency?
- (7) What is travel agent?

2. Role play.

(1) You are at the airport to meet a tour group of 30 people by the name of Travel around Beijing. Its tour escort is John Carter. Try to find Mr Carter and the tour group. Introduce yourself to them, check the baggage and show them to the bus.

Step1: Find Mr Carter and the tour group.

Step 2: Introduce yourself.

Step 3: Welcome the group to your city and ask the tour members about their trip.

Step4: Ask Mr Carter for the baggage claim checks and help them get their baggage; then show them to the bus.

(2) You are meeting an independent tourist at the railway station. Try to find out his plans and offer help he may need.

3. Translate the following sentences into English.

- (1) 有朋自远方来，不亦乐乎！
- (2) 我的职责就是为你铺平道路，回答你提出的任何问题和尽我所能地来帮助你。
- (3) 相互访问是旅游业真正的目的，这将会使我们的人民更接近，并促使世界和平。
- (4) 我将确保你们有充足的时间放松。
- (5) 旅行中最愉快的事是交到一个真诚的朋友。



Pre-reading questions:

- How many Chinese emperors during the Ming and Qing Dynasties lived in the Forbidden City?
- What are the world five great palaces?
- How many square meters does The Forbidden City cover?
- What are the three main halls? And how many square meters of it?
- Which is the place in which the emperor threw banquets and interviewed successful candidates for imperial examinations?

The Forbidden City

The Forbidden City, now called the Palace Museum, is located in the center of Beijing. Starting in 1420, the Forbidden City was the home to 24 Chinese emperors during the Ming and Qing dynasties (1368—1911). Now, it has developed into the Palace Museum, which displays art treasures of the past dynasties and is the richest treasury of cultures and arts in China. Lofty and magnificent, the Forbidden City is acclaimed to be