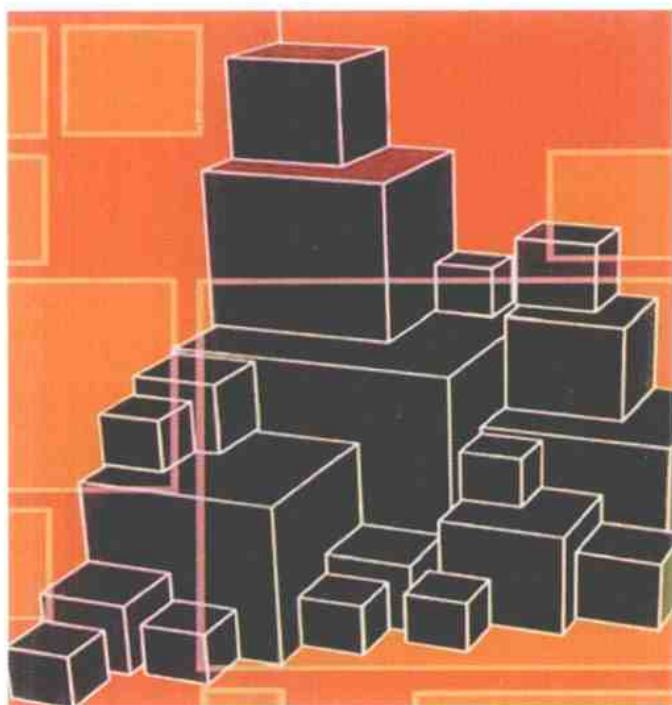




全国高等院校基于工作过程的校企合作系列教材



Practical English for Reception Reference Book

外事接待实务英语 辅导用书

主 编 蔡龙文 胡爱清
企业顾问 胡正东 郑 蓓



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Practical English for Reception

Reference Book

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出版说明

教育部[2006]16号文中提出：“要积极推行与生产劳动和社会实践相结合的学习模式，把工学结合作为高等职业教育人才培养模式改革的重要切入点，带动专业调整与建设，引导课程设置、教学内容和教学方法改革。”与之相对应的课程开发方式和课程内容的改革模式是“与行业企业共同开发紧密结合生产实际的实训教材，并确保优质教材进课堂”。“全国高等院校基于工作过程的校企合作系列教材”正是对外经济贸易大学出版社在高等职业教育课程建设领域的最新研究成果。

本系列教材适用于全国高职高专院校英语专业的商务/应用/外贸/旅游等英语方向以及国际贸易、国际商务或财经类专业的学生；同时适用于全国各高等院校应用型本科英语专业的商务英语方向和国际贸易、国际经济、国际商务及国际工商管理 etc 商科专业的学生。

本系列教材主要呈现以下特点：

1. 体现“基于工作过程”

在我国高等职业教育新一轮课程改革中，我们学习、引进并发展了德国职业教育的一种新的课程模式——基于工作过程的课程模式，指“为完成一件工作任务并获得工作成果而进行的一个完整的工作程序”建立起来的课程体系。

2. 突出“校企合作”

课程体系的“校企合作”以教师和企业人员参与为主体，是“校企合作，工学结合”的人才培养模式发展的必然产物，旨在提高学生的综合能力，尤其是实践能力和就业能力，实现学校教学与工作实践的零距离。

“全国高等院校基于工作过程的校企合作系列教材”的课程方案与传统的课程方案相比，它打破了高等职业教育学科系统化的课程体系，在分析典型职业活动工作过程的前提下，按照工作过程中的需要来设计课程，以突出工作过程在课程框架中的主线地位，整合优化了理论知识与实践活动。教材编写过程中，教师结合自身的教学实践、调研论证和外贸专家对工作岗位的实际要求来安排课程结构和内容，形成了具有特色的基于工作过程的校企合作系列教材体系。

本套教材包括《外贸函电与单证实训教程》、《商务翻译实务》、《国际市场营销实务》、《商务英语函电》、《国际贸易实务（英）》、《商务谈判实务（英）》、《酒店实务英语》、《旅游实务英语》、《会展实务英语》、《商务英语口译》、《外事接待实务英语》、《商务礼仪实

务英语》、《涉外企业管理实务》、《旅游英语口语》、《进出口报关实务》、《外贸跟单实务》、《国际商务单证实务》、《国际货运代理实务》和《商务英语视听说》等教材。作者都是本专业的“双师型”教师，不仅具有丰富的语言教学经验，而且具备企业第一线的工作经历，主持或参与过多项国家或省市级相关科研项目，这为本套教材的编写质量提供了有力的保证。

值得注意的是，本系列教材不是封闭的，它随着教学模式和课程设置的变化，将不断推出新的教材，丰富整个体系。

同时，本套教材均配有辅导用书和 PPT 课件等立体化教学资源，供教师教学参考（下载网址：<http://www.uibep.com>）。

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Module One

Preparing for the Reception

接待准备

Learning Objectives

When studying this module, you will learn about:

- making room reservations for foreign guests
- preparing gifts for foreign guests
- arranging initial meetings
- some reception etiquette

Section I Related Information

1. Intercultural Communication Tips

Working across cultures is a new experience for many people. Intercultural communication can be a dynamic and creative affair but occasionally due to the inability to interpret people correctly it can be a challenge. Building an understanding of other people's cultures, their communication styles and behaviors can go a long way in improving relationships and being more successful in an intercultural environment.

Even without trawling through lots of books, articles or even taking part in an intercultural communication workshop, it is possible to implement some basic principles to help improve one's intercultural communication skills. The following intercultural communication tips are provided to help people working in international and multicultural environments get some basic insight into dealing more effectively with people and not letting culture become an issue.

Be Patient: Working in an intercultural environment can be a frustrating affair. Things may not get done when expected, communication can be tiresome and behavior may be inappropriate. Patience with yourself and others helps move beyond such issues and address how to avoid similar incidents in the future.

Establish Rules: Sometimes if working in a truly intercultural team it may be necessary for all to take a step back and set down some ground rules. i.e. how do we approach punctuality, meetings, communication, emails, disagreements, etc.? It is always a good idea to try and develop the rules as a group rather than have them imposed.

Ask Questions: When you don't understand something or want to know why someone has behaved in a certain way, simply ask. Asking questions stops you making assumptions, shows the questioned you did not understand them and helps build up your bank of intercultural knowledge.

Respect: The foundation of all intercultural communication is respect. By demonstrating respect you earn respect and help create more open and fruitful relationships.



The Written Word: Sometimes people who do not have English as their mother tongue will read more proficiently than they speak. It is a good idea to always write things down as a back-up.

Time: Not everyone in the world thinks “time is money”. Understand that for many people work is low down on the priority list with things like family taking a much higher precedence. Do not expect people to sacrifice their own time to meet deadlines. It is good practice to always leave a bit of spare time when considering deadlines.

Humor: In an intercultural environment one man’s joke is another’s insult. Be wary of differences in the sense of humor and also the acceptability of banter and the like in a business environment.

Always Check: The easiest way of minimizing the negative impact of intercultural communication is to check and double check. Whether agreeing something or giving instructions, a minute spent double checking all parties are ‘reading from the same sheet’ saves hours of work later on down the line.

Be Positive: When faced with incidents of an intercultural nature steer clear of blame and conflict. Stay positive, analyze the problem areas and work as a team to build strategies and solutions to ensure the same never occurs again.

Self-reflect: A good intercultural communicator not only looks outwards but also inwards. Take time to reflect on your own communication, management or motivation style and see where you can improve as an individual.

Research into the area of intercultural communication and working in a multicultural environment continues to show that the culturally diverse team is usually the most inventive and vibrant. However, unless businesses and individuals start to address the area of intercultural communication as a serious business issue, this potential will not be realized.

(<http://www.buzzle.com/editorials/7-27-2006-103686.asp>)

2. Gift Giving in Various Cultures

Exchanging gift items is a very popular and common practice across multifarious culture worldwide. Gifts can be given or exchanged in special occasions like cultural festivals or social events and can be given as rituals. They can be handed over to people as a gesture of appreciation, indebtedness, thankfulness

or gratitude. All over the world, every culture has its very own personal way of exchanging and accepting gifts and in most cases, the practices are as different as salt and sugar. However, there are certain very vital factors which need to be borne in mind before presenting someone with a gift. First and foremost is to ensure the value of the gift and in these cases one should invest similar to the amount that the other person has invested on a gift. The occasion and timing of handing over the gift is extremely important as well. One should be well aware of the etiquettes followed by various cultures and at times one must also keep the religious concerns in mind while presenting one with a gift item.

In countries like China and Japan, it is considered mandatory that gifts are offered and received with both hands. It is a polite gesture according to their custom and a gift once received, the receiver must thank the giver in full heart. The gifts should never be opened in front of the one who has presented the gift and in most cases gifts are opened after the guests have left unless personally insisted by the guest to open the gift. In case of professional situations, gifting is equivalent to bribing in China and therefore it is considered as illegal. In China, the color of the gift is also an important deciding factor. Liquors are commonly gifted according to Jewish customs as wine is a very significant part of their religious belief. Much on the contrary, Muslim cultures forbidden alcohol and Muslims usually use their right hand in offering or receiving gifts as the left hand is considered unclean. Hindus too are wary about using the left hand though they may use either hands or the right one in receiving and offering gifts. They are against opening gifts at the time they are received. In European countries, gifts are appreciated immensely though they are not handed over as a ritual unlike Asian countries. Wines, liquors and handicrafts are appreciated by European cultures and during social celebrations, exchange of customary gifts are common as it is across all cultures.

(<http://www.articlesbase.com/business-articles/gift-giving-in-various-cultures-293972.html>)

3. Check List for Meeting

A. General

- a. Select hotel and block rooms someplace.
- b. Select site for meeting sessions.



- c. Arrange transportation between hotel and meetings if necessary.
- d. Be sure lunch is available near meeting site.
- e. Make arrangements for meeting of Division Committee.
- f. Arrangements for business meeting.
- g. Location for registration table, bulletin board, message center.

B. Registration/Announcement letter

- a. Announcement of meeting—where, when, registration fee, approximate cost of banquet, proposed length of papers including discussion.
- b. Meeting registration of Meeting registration form—name, address, affiliation, banquet, paper, projection equipment.
- c. Abstract/billing form (on one sheet)—with name and address to whom it should be sent.
- d. Hotel registration card.
- e. Miscellaneous announcements.
- f. Deadlines for submitting each form.
- g. Information about transportation from airport to hotel.

C. Acknowledgement Letter (at least to those presenting papers)

- a. Paper accepted.
- b. Time allotted for paper and discussion.
- c. Guidelines for paper presentation.

D. Meeting Sessions

- a. Arrange for projectors (35mm, overhead, 3×4), spare bulbs, screen, extension cord, microphone, tables for projectors, podium, pointer, blackboard, chalk, erasers.
- b. Have personnel to set up equipment and for projectionists.
- c. Arrange for coffee at breaks.
- d. Select chairmen for each session.

E. Banquet

- a. Choose location (make certain of total cost-gratuity, tax, minimum

- number, etc.).
- b. Select menu.
- c. Arrange for cocktails.
- d. Select head table, toastmaster, speaker.
- e. Arrange transportation or provide maps if necessary.

F. Registration

- a. Arrange for abstract booklet preparation.
- b. Personnel for registration table.
- c. Name tags.
- d. Receipt book for registration, banquet, etc.
- e. Information brochures for local restaurants, attractions, etc.
- f. Have a file record for each person coming.

([http:// dda. harvard. edu/aboutdda/handbook/checklist. html](http://dda.harvard.edu/aboutdda/handbook/checklist.html))

4. Meeting Tips—Arrange Your Room the Right Way

As any good business leader will know the key to success is preparation and determination. These two essential traits should find themselves form the basis of much of your daily working life—however, understanding how to make the most of opportunities is important to both preparation and determination. It is strange that when businesses get together to strategize via a business meeting that the meeting can lead not to progression but frustration and anger.

So how exactly do you ensure that meetings will go smoothly? Firstly, define the goals of the meeting and ensure each meeting room attendee knows exactly why the meeting has been called. Whilst this might seem a rather simple tip it is again surprising to see so many businesses fail at the first hurdle by going into meetings without knowing exactly why the meeting was being called in the first place. Secondly, produce an agenda based on the goals. Do not make it too ambitious and split each agenda point into a time allocated section. What this enables you to do is to state clearly how long you think the meeting will be, which is essential for ensuring the meeting does not over run. Thirdly, once you have the goals and timings, you can decide the layout of the room. Why is layout important? Depending on your goals, the layout of the room and seating arrangements could



mean the difference between an engaging committee and segregated groups of delegates. Below is a list of the most popular meeting room layouts:

- **Type:** Class Room Style

Meeting style: Rows of tables with chairs grouped in sections and with tables facing the front of the room.

Good for: Meetings that require note taking. Police enforcement agencies use class room style meetings during briefing scenarios as it allows them to communicate with a large group of officers whilst giving officers desks for note taking.

- **Type:** Hallow Square Style

Meeting style: Tables are arranged in a square with all delegates seated on the outside of the square. All delegates will be able to see one another and have space for writing and note taking. The meeting leader will be seated at the head of the main table.

Good for: The hallow square is useful for meetings that have multiple speakers and likely to instigate questions. This arrangement really works well with small groups of delegates rather than large groups as the bigger the group of people the wider the distance between opposite delegates and those sat perpendicular to the line of sight.

The Hallow Square Style is also a much more formal arrangement with the heads of tables clearly defined.

- **Type:** Auditorium Style (also known as Theatre Style)

Meeting style: Performance presentations, conference speaker, MD/CEO company performance overviews

Good for: The U-shape is extremely complimentary for presentation style meetings whereby the focus is visual communication. Board of Directors meeting, committee meetings and discussion groups are particularly applicable due to the requirement to not only convey information to a group of delegates but also to facilitate discussion between groups with a main reference point (i.e. the visual). This method is also useful in visual pitch presentations that require focus to be set on the presentation or product as you have a central point.

- **Type:** U-shape

Meeting style: Tables are arranged in a U-shape with delegates seated on the outside of the U. A focal point is arranged at the join point of the U—either audio visual equipment or other visual document.

Good for: An effective method for lectures and meetings that require a lot of note taking. This method is even more popular for law enforcement agencies that require project briefings. The “class room” style is useful for project briefs that require a lot of note taking and potential audience participation.

Not Particularly Good for: large company meetings, informal meetings, morale boosting events, appraisals...

- **Type:** Board Room

Meeting style: A rectangular (or oval) table is set up with chairs around all sides. Both ends of the table are reserved either for visual communication technology or for most important figureheads.

Good for: The most widely used “meeting room” arrangement, which unsurprisingly is also the easiest to set up. This style is as easily applicable to creative brainstorming as to board meetings. Whilst the arrangement can be scaled up to 2-3 tables, generally delegate numbers are small so it is most suitable for regular small meetings that requires note taking, discussion and short presentations. It is not particularly useful for larger groups of people.

- **Type:** Banquet Style (also known as Cabaret style)

Meeting style: Even though we suggest that meetings should not be really for taking people out for lunch, in this case, the whole point is to convey messages through a central presentation whilst the audience eat.

Good for: This method is particularly useful for conference style meetings and popular amongst charity fundraisers. Often the message of the meeting is less formal and intended to boost the morale of the audience or boost the emotional attachment between the audience and speaker. This method is especially useful when a business wishes to give positive news.

- **Type:** Coffee Shop/Pub Meeting Style

Meeting style: This style is entirely dependent on the establishment—often sofas and coffee tables or pub benches arranged in any manner.

Good for: Whilst these are quite difficult to plan the coffee shop/pub meeting is often seen by many freelancers and managers as a useful



morale boosting/client relations tool. The informal nature is useful for strengthening relations and more emotional goals rather than conveying business goals. Unfortunately a lot more people rely on these types of meetings as they find themselves away from their office desk or operate a business that does not have a central base.

With careful planning you can ensure that your meeting goes pretty much without any hitches. Arrangements according to meeting goals can ensure your delegates have ample note taking space, optimal viewing conditions and, most importantly, are comfortable enough to take part in the meeting. If you do not have a central base of operations then consider using an external meeting rooms company. The benefit of an external meeting room is the fact that you simply tell the company your requirements and they will create a layout to suit you. Whatever you do make sure you have a good meeting.

(<http://ezinearticle.com/?Meeting-Tips—Arange-Your-Room-the-Right-Way&id=2144629>)

Section II Useful Expressions

1. Holiday Hotel, Reservations. May I help you?
2. I'd like to book a double room for Tuesday next week.
3. I'd like to book a single room with bath from the afternoon of October 4 to the morning of October 10.
4. For which dates, please?
5. Let me check if we have a room available.
6. May I have your name, please?
7. Who's calling, please?
8. Would you please fill out the registration form?
9. What's the rate for one person per night?
10. What's the price difference?
11. A double room with a front view is 140 dollars per night, one with a rear view is 115 dollars per night.
12. I think I'll take the one with a front view then.

13. How long will you be staying?
14. We'll be leaving on Sunday morning.
15. Do you accept traveler's checks?
16. Here is the key card to Room 4312.
17. When shall I check out?
18. Any time before 11:00 a.m.
19. I have made a room reservation here.
20. I would like to stay in the hotel. (I would like to check out.)
21. What kind of room do you prefer?
22. Please tell me your room number.
23. You may check out before 12:00 p.m.
24. We would like to pay by credit card.
25. And we look forward to seeing you next Tuesday.

Section III Extended Activities

I. Vocabulary

1. Complete the sentences with the following words. Change the form where necessary.

| | | | | |
|---------|-------------|-------------|-------------|--------------|
| inquire | available | reserve | facility | confirmation |
| charge | put through | traditional | comfortable | occasion |

- 1) I will call to _____ the prices of the rooms in this hotel.
- 2) Please _____ to the hotel receptionist.
- 3) It's _____ to eat turkey at Thanksgiving in the United States.
- 4) Men should wear ties on formal _____.
- 5) The room you want to reserve is not _____ now.
- 6) Have you made the _____ for our guests?
- 7) What _____ can the five-star hotel offer?
- 8) Our guests are quite satisfied with the _____ rooms we have reserved for them.



- 9) We need _____ in writing before we can send your order out.
10) The hotel _____ me \$100 for a room for the night.

2. Match the following words with their English explanations.

- | | |
|----------------|---|
| 1) comment | A. written or spoken remark giving an opinion on, explaining or criticizing (an event, a person, a situation etc) |
| 2) arrange | B. (esp. on radio or television) person who presents a programme |
| 3) approve | C. estimate or plan of how money will be spent over a period of time, in relation to the amount of money available. |
| 4) assess | D. person or group of person who participate in sth. |
| 5) budget | E. separate sth. into parts and give a share to each person or thing. |
| 6) participant | F. say, show or feel that sth is good or acceptable or satisfactory. |
| 7) distribute | G. plan the details of (a future event); organize in advance. |
| 8) presenter | H. estimate the quality of sth. |

II. Reading

Different Attitudes towards Gift Giving

People's attitudes towards gift giving may vary from country to country, even though the desire to convey a feeling of friendship is often universal. Here is an example to illustrate the differences. In the typical Japanese gift giving style, the gifts tend to be substantial and expensive. However, it is not required to attach a thank-you note or card to the gift. Japanese people may express their gratitude and friendship directly through the gift they have carefully chosen and given to the very person they love and respect.

In contrast, you are likely to get more cards than gifts in the United States. A card may come with a small gift or no gift at all. In general, American people don't care very much whether the gift is expensive or not. As a matter of fact, your gift to them would be appreciated all the more if you make it yourself instead of buying it from a store. And the words on the card seem to be the most important thing. When someone does not have a card at hand, he or she would write a thank-you note on a