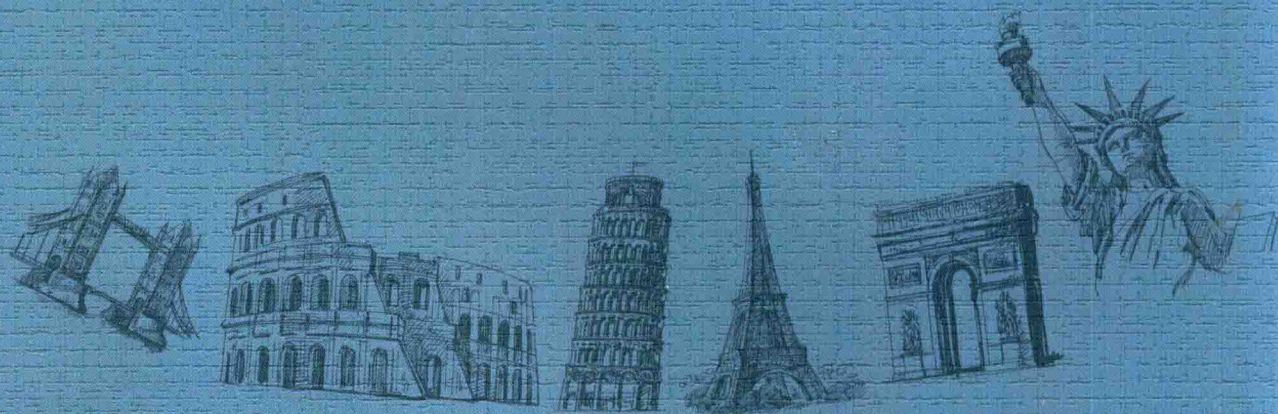


Practical English for Tourism
Career Development

旅游岗位英语 实训教程

主 编 蒋玉琴



ZHEJIANG UNIVERSITY PRESS
浙江大学出版社

旅游岗位英语 实训教程

主 编 蒋玉琴

副主编 丁俏蕾 陈 欣

编 者 熊素娟 贺 月 励 莉 刘一红

图书在版编目(CIP)数据

旅游岗位英语实训教程 / 蒋玉琴主编. —杭州: 浙江大学出版社, 2015. 5

ISBN 978-7-308-14583-1

I. ①旅… II. ①蒋… III. ①旅游—英语—教材
IV. ①H31

中国版本图书馆 CIP 数据核字 (2015) 第 070093 号

旅游岗位英语实训教程

蒋玉琴 主编

责任编辑 李 晨

封面设计 杭州林智广告有限公司

出版发行 浙江大学出版社

(杭州市天目山路 148 号 邮政编码 310007)

(网址: <http://www.zjupress.com>)

排 版 杭州林智广告有限公司

印 刷 富阳市育才印刷有限公司

开 本 787mm×1092mm 1/16

印 张 9

字 数 280 千

版 印 次 2015 年 5 月第 1 版 2015 年 5 月第 1 次印刷

书 号 ISBN 978-7-308-14583-1

定 价 28.00 元

版权所有 翻印必究 印装差错 负责调换

浙江大学出版社发行部邮购电话: (0571) 88925591; <http://zjdxcs.tmall.com>

Contents

Project One	Applying for a Job to a Travel Agency	1
Task 1	Getting Prepared for Job-Seeking	1
Task 2	Job Interviews	9
Project Two	Getting to Know the Travel Agency	17
Task 1	Getting Familiar with the Travel Agency	17
Task 2	Knowing Personal Job Responsibility	23
Project Three	Dealing with Consultation	31
Task 1	Consultation over Phone	31
Task 2	Face to Face Consultation	37
Project Four	Preparing Before Departing	45
Task 1	Visitors' Must-Know	45
Task 2	Checking	57
Project Five	Making Reservations	67
Task 1	Booking Rooms	67
Task 2	Booking Tables	74
Project Six	Sightseeing	82
Task 1	Introduction of Scenic Spots	82
Task 2	Shopping	89
Project Seven	Dealing with Emergencies	96
Task 1	Emergencies in Domestic Tours	96
Task 2	Emergencies in International Tours	102
Project Eight	Handling Complaints	110
Task 1	Making Complaints about Services	110
Task 2	Solving Complaints	116
Answers		122

Project One

Applying for a Job to a Travel Agency

Task 1 Getting Prepared for Job-Seeking



Learning Objectives

After practice, we will be able to

- get the news of jobs opening from different media.
- master basic skills about job application.
- write English résumé properly.

Part One Let's Get Ready

1. Where to Know Who Needs You

Directions: With the development of information technology, we can now rely on various media to find information we are looking for. Work in groups and discuss different media from which you can get the news of jobs opening.

Different Media to Get News of Jobs Opening	Trustworthy Media	Distrusted Media	Why or Why Not
Newspaper			
TV Ads.			
Online Ads.			
Ads. on Lamp Posts			
Job Markets			
Introduction from Acquaintances			
Handbill Ads.			
Radio			
...			

2. Qualifications for a Travel Agency Clerk

Directions: Role play a conversation with your partner. Think about the basic qualifications a qualified clerk from a travel agency needs to have.

Example

A: Hi, Mary. Could you tell me what qualifications I should have if I want to get a job in a travel agency?

B: Qualifications? Well, I think you'll have to master the basic communication skills.

A: Communication skills. What else?

B: Necessary knowledge and skills concerned with the job.

Information for Practice

Excellent oral English and written English

Sense of responsibility

College degree

At least one-year working experience

A certificate of related qualification

A certificate of computer skills

...

Part Two Making a Good Preparation

1. What Should You Do to Get a Job You Dream?

Directions: In order to get your dream job, you need to do a lot to make sure you will succeed. Work in groups and have a discussion about what you should do or prepare to get your ideal job. List them one by one (at least 10 points) and say a few things about each list.

Things You Should Do to Get Your Dream Job	
1)	
2)	
3)	
4)	
5)	
6)	
7)	
8)	
9)	
10)	

2. How Can I Get My Dream Job?

Directions: You are Wang Li, a college graduate looking for a job in a travel agency. Now you are coming to an excellent clerk named Lily in a well-reputed travel agency to ask her how to get your dream job. Practice the conversation with your partner and then make up a similar one.

W = Wang Li, L = Lily

W: Good morning, Lily. Long time no see.

L: Good morning, Wang Li. It's truly been a long time since we met last time.

W: Two years, to be exact. Right?

L: Yes. Two years has passed since I left the college.

W: Two years has turned you from a student to an excellent clerk.

L: Thank you. I do have been trying my best to do well in my job.

W: Today I'm coming to ask you for help. Could you tell me how to get a job in an agency like yours?

L: Well. To get a job, you have to apply for it first. Your major, your personal qualities and necessary skills like communication skills and cooperation skills, etc. are also very important. Besides, you need to have some certificates of computer skills or English skills, etc.

W: Is working experience very important?

L: It depends. If your overall qualities are good enough, you could be employed as well.

W: It seems I should get a good preparation for it before I apply for it.

L: Of course.

W: Thank you so much, Lily. I will go back home and prepare for it. I will come again for help if I have any questions.

L: You are always welcome. Hope you'll get an ideal job soon.

W: Thanks. Bye.

L: Bye-bye.

3. More You Need to Do for Your Interview.

Directions: Besides all the above-mentioned preparations, you need to do more for a successful interview. Now work in pairs or groups and finish the following tasks.

Task 1: Besides all the questions listed in the first part that you may encounter in your interviews, there are other typical questions you may be asked. Work in your group and give more typical questions, choose five most typical questions and then give your answers.

Task 2: You are a college graduate, your college has invited some successful entrepreneurs to give lectures on job hunting. What do you plan to learn from them? And what questions will you ask them? Work in pairs and role play it.

Part Three Tips You Need to Know to Get Your Dream Job

Directions: Read the following passage and then do the exercises followed.

How to Find Your Ideal Job after Graduation

By Kat Krull

Graduation has come and gone for colleges and universities across the country. If you're a member of the class of 2012, you will have already known that finding a job is tough. Perhaps friends who graduated before you have told you about their struggle to find work, or maybe you have read about the fact that half of young college graduates are either jobless or underemployed.

You didn't graduate with a degree to work as a waiter or waitress, retail clerk, or receptionist, right? Although the job market is tough, and lower-wage jobs are prevalent, employers are hiring college graduates. A survey by the National Association of Colleges and Employers states a 10.2 percent increase in 2012 hiring above a previous estimate of 9.5 percent.

Follow these tips to land a great job post-graduation:

Target your search. Don't simply search for anything and everything related to your chosen field. Learn what you enjoy doing and look for positions that utilize your unique skills, experience and education. Identify companies that align with your values and keep up with recent activity through social networks and RSS feeds. Connect with people who work at your target organizations and set up informational interviews or job shadows to learn more about working there.

Fill employment gaps with volunteer or part-time work. Let's face it: Your job search might take two or three months. It may even take six months. But that's no excuse to give up and take a job as a barista if that's not your ideal job. Instead, find volunteer opportunities where you can put your skills and education to work, such as at a local non-profit, or consider taking a part-time or contract position in your field. This helps keep your skills and experience current, all while making additional networking connections that could lead to a full-time position.

Take advantage of your campus career center. These folks can provide job search resources and advice, conduct a mock interview, review your résumé, and provide employment opportunities. If you've moved away from college after graduation, connect with the career center on social media websites to keep up with the latest job search advice and information.

Optimize your résumé. Most employers use applicant tracking systems to rank and sort job candidates. This is why tailoring your résumé to each job is vital. (No, you cannot submit the same résumé for each job opening!) Your résumé should clearly

show an employer why you're a great fit for the opening—think of it as showing why your puzzle piece fits best into the whole company puzzle. Do this by using applicable keywords from the job description in your résumé and focusing on your most relevant experience and skills. An estimated 72 percent of résumés are never seen by human eyes—give yours a chance by spending the extra time to optimize it for each job.

1. Fill in the blanks with the words given below. Change the form where necessary.

tough unique barista optimize prevalent utilize align rank

- 1) The area has its own _____ language, Catalan.
- 2) The United States _____ 20th in its infant mortality rate.
- 3) The custom of worshipping ancestors is _____ among these people.
- 4) Conservatives, generally, were sure that Taft would _____ himself with the Old Guard in Congress.
- 5) It was a very _____ decision but we feel we made the right one.
- 6) He worked as a _____ the first year he graduated from the college.
- 7) The Romans were the first to _____ concrete as a building material.
- 8) We should _____ the composition of the standing committees.

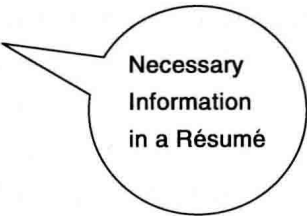
2. Read the above passage. Then work in groups. Tell your group members whether you agree or disagree with the tips offered and give your reasons. After that, offer more tips that may help you find a dream job.

Tips Offered	Agree	Disagree	Why or Why Not
1) Target your search.			
2) Fill employment gaps with volunteer or part-time work.			
3) Take advantage of your campus career center.			
4) Optimize your résumé.			
My Tips:			

Part Four Preparing Résumé and Application Form

1. What Information Should Be Included in a Résumé?

Directions: Work in pairs and list the important information that should be included in a résumé.



2. Sample

Directions: Read and understand the following sample résumé. Check the information with what you've listed in the above section.

Résumé

Personal Information:

Name: Hu Wenli

Sex: Female

Date of Birth: May 16th, 1989

Telephone No.: 13967801365

Correspondence Address: Suite 203, No. 221, Lane 156, Zhongshan Road (W), Haishu District, Ningbo, Zhejiang Province

Employment Object:

To work in a travel agency or a five-star hotel

Qualifications:

The person in charge of tourism association of my university

Chairman of students' union in my university

Monitor of my class

Education:

2008—2012 B.A. (Bachelor of Arts), Tourism Management, Ningbo University

2005—2008 Ningbo Xiaoshi High School

Work Experience:

2009—2010 A part-time waitress in Howard Johnson Restaurant

2010—2011 A part-time receptionist in Nanyuan Hotel

2011—2012 A student tour in Chunli Travel Agency for one year

Special Skills: Giving a speech, writing, basic English reading and writing skills

Honors and Awards:

National Scholarship, 2011

First place in Practical English Speaking Competition, 2010

Second place in National Model Tour Guiding Competition, 2012

Hobbies and Interests:

Travelling, reading and singing

References will be furnished upon request.

3. Exercise

Directions: Write a résumé according to the information given below in Chinese.

你叫孙华,女,出生于1992年6月7日,现居住在宁波市江北区人民路1120号。2013年7月毕业于宁波城市职业技术学院旅游分院,主修导游专业。你成绩优秀,在校年年获得校级以上奖学金。你是班里的班长,还是分院的学习部部长,多次组织各种竞赛活动。你考取了导游资格证、大学英语六级证书、计算机三级证书等。大三实习期

间,你曾在宁波中青旅作为导游实习半年。在校期间你也曾利用周末和空余时间自发组织学生周末游等活动。现在你想在宁波市的浙仑海外旅行社找一份导游或办公室内务的工作。

Part Five Assignments

1. Oral Work

- 1) While seeking a job, will you prefer a job with high salary but you are not interested in or a job with low salary but appeals to you, and why? Discuss with your partner.
- 2) Imagine you've made enough preparation for your job interview. Now you come to Lily again and tell her what preparations you've made and ask her for more suggestions and advice. Role play it.

2. Written Work

Directions: Write a résumé according to the information given below in Chinese.

张琳,女,23岁,毕业于宁波城市职业技术学院,主修旅游管理,各门功课都优良。请为她拟一份给ABC旅游集团公司的个人简历,希望能够在该公司谋得前台或导游一职。

Supplementary Reading

Directions: Read the following passage and then work in groups. Discuss the tips offered in the passage and then give more tips. After that, role play a conversation on tips of applying for a job.

Tips on How to Apply for a Job

From <http://www.heizing.com>

In order to get a job, you have known how to navigate the application process. To apply for a job, follow these instructions.

Step 1 Write a Résumé

Even if the particular job you're looking for has an application process where a résumé isn't necessary, the process of writing a résumé can help sort your thoughts and prepare you for an interview. Having a written record of your work history makes filling out an application much easier, too. Tailor the résumé to the type of job for which you are applying, emphasizing related skills and coursework.

If you're submitting a résumé electronically, be sure to include keywords from the job listing so that your résumé doesn't get skipped over by a computer. One discrete way to do this is to include a "Summary of Qualifications" near the top of the résumé that hits a few of these keywords (which might be skills, personal achievements, known software programs, etc.). However, do not repeat anything verbatim or you won't look like a trustworthy candidate.

Step 2 Call the Employer

Ask about the application process, “Good morning. My name is John Doe. I was wondering if you had any positions open and, if so, how I might apply.” You will usually have your call routed to the hiring or human resources manager. If they have any openings, they’ll either ask you to come in and fill out an application or they’ll ask you to send a résumé and cover letter by mail or e-mail, in which case you should inquire, “To whom should the letter be addressed?” They will give you a full name, which you should write it down (asking for help with the spelling if necessary).

Step 3 Write a Cover Letter if Necessary

Make sure it is specific to the job, with the company name and address and, if possible, the name of the person who will receive it. (Including a real person’s name in your application is not only professional, but also shows that you are bothered to track that information down and are not simply mass-emailing every employer you can find.)

Step 4 Get a Second (or Third) Opinion

Ask friends or family members to read over your résumé and cover letter for typos, as it’s often difficult to find our own mistakes. If possible, get advice from someone in the same field as your potential employer or who has experience in recruiting or hiring.

Step 5 Apply

Visit the employer to fill out your application form. It’s usually best to go during the mid-morning lull (when they’re not too busy, but before the day has worn them out). Ask to speak to the hiring manager and try to hand the form to them personally: “Hi, we spoke on the phone yesterday about the (job title) position. Here’s my application. Let me know if you need anything else!” This will give the employer a chance to see you (so dress professionally and present yourself well) and put a face to a name.

Send your cover letter and résumé as instructed.

Step 6 Follow Up

If you filled out an application but the hiring manager wasn’t there at the time, call three days later, ask to speak to the manager, and confirm that the application was received, “Hello, this is (your name). I filled out an application on (the day you came in) and I just wanted to confirm that it was received.”

If you sent a cover letter and résumé by mail, call a week later to confirm their receipt. If you sent them by e-mail, call the day after.

Task 2 Job Interviews



Learning Objectives

After practice, we will be able to

- know about different interviews and basic skills to handle them.
- dress up and behave properly during interviews.
- write application letters appropriately.

Part One Let's Get Ready

1. Preparation Before Interview

Directions: Look at the following pictures and tell us who looks most suitable for an interview and who not. Then tell the reasons.



1)



2)



3)

I think the man (woman) in picture _____ is most suitable for an interview while the man (woman) in picture _____ is completely unsuitable for an interview because _____

2. Different Types of Interviews You Need to Know

Directions: Because of the variety of media, the interviewers may use different media to have an interview with interviewees. Work in groups to discuss what kinds of interviews you may meet with, what are their differences and how you should prepare for each one. Some types of interviews have been listed for your reference.

**Different Types
of Interviews**

telephone interview
face to face interview
e-mail interview
video interview
virtual interview
...

Part Two Making Good Preparations for Your Interviews

1. Questions You May Encounter in Interviews

Directions: To have a good preparation for your interview, you need to know what questions you may be asked and how you should give satisfactory responses. Some typical questions have been listed as following. Work in groups and try to answer the given questions one by one.

- 1) Could you please describe yourself?
- 2) Why did you leave your last job?
- 3) Why do you think we should employ you?
- 4) What classes did you like best in school?
- 5) What do you think are your greatest strengths and weaknesses?
- 6) What do you think are your strongest skills?
- 7) What do you do when you disagree with colleagues?
- 8) Why do you want to work for us?
- 9) How much do you know about our company?
- 10) What suggestions do you have for our organization?

2. What Should You Do in an Interview?

Directions: Work in groups and decide whether one should do or shouldn't do the following behaviors during an interview. Tick the corresponding statement after each one. Then give your points of view.

Behaviors in an Interview	Dos	Don'ts	Reason(s)
Take extensive notes			
Use specific examples to illustrate points			
Smoke			
Look at your watch			
Make negative comments about anyone or anything, including former employers			
Be attentive and polite			

Continued

Behaviors in an Interview	Dos	Don'ts	Reason(s)
Let your depression or discouragement show			
Ask relevant questions			
Bring up salary, benefits or working hours			
Be too serious			
Be sincere and direct			
Try to control the entire interview			
Answer questions concisely			

3. Practicing Interviews

Directions: You are looking for a job and you've just received a notice of interview from one big travel company. Now you are having a mock interview with the help of your friend, Mary, who is a dean from HR department of a company. Work in groups and practice this interview conversation. After that, practice more interviews with your partner.

Y = You, M = Mary

M: Come in, please.

Y: Good morning. I'm Lu Lina.

M: Good morning, Miss Lu. Take a seat, please.

Y: Thanks.

M: Are you looking for a job in our company?

Y: Yes, I am. I'll graduate from college in June this year. My major is Tourism Management.

M: Have you ever done any work in this field?

Y: Yes. I have ever worked as a tour guide in ABC Travel Agency for six months and I worked as a receptionist in another company in my free time for one and a half years.

M: What do you think you can do for our company?

Y: I obtained an English Tour Guide Certificate this year. I hope I will have a chance to guide foreign friends. And I got the news from *Ningbo Daily* that you are looking for international tour guides.

M: How's your English?

Y: I passed CET 6 and I'm good at spoken English. This is International Tour Guide Certificate, CET 6 Certificate and Oral English Certificate.

M: Good! Have you ever guided foreign friends?

Y: Yes. But only once because the company I once worked in is not big. They seldom have foreign customers. I was very excited at that time. I tried my best to serve



those foreign friends. We were all very happy.

M: It seems you did a good job in that company. Why don't you stay in that company?

Y: Because it is a small company. I see little prospect of self-development.

M: How do you think of our company?

Y: Your company is a big one. I think I'll have more challenges and opportunities here.

M: You will once you come in.

Y: You mean I will have a chance?

M: Every candidate will have a chance. But we'll hire two. You'll hear from us sometime next week. Good luck.

Y: Thank you.

M: Thanks for coming. Good-bye.

Y: Good-bye.

More Interviews to Practice

Situation 1: You will graduate next year. You are applying for a job in a hotel.

Practice a mock telephone interview with your partner.

Situation 2: Practice an e-mail interview with your partner with the information given below in Chinese.

你叫林齐利,是一名在校大学生,主修酒店管理专业。你想利用课余时间做点兼职工作以锻炼自己,同时为父母减轻经济压力。KFC 餐饮公司在招聘服务员。你通过电子邮件联系申请服务员一职。

Situation 3: Practice a face to face mock interview with your partner and role play it within your group with the information given below in Chinese.

你叫王胜,两年前毕业于宁波万里学院,主修旅游专业,在校期间你担任学院学习部部长和班长一职,在空余时间兼职做过饭店服务员、前台。毕业后你在一家旅行集团公司行政部门工作两年。但是由于不满意那里的工作氛围,你已经向知名的 ABC 旅行公司申请行政部门一职,现在正接受面试。

Part Three Getting to Know Job Interviews

Directions: Read the following passage and then do the exercises followed.

Job Interviews

The job interview is usually a two-way discussion between you and a prospective employer. The interviewer is attempting to determine whether you have what the company needs, and you are attempting to determine if you would accept the job if offered. Both of you will be trying to get as much information as possible in order to make those decisions.

The interview that you are most likely to face is a structured interview with a

traditional format. It usually consists of three phases. The introductory phase covers the greeting, small talk, and an overview of which areas will be discussed during the interview. The middle phase is a question and answer period. The interviewer asks most of the questions, but you are given an opportunity to ask questions as well. The closing phase gives you an opportunity to ask any final questions you might have, cover any important points that haven't been discussed, and get information about the next step in the process.

1. Read the following five sentences and try to find out one word or expression in each sentence that has the same meaning with the word or expression given in the box. Underline the word or expression in each sentence, choose the word or expression from the box that has the same meaning and write it before the sentence.

consist of cover prospective determine attempt

- () 1) The story should act as a warning to other probable buyers.
- () 2) The only time that we tried to do something like that was in the city of Beijing.
- () 3) The book aims to include all aspects of city life.
- () 4) Time is just made up of the relation of before and after among events.
- () 5) Shall we decide what we are going to do next?
2. In the above passage, three phases of interviews are mentioned—the introductory phase, the middle phase and the closing phase, yet no details are given. Work in groups, add the detailed information to each phase and role play each phase with your partner.

Part Four Preparing Application Letters

1. Getting to Know the Composition of an Application Letter

Directions: Look at the formats of an application letter given below. Work in groups and discuss what is contained in each part. Write main points in each part.

The Formats of an Application Letter

Heading
Inside Address
Salutation
Body of Letter
Complimentary Close
Signature
Enclosure

2. A Sample Application Letter

Directions: Study the following example letter. Work in pairs, translate it into Chinese