



普通高等学校 **邮轮服务与管理专业** 系列规划教材

# 国际邮轮实务 英语教程

THE ENGLISH TEACHING COURSE  
ON THE PRACTICE OF  
INTERNATIONAL CRUISE SHIPS

程丛喜 等著 ●



化学工业出版社

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# The English Teaching Course on the Practice of International Cruise Ships

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· 北 京 ·

《国际邮轮实务英语教程》是普通高等学校邮轮服务与管理专业系列规划教材之一。内容主要包括学习该课程的意义和目标、国际邮轮业发展概论、国际邮轮业多种文化环境中工作和生活的基本情况、国际邮轮工作应知应会的专业英语知识及相关技能、对客服务的技巧、对健康与安全的法定要求、卫生和环保实务与管理及安全实务与管理等,是广大学生和邮轮乘务人员从事国际邮轮业的必备用书。该教材和国际邮轮实际工作紧密结合,既可作为高等院校旅游管理类专业、英语专业、海乘专业的双语教学用书,又可作为职业培训或相关专业的参考用书,对学生就业国际化具有重要的现实意义。

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# 前言

邮轮,也称游轮、海上酒店、海上度假胜地和海上城镇等,是集“吃、住、行、游、购、娱”为一体的水上流动酒店或海上度假胜地,除了具备陆地上酒店或度假胜地的一般功能外,还具有交通运输功能。随着世界经济的发展、人们生活水平的不断提高,全球邮轮旅游市场规模一直稳步增长,潜力很大。自20世纪80年代以来,国际邮轮业以年均8%的速度递增,远远高于国际旅游业的整体发展速度,近几年来,更是呈加速增长的态势。据CLIA统计,2014年全球乘坐邮轮出行的乘客达到2300万人次,2015年达到2500万人次,预计2020年为3000万人次;上海国际航运研究中心2015年8月发布的《2030年中国航运发展展望》也预测,2030年,中国每年邮轮旅客量将达到800万至1000万人次,成为全球第一大邮轮旅游市场。国内沿海邮轮和内河邮轮特别是长江邮轮旅游也日益成熟和完善。邮轮业的迅猛发展对邮轮乘务人员无论从数量上还是质量上都提出了更高的要求,尤其需要既有理论知识又有实际操作技能,还要熟悉邮轮知识和精通外语的复合型人才。经过深入调查研究和实地考察,邮轮专业人才无论是在国际上还是在国内都具有良好的就业前景。

国际国内邮轮业的快速发展为邮轮人才的培养和教育创造了良好的条件,提供了绝好的契机。为了适应邮轮教育发展的需要,作者根据自己20多年的科研教学及国内外邮轮实际工作经验,在参考大量海内外有关邮轮资料的基础上,特撰写此教材。该教材内容主要包括学习该课程的意义和目标、国际邮轮业发展概论、国际邮轮业多种文化环境中工作和生活的基本情况、国际邮轮工作应知应会的专业英语知识及相关技能、对客服服务的技巧、对健康与安全的法定要求、卫生和环保实务与管理及安全实务与管理等,是广大学生和邮轮乘务人员从事国际邮轮业的必备用书。该教材和国际邮轮实际工作紧密结合,既可作为高等院校旅游管理类专业、英语专业、海乘专业的双语教学用书,又可作为职业培训或相关专业的参考用书,对学生就业国际化具有重要的现实意义。

本教材主要由武汉轻工大学程丛喜教授撰写并统稿,其他参与本书撰写的人员名单与具体内容是周霄(武汉轻工大学,Part 2中的2.5.1)、邓念梅(三峡大学,Part 2中的2.5.3)、刘保丽(武汉生物工程学院,Part 2中的2.5.4及2.5.5)、陈顺良(武汉交通职业学院,Part 2中的2.5.6及2.5.7)、刘丽莉(武汉职业技术学院,Part 3中的

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程丛喜

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## Part 1

# Information for Studying This Course

## 1. 1 Background for Studying This Course

The cruise ship industry is a new industry, It's also one of the fastest growing job sectors in the world. Five to ten new luxury liners are being built every year, and with that growth there has been an equally impressive boom in the number of available cruise ship jobs. While many of these employment opportunities are aboard luxury cruise ships, students can also find employment on smaller vessels that include everything from eco-tour ships to steamboats and romantic sailing yachts. More and more people begin to join this industry, it's very attractive to Chinese young people on employment and salary.

In the past, there were not many Chinese crew ready for the employment on the cruise ships of international standard, because:

(1) The language was a major obstacle for the Chinese crew to enter the international cruise ship market.

(2) Generally speaking, the Chinese crew lacked the necessary skills for working on the international cruise ship because such type of cruise ships had never existed in China before.

But this situation has changed greatly. Now Chinese government has taken a lot of measures to improve English education, Chinese students' English level has been raised a lot. In addition, more and more students begin to work on the Yangtze River cruise ships, coastal cruise ships, and even some international cruise ships, although their skills are not up to the

international standard, indeed improved a lot.

Our Chinese crew have a lot of merits to be employed on the international cruise ships.

(1) the value of salary With the still relatively lower cost of living in China, specially for those people in the inland, the salary offered for them on board will have much higher value than that in the developed countries and this itself is a very efficient motivation for the Chinese crew. It goes without saying that Chinese crew will value their job very much and this will certainly reflect in their work output, performance, etc.

(2) the availability China has a huge population with an average annual income of US \$ 3200 per person, it is not difficult to imagine that the high wages offered on the cruise ship can definitely and easily attract thousands of highly qualified, motivated young boys and girls to join the cruise industry.

(3) the working attitude of Chinese crew Most of Chinese crew are influenced by the eastern culture and have strong service consciousness. With suitable training, it will not be difficult to mould them into what are required in the international cruise industry.

(4) the discipline of Chinese crew China is a socialist country and it is therefore normal to find most of people are well disciplined and obedient to the superior. In addition, most of the cruise ship training institutes or academies are under semi-military management to ensure the crew sent on board will be disciplinary-minded.

In conclusion, the conditions are ready for Chinese crew to enter the international cruise industry. So our urgent matter is to develop China's cruise ship education to meet all the requirements of the international cruise ship industry and other relevant regulations. If we train our Chinese crew according to the international standards of cruise ships, It's not difficult for them to obtain employment in the international cruise ship industry.

### Notes

1. It's also one of the fastest growing job sectors in the world. 这也是世界上增长最快的就业部门之一。

2. There has been an equally impressive boom in the number of available cruise ship jobs. 邮轮工作岗位也有一个可观的相应增长。

3. From eco-tour ships to steamboats and romantic sailing yachts 从生态旅游船到汽艇和浪漫的帆船游艇

4. a very efficient motivation for the Chinese crew 中国船员的一个非常有效的动机

5. reflect in their work output, performance 反映在他们的工作效率和表现中

6. disciplinary-minded 有纪律意识的

### New words & expressions

sector ['sektə] n. 部分, 部门, 扇形 v. 使分成部分, 把……分成扇形

luxury ['lʌkʃəri] n. 奢侈, 华贵 adj. 豪华的

liner ['lainə] n. 班船, 班机, 衬垫

aboard [ə'bɔ:d] adv. 在船(飞机、车)上 prep. 上(船、飞机、车)

boom [bu:m] n. 繁荣, 激增, 暴涨 v. 兴隆, 大事宣传

employment [im'plɔimənt] n. 雇用, 使用, 利用, 工作, 职业

steamboat ['sti:mbəut] n. 汽船, 轮船

romantic [rə'mæntik] adj. 传奇式的, 浪漫的, 空想的, 夸大的

yacht [jɒt] n. 游艇, 快艇, 轻舟 vi. 驾游艇, 乘游艇

obstacle ['ɒbstəkl] n. 障碍, 妨害物

relatively ['relətɪvli] adv. 相关地

motivation [məʊtɪ'veɪʃən] n. 动机

output ['aʊtput] n. 产量, 输出, 输出量

availability [ə'veɪlə'bɪləti] n. 可得性, 可得到的东西 (或人员), 可用性, 有效性

average ['ævərɪdʒ] n. 平均, 平均水平, 平均数, 海损 . adj. 一般的, 通常的, 平均的

mould [məʊld] n. [亦作 mold] 肥土, 壤土, 模具 v. 用土覆盖, 发霉, 铸造

discipline ['dɪsɪplɪn] n. 纪律, 学科 v. 训练

obedient [ə'bi:diənt] adj. 服从的, 孝顺的

superior [sju:'piəriə] n. 长者, 高手, 上级 adj. 较高的, 上级的, 上好的, 出众的, 高傲的

marine [mə'ri:n] n. 舰队, 水兵, 海运业 adj. 海的, 海产的, 航海的, 船舶的, 海运的

academy [ə'kædəmi] n. (高等) 专科院校, 研究院, 学会, 学术团体, 学院

urgent ['ɜ:dʒənt] adj. 急迫的, 紧急的

requirement [rɪkwaɪəmənt] n. 需求, 要求, 必要条件, 需要的东西, 要求必备的条件

relevant ['relɪvənt] adj. 有关的, 相应的

board n. 木板, (供特殊用途的) 木板, 甲板, 膳食费用, 会议桌, 部 vt. 提供膳食

in conclusion 最后, 综上所述

on board 在船 (火车, 飞机, 汽车) 上

### Exercises

1. What were the weak points of Chinese crew in the past?
2. What are the strong points for Chinese crew to obtain employment in the international cruise ship industry now?

## 1.2 The Target for Studying This Course

After studying this course, the students should:

- (1) Understand the nature of the cruise industry, the hotel department on board, the working and living conditions in a multi-cultural environment.
- (2) Be aware of the statutory requirements of health and safety when working on board a cruise ship.
- (3) Reach to the level of written and spoken English comprehension and obtain the ability to communicate so that safety instructions, and job procedures in both written and verbal English are understood.
- (4) Demonstrate that they can express themselves and inquire basic questions concerning their employment and safety.



## Notes

1. the nature of the cruise industry 邮轮产业的性质
2. in a multi-cultural environment 在多种文化环境中
3. the statutory requirements of health and safety 健康和安全的法定要求
4. safety instructions 安全指令

### New words & expressions

multi-cultural 多种文化的

environment [in'vaiəərənmənt] n. 环境, 外界

statutory ['stætjut(ə)ri] adj. 法令的, 法定的

bring up v. 教育, 培养, 提出, (军队等)调上来, (船)抵达目的地

instruction [in'strʌkʃən] n. 指示, 用法说明(书), 教育, 指导, 指令

procedure [prə'si:dʒə] n. 程序, 手续

verbal ['və:bəl] adj. 口头的

communicate [kə'mju:nikeit] v. 沟通, 通信, (房间、道路、花园等) 相通, 传达, 感染

demonstrate ['demənstreit] vt. 示范, 证明, 论证 vi. 示威

## Exercises

1. What is the target for the students to study this course?
2. What does “the hotel department” mean?



## Part 2

# Overview of the Cruise Industry

## 2.1 What Is a Cruise Ship

Generally speaking, a cruise ship or cruise liner is a passenger ship used for pleasure voyages, where the voyage itself and the ship's amenities are a part of the experience, as well as the different destinations along the way, it is a "floating hotel" which merges dining, accommodation, transportation, travel, shopping and entertainment, etc. into an organic whole, so also called "maritime hotel". Transportation is not the prime purpose, as cruise ships operate mostly on routes that return passengers to their originating port, so the ports of call are usually in a specified region of a continent.

The short names for different ships:

S. S. — Steam Ship

M. V. — Motor Ship

C. S. — Cruise Ship

Name: Allure of the Seas

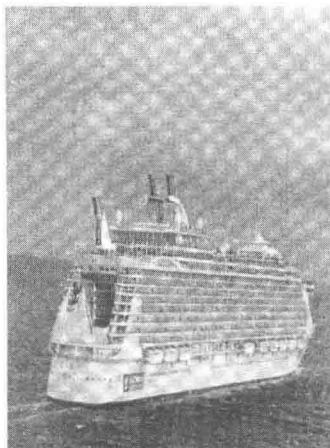
Owner: Royal Caribbean Cruises Ltd.

Class and type: Oasis-class cruise ship

Gross Tonnage: 225,282 tons

Length: 362m (1,187 feet)

Max Beam: 60.5 (198 feet)



Draft: 9.3m (31 feet)

Height: 72m (236 feet) above waterline

Decks: 16 passenger decks

Cruising Speed: 22.6 knots (41.9km/h)

Capacity: 5412 at double occupancy, 6296 maximum

Crew: 2384

Maiden Voyage: 1 December 2010

Number of cabins: 2704

### Notes

1. The short names for different types of ship

S. S. — Steam Ship

M. V. (M. S.) — Motor Vessel (Motor Ship)

C. S. — Cruise Ship

2. Conversion of Length Units

1foot = 12 inches = 30.48cm

1inch = 2.54cm

1nautical mile = 1.852 kilometers = 1.150 miles

3. Max Beam 横梁, (舰船船身等的) 最大宽度

4. originating port 出发港

5. ports of call 停靠港

6. Allure of the Seas 海洋魅力号

### New words & expressions

overview ['əʊvəvju:] n. 一般观察, 总的看法

liner ['laɪnə] n. 班轮, 班机

voyage ['vɔɪdʒ] n. 旅行, 航海, 旅程 vi. 航行, 旅行

amenity [ə'mɪ:nəti] n. 便利设施, 愉快, 礼仪, 举止, (环境等的) 舒适

accommodation [əkəmə'deɪʃən] n. 住处, 膳宿