

高等学校旅游管理专业系列教材

# 旅游商务英语

范广丽 主编

韩如冰 袁立辉 副主编

高等教育出版社

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## 内容简介

《旅游商务英语》是本科旅游管理专业英语教材,是大学基础英语的后续教材。全一册,供一学期使用。

本书以培养应用创新型人才为目标,围绕旅游相关商务活动编写。除传统的饭店管理、旅游餐饮等主题外,还涵盖了旅游营销、旅游交通、旅游需求、国际会议/展会、医疗旅游、体育旅游和客户满意度等主题。本书从最新英美旅游商务资料中选材,注重借鉴、吸收旅游商务活动中的新内容、案例,去粗取精,力求新颖、前沿,注释力求综合、客观。

本教材既适合作高等学校旅游管理专业英语教材和企业培训的参考资料,也可供旅游企业中高层管理人员和旅游行业从业人员使用。

## 图书在版编目(CIP)数据

旅游商务英语 / 范广丽主编. -- 北京: 高等教育出版社, 2015. 4

ISBN 978-7-04-042259-7

I. ①旅… II. ①范… III. ①旅游-商务-英语-高等学校-教材 IV. ①H31

中国版本图书馆 CIP 数据核字(2015)第 040408 号

策划编辑 张欣  
插图绘制 杜晓丹

责任编辑 张一欣  
责任校对 胡美萍

封面设计 张志  
责任印制 尤静

版式设计 童丹

出版发行 高等教育出版社  
社 址 北京市西城区德外大街 4 号  
邮政编码 100120  
印 刷 北京宏信印刷厂  
开 本 787mm×960mm 1/16  
印 张 11.5  
字 数 210 千字  
购书热线 010-58581118

咨询电话 400-810-0598  
网 址 <http://www.hep.edu.cn>  
<http://www.hep.com.cn>  
网上订购 <http://www.landaco.com>  
<http://www.landaco.com.cn>  
版 次 2015 年 4 月第 1 版  
印 次 2015 年 4 月第 1 次印刷  
定 价 24.00 元

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# 前言

教育部已将旅游管理提升为一级学科。现正在多元整合背景下,通过顶层设计对旅游商务活动进行挖掘、拓展,构建“行业引领、学院推进”的“企校合作”以及“产学研协同”的合作机制,以提升旅游管理专业人才培养及核心竞争力。在此大环境下,我们编写了本教材。

## 教材特色

本教材以主题为导向,同一单元涉及同一旅游商务活动主题,旨在拓展学科专业知识,巩固语言基础。教材编写遵循外语教学的客观规律,能够满足旅游管理类、酒店管理类、会展旅游类专业的学生在达到大学英语四级后对旅游商务英语教材的需求。

教材重点突出从事不同旅游商务活动所使用的词汇、术语和习惯表达,使学生通过教材的学习,在理解的基础上将所学落实到使用上。选材精细、题材广泛,注重真实、新颖、难度适中。内容涉及旅游过程中发生的商务活动,包含旅游会展、旅游餐食、医疗旅游、旅游交通、旅游需求、酒店管理、旅游营销和顾客满意度等;语言规范,既有知识性,又具可思性,同时注重选取实际旅游商务活动典型案例,使学生能够学以致用。

本教材共分8个单元。

每单元遵循主题的输入(阅读)、输出(说/写/译)综合教学原则:每单元收入同一主题的课文两篇,其内容为旅游商务活动的某一方面。听力材料、口语内容和课文A、课文B均围绕主题展开。既有口语内容,又有读写译练习。

习题统一编号,以主观试题为主,约占80%;客观试题仅占约20%。通过练习培养学生英语应用能力,真正使学生达到学以致用目的。练习具有针对性和实用性,从提高学生语言应用能力出发,有的放矢,难易适中,便于练习。既利于巩固学生英语语言基础,又能更好地培养学生在旅游商务活动中的综合应用能力,使其能够在今后的学习、工作中用英语进行有效的交流。

为了有助于学生掌握基本词语和基本专业词汇,教材将单词分为两大类:Words and Expressions 和 Terms,在每个任务之前列出。教材后附有总词汇表,以便学生查阅。

## 教材单元体例

**热身任务** 首先扫清词汇和术语障碍。热身材料后配有主观试题和回答问题，同时要求学生根据材料逐句复述。填空练习使学生更加关注拼写、语法等细节，回答问题要求注重句子层面上的完整、通顺，为今后的双语、全英课程记笔记打下良好的基础。

**口语任务** 仍然是先扫清词汇和术语障碍。首先是与同学练习对话，然后做是非题，并最终模仿编对话，完成从输入到输出的转换。

**阅读课文 A** 课文 A 包括课文、词汇习语、术语、注释。课文文化长为短，任务具体，可操作性强，形式新颖。学了就能理解，懂了就能使用。学习目标有针对性，更加具体化。教材的真实性、趣味性和实用性符合当今旅游商务活动人才培养的需求。英语学习兼具工具性和人文性，文化背景知识的拓展在教学活动中十分必要。课文注释多为对与旅游文化内容相关的词汇、术语的解释，为学生阅读扫清障碍。练习部分主要包括下列几方面：

**阅读理解 (Reading Comprehension)** 是非题、阅读理解填空题；

**词汇 (Vocabulary)** 选择填空题、词汇匹配题。

**写作 (Writing)** 题。考虑到学生有参加大学英语四、六级考试的实际需要，此题为大学英语四、六级考试难度。

**阅读课文 B** 选取的旅游商务活动中的鲜活案例，或为主课文的具体案例，或为主课文的知识拓展，以帮助学生进一步理解单元内容在行业中的具体运用。扩展单元内容的词汇和表达法。为了方便阅读，课文 B 的词汇注释列在课文中。练习包括讨论题、英译中题和中译英题。题目既有旅游方面的，也涉及文化方面。课文 B 既可课堂讲授也可用于自学。

本书编者均为北京联合大学旅游学院教师，具有长期的大学英语、旅游管理英语、酒店英语教学经验，具备多年大专院校教材的编写经验及高度负责的工作态度。具体分工：韩如冰负责第 1、第 5 和第 7 单元的撰写；范广丽负责第 2、第 3 单元的撰写；袁立辉负责第 4、第 6 和第 8 单元的撰写。范广丽负责整体框架、全书体例和统稿工作。

本书编写力求服务旅游商务活动现状，强调学以致用。在编写的过程中，查阅了大量的参考资料，不能一一列出，在此一并表示衷心的感谢。由于编者水平有限，书中难免有疏漏之处，敬请专家和读者批评指正。

编者

2014 年 10 月

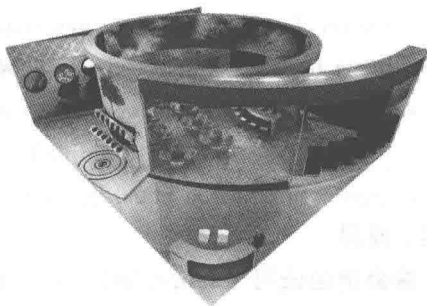
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# Unit 1

## Exhibition Services



*After learning this unit, you should be able to:*

- \* know how to provide services to exhibitors and visitors;
- \* know how to invite a new customer to attend an exhibition;
- \* distinguish the difference between types of meetings;
- \* get familiar with some terms in the field of exhibitions and conferences;
- \* know how to make a meeting plan.

### Warm-up Tasks

#### Planning a Trade Show



### Words and Expressions

logistical *adj.* of or relating to the management of labor providing and materials



supplies 后勤方面的, 物流的

constructor *n.* someone who contracts for and supervises construction (as of a building) 建造者; 制造商

eye-catching *adj.* seizing the attention 引人注目的; 耀眼的

carrier *n.* a person or firm in the business of transporting people or goods or messages 承运商

checklist *n.* a list of items (names or tasks etc.) to be checked or consulted (核对用的) 清单

## ■ Terms

trade show 销售展, 商展

freight forwarders 展会货运公司

value-for-money 物超所值的; 特惠的

temporary staff agencies 临时的工作人员机构

installation and dismantling labor 安装和拆卸的工人

publicity arrangement 宣传安排

exhibit storage 展品存储



*Read the following passage carefully. Fill in the blanks with phrases and expressions provided below. Make changes where necessary.*

a list of

a variety of

furniture and facility

need and preference

run smoothly

specialize in

Planning and executing a **trade show** isn't easy. Lacking attention to details, organizing a trade show can quickly become a **logistical** nightmare. The trade show organizers must select a time and place for the event, attract the trade show exhibitors, and manage thousands of details in order to make the event a success. Firstly, the organizers should provide 1. \_\_\_\_\_ trade show services before an exhibition. For instance, organizers can offer the exhibitors 2. \_\_\_\_\_ designers and **constructors** who 3. \_\_\_\_\_ creating **eye-catching** trade show exhibits. The rest services could be: providing official **freight forwarders**, official air express companies, official **carriers**, **value-for-money** hotels, etc. Secondly, during an exhibition, organizers could also provide services to

make the exhibition 4. \_\_\_\_\_, such as **temporary staff agencies**, printing services, security services, official business center, **installation and dismantling labor**, mobile phone charging services, keeping cleaning, Internet access at the fair, parking, free shuttle bus, 5. \_\_\_\_\_ rental, **publicity arrangement**, **exhibit storage**, etc. Finally, in order to make the trade show more attractive, the organizers can provide additional services, such as childcare services, especially for the exhibitors and visitors with young children. Organizers can even supply an easy to use trade show checklist to prospective exhibitors to help simplify their planning efforts. Exhibitors' 6. \_\_\_\_\_ should also be considered when planning meals, entertainment and seating arrangements.



*Check your answers. And repeat the passage sentence by sentence until you learn the details by heart.*



*Answer the following questions according to the passage.*

7. Why should the organizers provide quality services to the exhibitors?

\_\_\_\_\_

8. What additional services should the organizers provide when they want to make the trade show more attractive?

\_\_\_\_\_

### **Speaking Tasks**

#### **Calling a New Customer to Attend the Exhibition**



## ■ Words and Expressions

prospective *adj.* of or concerned with or related to the future 预期的；未来的  
exposure *n.* presentation to view in an open or public areas (商品等的) 展览，陈列 gain ~ to 接触到

a (high) volume of a great deal of 大量的，很多

integral *adj.* constituting the undiminished entirety 构成整体所必需的；基本的

ground-level *adj.* that is at or nearest to the level of the ground 地面的

configuration *n.* an arrangement of parts or elements 布局；结构

rewarding *adj.* providing personal satisfaction 有益的；值得的

## ■ Terms

international convention and exhibition company 国际会展公司

the Yellow Pages 黄页

maximize investment 投资收益最大化

enhance brand awareness 增强品牌意识

build strategic relationships 建立战略伙伴关系

market share 市场份额

craft solid messages 打造可靠坚实的信息

target audience(s) 目标客户 (群)

distinctive value 独特的价值



*Work in pairs. Practice the dialog with your partner.*

### Calling a New Customer to Attend the Exhibition

*Dana Smith, the Sales Manager of a famous international convention and exhibition company, is calling John Weld, the Marketing Manager of a toy company, and invite him to attend the 23rd International Toy Exhibition to be held in London.*

**Miss Smith:** Good afternoon. May I speak to Mr. John Weld, the Marketing Manager of Lezhi Toys, please?

**Mr. Weld:** Speaking, please. Who's that?

**Miss Smith:** This is Dana Smith, the Sales Manager of Kuntai International

**Convention and Exhibition Company.** I got your message from **the Yellow Pages** and I'm calling to see if you are interested in the 23rd International Toy Exhibition.

**Mr. Weld:** We'd love to. But you know we are a medium-sized company and have never attended any exhibitions.

**Miss Smith:** Never mind. If you want to **maximize investment** and make the most of **prospective** business, an exhibition will provide a unique opportunity to gain **exposure** to a high volume of potential clients.

**Mr. Weld:** Yes, I think so. Opportunities to contact possible customers are important.

**Miss Smith:** You are right. Besides, in the exhibitions, you can **enhance brand awareness**, **build strategic relationships**, and obtain or grow your **market share** with new prospects. Of course, you can introduce your new products and services, maintain and expand existing customer relations, develop partnerships and alliances, among a host of other opportunities.

**Mr. Weld:** I see. Attending exhibitions is a good way to do advertisement. But what are the keys to reach my trade show objectives?

**Miss Smith:** **Crafting solid messages** is an **integral** part of reaching trade show objectives. Meanwhile, you can connect with your **target audience(s)** to communicate clearly the **distinctive value** your company brings.

**Mr. Weld:** When are you going to hold the exhibition?

**Miss Smith:** We plan to hold the exhibition in mid-July in London. We can offer a total of more than 80, 000 square meters of exhibition space.

**Mr. Weld:** Well, can you tell us more details?

**Miss Smith:** Sure. There are 15 **ground-level** exhibition halls, and flexible separation and combination of the halls are available on demand to meet various **configuration** needs.

**Mr. Weld:** Sounds good. Thank you so much. It sounds so **rewarding** to attend your exhibition. I will discuss with my boss and call you later.

**Miss Smith:** OK. We're looking forward to your calling! Goodbye.



*Repeat the dialog and decide whether the statements are true or false. If it is true, put "T" in the space provided or "F" if it is false.*

\_\_\_\_ 9. This is the first time for Lezhi Toys to attend the large-scale International

Exhibition.

10. There are many advantages attending exhibitions, such as making the most of investment, enhancing brand awareness, and getting a great number of clients as many as possible.

11. Lezhi Toys has decided to take part in the International Exhibition.



*Work with your partner to create your own dialog.*

## Reading Passage A

### Types of Meetings, Conventions and Expositions



#### Meetings

1 Meetings are conferences, workshops, **seminars**, or other events designed to bring people together **for the purpose of** exchanging information. Meetings can take any one of the following forms:

- **Clinic:** A **workshop**-type educational experience in which **attendees** learn by doing. A clinic usually involves small groups **interacting with** each other on an individual basis.

- **Forum:** An assembly for the discussion of common concerns. Usually experts in a **given field** take opposite sides of an issue in a **panel discussion**, with liberal opportunity for audience participation.

- **Seminar:** A lecture and a dialog that allow participants to share

experiences in a particular field. A seminar is guided by an expert discussion leader, and usually 30 or fewer persons participate.

- **Symposium:** An event at which a particular subject is discussed by experts and opinions are gathered.

- **Workshop:** A small group led by a **facilitator** or trainer. It generally includes exercises to enhance skills or develop knowledge in a specific topic.

2 The reason for having a meeting can **range from** the presentation of a new sales plan **to** a total quality management workshop. The purpose of meetings is to affect behavior. For example, as a result of attending a meeting, a person should know or be able to do certain things. Some outcomes are very specific; others may be less so. For instance, if a meeting were called to **brainstorm new ideas**, the outcome might be less **concrete** than for other types of meetings. The number of people attending a meeting can vary. Successful meeting require a great deal of careful planning and organization. In a major convention city, convention delegates spend **approximately** \$423 per day, almost twice that of vacation travelers.

3 Meetings are set up according to the wishes of the client. The three main types of meeting setups are theater style, classroom style, and boardroom style.

- Theater style generally **is intended for** a large audience that does not need to make a lot of notes or refer to documents. This style usually consists of a raised platform and a **lectern** from which a presenter addresses the audience.

- Classroom setups are used when the meeting format is more **instructional** and participants need to take detailed notes or refer to documents. A workshop-type meeting often uses this format.

- Boardroom setups are made for a small number of people. The meeting takes place around one block **rectangular** table.

### **Association Meetings**

4 Every year, there are thousands of association meetings that spend millions of dollars **sponsoring** many types of meetings, including regional, special interest, education, and **board meetings**. When choosing a location, the association meeting planner considers the destination's availability of hotel and facilities, ease of transportation, distance from attendees, transportation costs,

and food and beverage. Members attend association meetings voluntarily, so the hotel should work with meeting planners to make the destination seem as appealing as possible.

### Conventions and Expositions<sup>[1]</sup>

5 Conventions are generally larger meetings that include some form of exposition or **trade show**. A number of associations have one or more conventions per year. These conventions raise a large part of the association's budget. A typical convention follows a format like this:

- Welcome/registration
- Introduction of president
- President's welcome speech, opening the convention
- First **keynote** address by a **featured** speaker
- Exposition **booths** open (equipment manufacturers and trade suppliers)
- Several workshops or presentations on specific topics
- **Luncheon**
- More workshops and presentations
- **Demonstrations** of special topics (e. g., **culinary** arts for a hospitality convention)
- **Vendors'** private receptions
- Dinner
- Convention center closes

### Types of meetings

6 There are different types of meetings and purposes for having a meeting. There are **annual meetings**<sup>[2]</sup>, meetings held by private or public companies or board and committees, there are **fund-raisers**, and there are professional and technical meetings. Popular types of meetings include:

7 **Annual Meetings** Annual meetings are meetings that are generally held every year by corporations or associations to inform their members of previous and future activities. In organizations run by volunteers or a paid committee, the annual meeting is generally forum for the election of officers or representative for the organization.

**8 Board, Committee Meetings, Seminars and Workshops, Professional and Technical Meetings** Board meetings for corporations must be held annually and most corporations hold meetings monthly or four times a year. Of course, not all are held in hotels, but some are, and that **bring in** additional **revenue**. Committee meetings are generally held at the place of business and are occasionally held in hotels. Seminars are frequently held in hotels as are workshops and technical meetings. To meet these needs, hotels and convention centers have convention and meeting managers who go over the requirements and prepare proposals and event orders and budgets.

**9 Social, Military, Educational, Religious, and Fraternal Groups (SMERF)**<sup>[3]</sup> Often these groups are **price conscious**, due to the fact that the majority of the functions sponsored by these organizations are paid for by the individual, and sometimes the fees are not tax **deductible**. However, SMERF groups are **flexible** to ensure that their spending falls **within the limits of** their budgets; they are a good **filler** business during **off-peak times**—meaning they frequently bring hotels business during otherwise quiet times.

**10 Incentive Meetings**<sup>[4]</sup> The incentive market of **MICE**<sup>[5]</sup> continues to experience rapid growth as meeting planners and travel agents organize **corporate** incentive travel programs to reward employees for reaching specific targets. Incentive trips generally vary from three to six days in length and can range from a **moderate** trip to an extremely **lavish** vacation for the employee and his or her partner. The most popular destination for incentive trips is Europe, followed closely by the Caribbean, Hawaii, Florida, California. Because incentive travel serves as the reward for the unique **subset** of corporate group business, participants must **perceive** the destination and the hotel as something special. Climate, recreational facilities, and sightseeing opportunities are high on an incentive meeting planner's list of attributes to look for.

## ■ Words and Expressions

seminar *n.* any meeting for an exchange of ideas 研讨会

for the purpose of in order to 为了…… (的目的)

workshop *n.* an occasion when a group of people meet and work together in order to share and develop ideas about a particular subject or activity 专题讨论



会; 讲习班

attendee *n.* a person who is present and participates in a meeting 出席者  
interact with gain mutual effect 相互作用, 互相配合

forum *n.* a public meeting or assembly for open discussion 讨论会; 论坛  
in a given field in a certain field 在某一领域

symposium *n.* a conference for the presentation of scientific or scholarly  
research papers 讨论会; 专题报告会

facilitator *n.* someone who makes progress easier 帮助者; 推进者  
range from ... to ... vary from ... to ... 从……到……; 从……到……

范围  
brainstorm new ideas pool the wisdom of the masses 集思广益

concrete *adj.* definite; positive 确实的, 明确的, 确定的

approximately *adv.* nearly; about 近似, 大约

be intended for mean 意指; 为……准备的

lectern *n.* desk or stand with a slanted top used to hold a text at the proper  
height for a lecturer 讲台

instructional *adj.* of or relating to or used in instruction 指导的, 教育的

rectangular *adj.* having four right angles 矩形的, 长方形的

sponsor *v.* assume responsibility for or leadership of 发起; 赞助; 倡议

exposition *n.* exhibition of goods, etc. 展览会, 博览会

keynote *n.* the principal theme in a speech 主旨

featured *adj.* made a feature or highlight; given prominence 作为特色的;  
有……特征的

booth *n.* a tent or small building where goods are sold or games are played  
售货棚, 摊位

luncheon *n.* a midday meal 午宴; 正式的午餐

demonstration *n.* a show or display; the act of presenting sth. to sight or  
view 示范; 表达

culinary *adj.* of or relating to or used in cooking 厨房的; 烹调的

vendor *n.* someone who promotes or exchanges goods or services for money  
自动售货机; 小贩; 卖方; 供货商

fund-raiser *n.* a social function that is held for the purpose of raising money  
募捐者, 募捐活动