



全国职业教育旅游服务与管理专业系列规划教材



内附光盘

旅游服务英语

林 群 安锦兰 主 编
李文洁 韩燕燕 副主编

清华大学出版社





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内 容 简 介

旅游从业人员的英语应用水平直接影响着我国旅游业的发展速度与服务质量。本书以学习者应用能力培养为主线,按照旅游活动过程中的食、住、行、游、购、娱等板块逐一进行知识介绍,并通过创设旅游真实情境指导学生实训,以达到学以致用、强化技能培养的目的。

本书定位明确、理论适中、知识系统、图文并茂、内容翔实、案例丰富、贴近实际、操作性强、强化实战演练、通俗易懂、适用范围宽泛,因此本书既可作为职业院校导游和旅游管理专业的教材,也可作为旅游企业在职从业者及管理人员的岗位培训教材,对于广大旅游爱好者也是一本有益的参考读物。

本书附有配套光盘。

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P 序言

reface

随着我国改革开放进程的加快和国民经济高速发展,随着交通管理和通信技术不断进步,随着旅游景区的开发维护和对旅游文化的深度挖掘,随着旅游服务接待设施、设备的不断更新完善,随着居民收入的大幅度提高和节假日闲暇时间的增多,旅游正在日益成为现代社会人们的主要休闲方式和社会经济活动;大众化旅游时代已经到来,旅游业也在以其强劲发展势头而成为全球经济中最具活力的绿色朝阳产业。

根据国家旅游局近年来发布的《中国旅游业统计公报》显示,2007 年我国旅游业总收入首次突破 1 万亿元,2008 年全国旅游人数达 1.71 亿,2009 年在受金融危机影响、全球旅游需求下滑的情况下,国内旅游依然有 11.7% 的增幅,出境游也在持续回升。目前中国继续保持着全球第四大入境旅游接待国、亚洲最大出境旅游客源国的地位。另据国家旅游协会针对旅游经济的调查统计,居民因为旅游而每花 1 元就可以带动相关消费 5 元,直接或间接地刺激行业经济、促进 140 多个相关产业的连带发展。

旅游作为文化创意产业的核心支柱,在国际交往、商务活动、文化交流、赈灾恢复、拉动内需、解决就业、促进经济发展、丰富社会生活、构建和谐社会、弘扬中华文化、加深世界各国人民的友谊等方面发挥着越来越大的作用,因而已经成为我国服务经济发展的重要产业,在我国经济发展中占有举足轻重的位置。近年来,随着全球旅游业的快速发展,特别是北京奥运会、上海世博会、广州亚运会陆续在我国举办,不仅使我国在国际的交往更加频繁,也为我国旅游业的大发展提供了一个难能可贵的良好机遇。为此,2009 年国务院常务会议讨论并通过了《关于加快发展旅游业的意见》,旅游业被正式确立为国民经济的战略性支柱产业,这是党中央和中国政府的伟大战略决策。

当前,随着全球旅游业的快速发展,旅游观念、旅游产品的设计开发、旅游营销模式、旅游企业的运营方式与管理手段及用人标准

等都在发生着巨大的变化,对旅游操作人才的需求也提出了更高的要求。面对国际化旅游业激烈的市场竞争,旅游行业的在职从业人员急需更新观念、提高服务技能、提升业务与道德素质,旅游行业和企业也在呼唤“懂知识、会管理、能操作”的专业性实用型人才;加强旅游经营管理模式的创新,加速旅游经营管理专业操作技能型人才的培养已成为当前亟待解决的问题。

针对我国职业教育“旅游管理”专业知识老化、教材陈旧、重理论轻实践、缺乏实际操作技能训练等问题,为适应社会就业发展急需,满足日益增长的旅游市场需求,我们组织了北京联合大学旅游学院、北京财贸职业学院、黑龙江工商职业技术学院、佛山职业技术学院、广州市商业学校、扬州江海职业技术学院、上海建桥学院、福州职业技术学院及中国旅行社、中国环境旅行社、哈尔滨俄风行国际旅行社、青岛牵手国际旅行社、杭州西湖旅行社、青海省旅行社、北京长富宫中心、青岛红日宾馆、成都顺达旅行社、江西九江飞扬旅行社、首旅集团公司培训部等全国各地的近百余所职业院校和旅游企业多年从事旅游职业教育教学和旅游实践活动的国内知名专家教授与旅游企业经理,共同精心编撰了本系列教材,旨在迅速提高职业院校学生和旅游从业者的专业素质,更好地掌握旅游服务技能,更好地为我国旅游事业作出贡献。

作为职业教育旅游服务技能培养的特色教材,本系列教材融入了旅游运营管理与实操实训的最新教学理念,坚持以科学发展观为统领,力求严谨,注重与时俱进;依照旅游活动的基本过程和规律,根据旅游业发展的新形势和新特点,全面贯彻国家新近颁布实施的旅游法律、法规和旅游业管理规定,按照旅游企业对用人的需求模式,结合解决学生就业、强化理论知识与实践应用的紧密结合,注重实践技能与岗位应用的培养训练,采取通过实证案例解析与应知应会讲解的写法,并注重教学内容和教材结构的创新。

本系列教材依据职业教育“旅游管理”专业的教学大纲和课程设置,以旅游知识和旅游服务岗位技能实训为主线,对帮助学生尽快熟悉旅游服务各工作岗位的操作规程与业务管理,对帮助学生毕业后能够顺利走上社会就业具有特殊意义。

编委会
2010年7月



F 前言 Foreword

随着全球旅游业的快速发展,特别是北京奥运会、上海世博会、广州亚运会陆续在我国举办,为我国旅游业的大发展提供了一个难得的契机。外语是涉外服务的工具,也是对外交流的重要手段,英语作为国际旅行的通用语言和主要的交际工具,旅游服务英语学用的质量将直接影响我国旅游业的服务水平与发展速度。面对国际旅游业激烈的市场竞争,加强旅游服务模式的创新,加速旅游英语专业人才培养,已成为当前亟待解决的问题。为满足日益增长的旅游市场需求,为培养社会急需的旅游英语实用人才,我们组织多年从事旅游英语教学和实践活动的专家教授共同精心编撰了此教材,旨在迅速提高学生和旅游从业者的专业素质,更好地服务于我国旅游事业。

本书作为职业教育导游和旅游管理专业的特色教材,严格按照教育部“加强职业教育,突出实践技能培养”的要求,根据职业教育与教学改革的实际需要,结合全国职业院校技能教学大赛及就业实习反映出的各种问题,作者审慎地对教材内容进行了反复论证、精心设计、深入推敲;本书的出版对帮助学生尽快掌握旅游英语,熟悉应用技巧,走上社会就业,从事职业岗位工作具有特殊意义。

全书共 10 章、21 个单元,按照旅游活动过程中“食、住、行、游、购、娱”等板块进行介绍;注重功能性、真实性、知识性、趣味性、可读性;并通过创设旅游真实情境对话指导学生实训,达到学以致用,强化技能的培养。首先,每个单元均以旅游服务实训开始,使学习者掌握必要的服务常识;然后转入听力与口语任务训练环节,通过“服务场景”,告诉学习者需要掌握的“行业套话”,进一步提高英语会话能力;其次是加强阅读实训,即选择与本单元相关的旅游服务实用文体,如表格填写,或是相关演讲内容;再次是介绍旅游文化;最后是重点词汇扩展,提供与本单元相关的旅游英语词汇。

由于本书融入了旅游英语最新的实践教学理念,突出“以任务



过程为导向,以学生应知应会为核心”的教育模式,具有定位明确、理论适中、知识系统、设计新颖、版式活泼、贴近实际、突出实用、通俗易懂及适用范围宽泛等特点,并注重实践训练的创新性,且采取统一的格式化体例设计,因此本书既适用于职业院校导游和旅游管理专业各学历层次的教学,也可作为旅游企业在职从业者及管理人员的岗位培训教材,对于广大社会旅游爱好者也是一本非常有益的参考读物。

本教材由李大军进行总体方案策划并具体组织,林群和安锦兰担任主编并由林群统稿,李文洁和韩燕燕为副主编;由具有丰富国际导游和旅游教学与实践经验的留美旅游专家蔡丽伟审定。作者分工:安锦兰(第1章、第6章),林群(第2章、第10章),韩燕燕(第3章),董晓霞(第4章),李文洁(第5章、第7章),宋晓星(第8章),杨昆(第9章),韩燕燕、杨昆、李瑶、马瑞奇(附录),张桂霖、郑毅(录音);李晓新负责本教材课件的制作。

在教材编写过程中,我们参阅借鉴、引用了大量国内外有关旅游英语方面的书刊资料,并得到业界专家教授的具体指导,在此一并致谢。由于作者水平有限,书中难免存在疏漏和不足,恳请同行和读者予以批评指正。

本书附有含听力素材、附录、单词表和答案的配套光盘。

编 者

2010年6月



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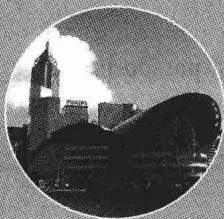
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Communication Activities

Reference



Chapter **ONE** At the Travel Agency

Unit 1 Tour Consultation

In this unit, you will

- learn career skills;
- recommend travel proposal;
- make an FIT tour booking;
- make a group tour booking;
- learn successful selling steps.



Career Skills

Task 1 Read the following question first and discuss with your partner to come up with the possible answer and then listen to the sentences to fill in the blanks.

➡ What may the guests want to know when they are booking a tour?

➤ Where to go?

➤ _____.

➤ How many places to visit?

➤ _____.

➤ How much to pay?

➤ _____.

Task 2 Read the following question first and discuss with your partner to come up with the possible answer and then fill in the blanks with the given words.

rentals, sorting, visas, regulations, accommodations

➡ What are the main obligations of a travel agent?

➤ Assist travelers by _____ through vast amounts of information to help them make the

best possible travel arrangements.

➤ Offer advice on destinations and make arrangements for transportation, hotel _____, car _____, and tours for their clients.

➤ Provide information on customs _____, required documents (passports, _____, and certificates of vaccination), travel advisories, and currency exchange rates.

Words and Expressions

accommodation [ə,kɒmə'deɪʃən] *n.* 住宿

certificate [sə'tɪfɪkət] *n.* 证明书

obligation [ˌɒbli'geɪʃən] *n.* 职责

regulation [regju'leɪʃən] *n.* 规则, 规章

vaccination [ˌvæksi'neɪʃən] *n.* [医] 接种疫苗

advisory [əd'vaɪzəri] *n.* 报告

currency ['kʌrənsi] *n.* 货币

passport ['pɑːspɔːt] *n.* 护照

rental ['rentl] *n.* 租赁

visa ['viːzə] *n.* 签证



Listening and Speaking Tasks

Dialogue 1 Giving Travel Information

Task 3 Listen to the following dialogue at a travel agency and tick (✓) or (×) for the following statements.

1. Jason suggests to Alice a 6-day-5-night package tour to Japan.
2. The package tour is RMB 5,780 yuan per person.
3. The package includes roundtrip economy class ticket.
4. Alice gets a discount.
5. Alice decides to make the reservation.

(Alice is at a travel agency asking about traveling to Japan. Jason is a travel agent, now he is giving travel information to her.)

Jason: Good morning. How can I help you?

Alice: Yes. I'd like to know if you offer any tour program to Japan.

Jason: We do have such programs. May I suggest to you our 6-day-5-night package tour to Japan?

Alice: Very good. How much do you charge for it?

Jason: The minimum price for such a tour is RMB 5,680 yuan. And all prices are on a per person basis.

Alice: Well, I see. What does the package include?

Jason: It includes roundtrip economy class ticket, five-night hotel accommodation and daily



hotel breakfast.

Alice: Can I get a discount?

Jason: This is a special price. We cannot further lower the price. When are you planning the travel, madam?

Alice: Not decided yet. I want to talk it over with my friend first.

Jason: Of course. Just take your time.

Dialogue 2 Booking an FIT Tour

Task 4 Listen to the dialogue and fill in the blanks.

(Harry is at a travel agency asking about the city tour. Daisy is a travel agent, and now she is helping him to join a tour.)

Daisy: Good afternoon, sir! May I help you?

Harry: Good afternoon. I'm thinking about a two-day _____ tour around Beijing.

Daisy: We have several options. Here are the _____. Please have a look.

Harry: Thank you. I'd like to go on the weekend package tour. Is there still _____?

Daisy: Yes.

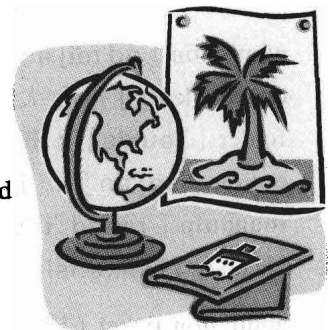
Harry: What's the price for this travel package?

Daisy: Well, right now, it's RMB 500 yuan.

Harry: What does the price include?

Daisy: It includes the _____ tickets, tour guide, coach and lunch.

Harry: Oh, that's reasonable. I'll join the trip.



Dialogue 3 Booking a Group Tour

Task 5 Listen to the dialogue and answer the following questions.

1. What does Emily do at the travel agency?

2. What kind of hotel will they stay in?

3. When will the tour depart?

(Emily is at a travel agency wishing to book a tour for her company. Kevin is a travel agent. He is explaining the details and reserving a tour for her.)

Kevin: Welcome, madam! What can I do for you?

Emily: Yes. I'd like to book a tour for my company.

Kevin: No problem. May I have the name of your company, madam?

Emily: American International Assurance Co., Ltd.

Kevin: For how many people?

Emily: About 30.

Kevin: What kind of tour do you have in your mind?

Emily: We are planning a 5-day tour to Shanghai from May 11 to May 15.

Kevin: I think we can arrange it for you.

Emily: How shall we go there?

Kevin: By air. We usually arrange a flight on a Chinese airline to Shanghai Pudong International Airport directly. Then a coach will transfer the guests to the hotel.

Emily: Sounds good. What kind of hotel shall we stay in?

Kevin: Do you prefer staying in 5-star hotels or some boutique hotels?

Emily: A 5-star hotel will be OK. What places will we visit then?

Kevin: Shanghai, Suzhou and Zhouzhuang. During the trip you will visit Oriental Pearl TV Tower, Shanghai Museum, Yuyuan Garden, the Master of Nets Garden, Tiger Hill and Zhouzhuang Water Town.

Emily: That's good. Please reserve this trip for us.



Words and Expressions

admission [əd'mɪʃən] *n.* 允许进入

coach [kəʊtʃ] *n.* 大客车

folder ['fəʊldə] *n.* 折叠式宣传资料

option ['ɒpʃən] *n.* 选择

roundtrip ['raʊnd 'trɪp] *a.* (车票等)往返的

vacancy ['veɪkənsi] *n.* 空缺

admission ticket 门票

FIT (Family and Individual Tourist) 散客

tour guide 导游

brochure [brəʊ'ʃjuə] *n.* 宣传小册子

discount ['dɪskaʊnt] *n.* 折扣

minimum ['mɪnɪmə] *adj.* 最低的

package ['pækɪdʒ] *n.* 包价项目

sightseeing ['saɪtsi:ɪŋ] *n.* 观光

boutique hotel 精品酒店

package tour 包价旅游

travel agency 旅行社

I. Pair Work: Mini Dialogues

Read the following useful expressions, then make mini-dialogues with your partners. Add more to the list.

Sample dialogue:

A: Good morning. Can I help you?

B: Yes. *I would like to reserve a tour of the city for my group.*

A: How many is it for?

B: Twenty-eight.

1. *I would like to reserve a tour of the city for my group.*

2. May I have the name of the group, sir?

3. Do you need a tour guide?