

· 海南热带海洋学院专业提升工程规划教材 ·

Practical Cruise English

邮轮实用英语

主 编 / 付玉萍 单 岩



中国海洋大学出版社
CHINA OCEAN UNIVERSITY PRESS

本教材获海南热带海洋学院教材基金资助

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中国海洋大学出版社

· 青岛 ·

图书在版编目 (CIP) 数据

邮轮实用英语 / 付玉萍, 单岩主编. —青岛: 中国海洋大学出版社, 2018.3

ISBN 978-7-5670-1720-7

I.①邮… II.①付… ②单… III.①旅游船—旅游服务—英语 IV.①U695.1

中国版本图书馆CIP数据核字 (2018) 第043251号

邮轮实用英语

出版发行	中国海洋大学出版社
社 址	青岛市香港东路23号 邮政编码 266071
网 址	http://www.ouc-press.com
出 版 人	杨立敏
责任编辑	潘克菊
电 话	0532-85902533
电子信箱	44066014@qq.com
订购电话	0532-82032573 (传真)
印 制	日照报业印刷有限公司
版 次	2018年3月第1版
印 次	2018年3月第1次印刷
成品尺寸	185 mm × 260 mm
印 张	21.5
字 数	509千
印 数	1-1000
定 价	56.00元

如发现印装质量问题, 请致电0633-8221365, 由印刷厂负责调换。

前言

目前我国邮轮旅游业呈现井喷式发展势头，但却面临着人才严重匮乏的窘境，对邮轮旅游相关高素质英语复合型人才的需求更是迫在眉睫。2015年，海南省政府出台了建立海南省国际邮轮游艇人才培训中心、支持省内高校开设邮轮游艇旅游相关专业等措施，着力解决邮轮游艇产业管理人才匮乏问题。因此，我们群策群力编写了本教材。

大型国际邮轮就像五星级酒店，配备餐饮、商场和休闲娱乐设施，集餐饮、美食、文化休闲、旅游和购物于一体。《邮轮实用英语》以邮轮服务工作过程为载体，按照国际邮轮对客户服务核心岗位（即邮轮前台服务、客房服务、餐饮服务、船上休闲娱乐服务和海上安全应急等岗位）对服务者能力的需求不同，将教学内容整合为五个章节。每个章节依据相应岗位的服务职责和关键环节安排不同内容的几个单元，每个单元的内容都精心设计服务情境，配以相关图片、音频和视频，便于教师充分调动学生兴趣，以英语为工具，模拟主动对客户服务、解答客人问题、应对突发情况、记录工作日志等工作过程，逐个环节去掌握国际邮轮服务与管理的基本知识和岗位操作技能。

教材每个单元均由三部分组成：Dialogues，Passage Reading和Supplementary Reading。Dialogues包含两个与邮轮服务内容相关的对话，配以相应的音频和听说练习，训练学生

的听说技能；Passage Reading包含两篇短文，旨在巩固提高并进一步拓展学生的邮轮知识和表达能力。

本书可供旅游相关专业学生和教师使用或参考。书中涉及内容丰富，建议在二年级或三年级使用，分一至两个学期学完，也可根据学生实际选用相关内容。

本书由海南热带海洋学院多名经验丰富的教师组成编写团队，在深入邮轮公司调研的基础上倾力编写而成。参编人员分工如下：何军民：第1章，约30千字；付玉萍：第2章1~3单元，约60千字；陈媛媛：第2章4~6单元，约43千字；高毅：第3章1~3单元，约45千字；李领娣：第3章4~6单元，约36千字；王春华：第4章1~3单元，约60千字；梁远翥：第4章4~6单元，约55千字；刘鹏：第5章1~2单元，约42千字；王佳音：第5章3~5单元，约58千字；张家荣：第6章，约61千字。

由于编者水平有限，书中难免有不足之处，敬请各位专家、同仁指正！

编者

2018年3月

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1 Chapter

Introduction to Cruise

General Introduction

The first chapter launches the specialized textbook. It introduces the history of cruising and cruise ship, and also forecasts the future of cruising and cruise ship, worldly and in China as well. The aim of this chapter is to let the reader know the landscape of cruise.

Learning Objectives

By the end of the chapter, you will be able to catch a glimpse of:

- the history of cruise ship industry;
- the birth and development of Hainan cruise industry;
- the charming experience of cruise;
- the cruise industry as the fastest growing segments of the tourism industry.

Overview of the Chapter

A cruise ship provides easy access to some of the world's most popular destinations as 71% of the surface is covered by water. The definition of cruise is put forward as 'to make a trip by sea in a liner for pleasure, usually calling at a number of ports'. The insight into the cruise ship industry can be gained by charting the history of cruising in terms of identifying not only where and how the concept of cruising arose, but also in trying to predict where it is going. Some 'Oasis' and 'Eagle' class cruise ships—the *Queen Mary 2* (QM2) and the Oasis of the Seas, etc.—are taken as cases in point to introduce the pinnacle of the contemporary cruise ship industry. How to measure the size of a ship and the five specific features of cruises that appeal to travelers are outlined. The cruise experience embodies a series of powerful motivators for many tourists. Moreover, cruising is presented as being both cost effective and value high. For over 30 years, cruising is one of the fastest growing segments of the tourism industry.

◆ Unit 1 ◆

Rise of Contemporary Cruise Industry

In this unit, you will catch a glimpse of:

- the rise of contemporary cruise ship industry;
- the size of cruise ships;
- the charming experience of cruise;
- the cruise industry as the fastest growing segments of the tourism industry.

Background

The current chapter is not intended to be inclusive but rather to flag up significant moments over the last 200 years.

Part 1 Dialogues

Dialogue 1: The cruise ship and a typical day on it

Scene: Todd asked Shuan about his cruise ship trip.

Pre-listening questions:

- 1) What is the cruise ship like?
- 2) What's a typical day on a cruise ship?

Todd: Oh, nice, but from the harbor you got on the cruise ship. What was the cruise ship like?

Shuan: Oh, it was absolutely massive. It was about 8 stories high. And the first two stories were just for cabins, I'm sorry the first three stories were for cabins and the next story was all shops and then the story above that, it was night club, a casino, an art

exhibit, an indoor pool. And on the top deck of course were the outdoor pool, bar and another night club, and few more pools. And it was the biggest ship I think I've ever seen.

Todd: That sounds awesome. So how do you spend your time on a cruise ship? Like, what's a typical day on a cruise ship?

Shuan: A typical day, when you wake up, you probably hang out at around noon and then you head to the top deck to sunbathe for a few hours and as soon as you start to get red you head in, have another few drinks, maybe swim in the pool for a bit, head down to the arcade room (街机室), play a few games and head to the pizzeria, have some lunch, late lunch, and then it would be back outside on the deck and play some deck games.

Todd: So on the ship did you see any shows or anything?

Shuan: Yes, actually one of the biggest rooms on the ship is the theatre room. It's about two stories high. We saw magic shows. We saw even a play, oh and also stand up comedy (脱口秀) which was pretty good.

Dialogue 2: The cabins on the cruise ship

Scene: *Two friends are talking about the cabins on the cruise ship.*

Pre-listening questions:

- 1) What furniture is there in a second-class cabin?
- 2) On which floor is the home for the crew?

A: I've just noticed that our cabin is on the third floor.

B: Yes. We are far away from the ship engine.

A: Look, the second class cabins are over there, located at the front of the ship.

B: What a big cabin! There, only two beds in it and with an air conditioner, a fridge and a bathroom.

A: It's really a modern compartment.

B: Yes, I think so, too. No wonder a second-class seat costs \$585 while ours (third-class seat) is only \$185.

A: The top floor is for the crew. They are very much like home, aren't they?

B: Yes, the crew needs a home on the ship because they spend most of their time on board.

A: You're right. Let's go downstairs to the second floor.

Words and Expressions

massive ['mæsi:v] *adj.* very large in size, quantity, or extent 巨大的；庞大的

typical ['tɪpɪkəl] *adj.* having the usual qualities or features of a particular type of person, thing or group 典型的；有代表性的

compartment [kəm'pɑ:tmənt] *n.* one of the separate sections which a coach/car on a train is divided into 隔间

Exercises

Exercise 1: Item Matching Task

Task 1: Match the English expressions with their corresponding Chinese names.

1. _____ Cabins

2. _____ Casino

3. _____ Art Exhibit

4. _____ Arcade Room

- A. 赌场

B. 街机室

C. 客舱

D. 艺术展馆

Task 2: Match the expressions on the left column with the best meaning on the right.

1. _____ hang out

2. _____ sunbathe

3. _____ pizzeria

4. _____ stand up comedy

- A. a shop where pizzas are made and sold

B. to spend time in a casual way

C. expose one's body to the sun

D. a comic style in which a comedian performs in front of a live audience

Exercise 2: Words and Expressions Task

Complete the following sentences with words or expressions in the dialogues.

1. People _____ in the nude on the rocks above the creek.

2. Before long, he a full _____, complete with doves and a teenage assistant.

3. On the way home, we shared our first class _____ with a group of businessmen.

Exercise 3: Listening and Speaking Task

Listen to the dialogue. Fill in the blanks according to what you hear and then read it.

Ship Wreck of Titanic

A: I heard that the shipwreck of Titanic was due to its collision with an iceberg?

B: Yes. Each year about _____ icebergs survive the long journey from Greenland

and Baffin Bay and float into the warm waters off the coast of Newfoundland. In _____ the steamship _____ struck one of these icebergs. It sank with a great loss of life. Shortly after, the Ice Patrol was founded to patrol the shipping lane near Newfoundland during the iceberg season.

A: But the patrol must be dangerous there since there were so many floating icebergs. How was this task _____?

B: The patrol is carried out by one or two U.S. Coast Guard (美国海岸警卫队) boats. They locate and chart every iceberg in the waters and the information is radioed to nearby ships. _____ nations pay the costs of the patrol service.

A: Oh, I see. But when is the safest time for ships to cruise there?

B: Icebergs begin to threaten shipping in _____. It is in _____ that the patrol boats are busiest. During that month, an average of _____ icebergs must be located and charted. By _____ the danger is over.

Part 2 Passage Reading

Text A: A History of Cruising

Pre-reading question:

What are the characteristics of cruise?

It could be argued that our planet Earth is, in one significant sense, misnamed. This is because 71% of the surface is covered by water. Air travel has been cited as a major influence in supporting changing leisure activities, yet even a novice can recognize the opportunities for considering sea- and water-based vacations using ships as floating resorts. A cruise ship provides easy access to some of the world's most popular destinations and this simple statement holds the key to the current success that the cruise industry enjoys.



A cruise is defined as ‘to make a trip by sea in a liner for pleasure, usually calling at a number of ports’ (*Collins English Dictionary*). It is characterized by the ship being similar to a mobile resort, which transports passengers (guests) from place to place. Today ships are not viewed as a means of transport but as floating hotels. Increasingly they are being viewed as floating resorts, mimicking their land-based counterparts with restaurants, bars, sports facilities, shopping centers, entertainment venues, communication centers, etc. Cabins are becoming larger and more luxurious. The trend is for more cabins to have windows and/or balconies.



Considerable insight can be gained when charting the history of cruising in terms of identifying not only where and how the concept of cruising arose, but also in trying to predict where it is going. Some cruise ships of historical importance are listed below, not intended to be inclusive but rather to flag up significant moments over the last 200 years:

In 1843, Isambard Kingdom Brunel's ship *the Great Britain*, 3270 GRT, was launched. This ship is the first iron-hulled (铁壳), propeller-driven (螺旋桨驱动) customer vessel.

In 1858, customers paid to join *the Ceylon*, a P&O (铁行渣华船务有限公司) vessel, for what is considered the first cruise.

In 1867, Mark Twain featured a P&O voyage from London to the Black Sea in his novel *The Innocents Abroad*.

In 1911, *Victoria Louise* became the first vessel to be built exclusively for cruising.

On 12 April 1912, *the Titanic* sank after colliding with an iceberg.

In 1929, P&O's *Viceroy of India* was introduced. It was the most impressive ship of its time, featuring the first use of turbo-electric (涡轮电力的) power and the first onboard swimming pool. It was a dual-purpose liner (UK to India) and luxury cruise.

In 1934, the luxury cruise liner RMS *Queen Mary* was launched. With 1,174 officers and crew and 2,000 customers, the ratio was less than 2 : 1.

In 1958, first transatlantic commercial jet aircraft crossing lead to the demise (死亡) of the liner market and the downturn of business for many cruise companies.

In 1966, cruise industry recovered—mainly centered on the UK.

In the 1970s, new cruise companies established—1% of holidaymakers took cruise holidays. Cruise companies worked closely with airlines to develop combined products—fly-cruise.

In the 1990s, consolidation (联合) and globalization lead to mergers (合并) and acquisitions.

In the 2000s, segmentation (细分) and lifestyle cruising sustained growth for the North American market (8% annually) from 1980 to 2000.

In 2003, Cunard's *Queen Mary 2* launched (150,000GRT).

In 2006, NCL launched freestyle concept.

In 2010, the total worldwide cruise market estimated to be almost \$30 billion, with Carnival Corporation in control of a 51.6% share of worldwide revenue and Royal Caribbean 25.6%.

Much is said about the size of contemporary super-cruisers. The example mentioned above, with the introduction of 'Oasis' and 'Eagle' class cruise ships, leading up to the launch of the *Queen Mary 2* (QM2) and then the *Oasis of the Seas* are cases in point. The ship as a destination with sophisticated onboard facilities and a much enhanced product is linked to economies of scale achieved through the construction of larger vessels. This aspect of cruising has captured the public's attention and the implications are, of course, important in terms of the political, economic, social, technological, legal and environmental issues. However, in basic terms, the sizes of cruise ships provide interesting comparison. Currently, the largest vessels can carry around 6,000 customers and the smallest fewer than 100 customers. Cunard-Lines' *Queen Mary 2*, is 150,000 GRT. Princess Cruises' *Grand Princess*, weighs in at 108,806 GRT, while Hebridean Island Cruises' the *Hebridean Princess* is 2,112 GRT. Royal Caribbean's *Allure of the Sea* (220,000 GRT) is marginally the largest cruise ship at sea; the ship is 5 centimetres longer than sister ship *Oasis of the Seas*.

Words and Expressions

mimic ['mɪmɪk] *vt.* imitate (a person, a manner, etc.), especially for satirical effect 模仿

counterpart ['kaʊntərpɑːt] *n.* a person or thing having the same function or characteristics as another 相对应的人或物

luxurious [lʌg'zʊəriəs] *adj.* displaying luxury and furnishing gratification of the senses 豪华的; 奢侈的

insight ['ɪn,sart] *n.* 洞悉; 深入了解; 深刻见解
a case in point 例证

implication [ˌɪmplɪ'keɪʃən] *n.* 可能引发的后果

Exercise 4A: Reading Comprehension Task**Choose the best answer according to Text A.**

- Why, in a sense, is Earth misnamed?
 - Because air travel has changed leisure activities.
 - Because the opportunities are recognized for considering sea- and water-based vacations.
 - Because water covers the majority of the surface of the planet.
 - Because easy access to some of the world's most popular destinations is provided by cruise ships.
- In “mimicking their land-based counterparts” (Line 5, Para.1), what does “counterparts” refer to?

A. coaches	B. trains
C. hotels	D. restaurants
- In “to flag up significant moments over the last 200 years” (Line 4, Para.2,), “flag...up” means _____.

A. wave a banner	B. raise the flag
C. be proud of	D. draw attention to sth.
- The Innocents Abroad* is written by _____.

A. Mark Twain	B. Earnest Hemingway
C. Bob Dylan	D. Charles Dickens
- In the 1970s, the combined products—fly-cruise are _____.

A. Flying-saucer	B. Water-air transportation
C. Cruise with booster	D. Trip by air and cruise

Text B: The Fastest Growing Segments of the Tourism Industry**Pre-reading question:**

Why do cruise lines and cruise trade associations claim that cruising is one of the fastest growing segments of the tourism industry?



For over 30 years, cruise lines and cruise trade associations have been repeating the same message over and over again: that cruising is one of the fastest growing segments of the tourism industry. Indeed, passenger numbers, cruise line revenues, the number of cruise ships and their berth capacities have been increasing enormously since the late 1970s. New ships keep arriving on the market at an impressive rate, and judging by the published occupancy rates of major cruise lines, it seems that, by and large, demand is keeping up with supply.

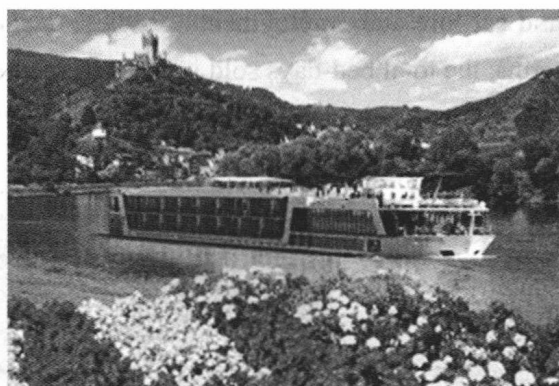
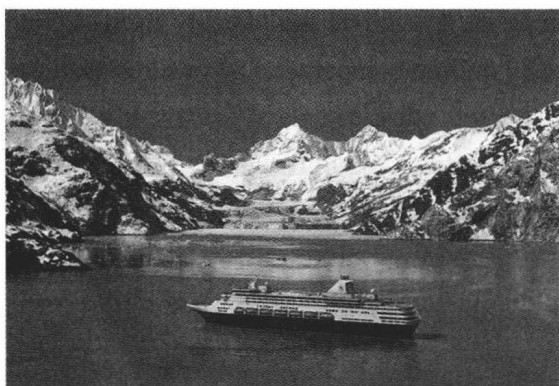


The industry employs approximately half a million officers and crew, as well as an estimated 75,000 employees ashore, operating 281 ships worldwide, achieving in excess of 90% occupancy and generating \$26.6 billion a year. Indirectly, the industry provides employment for other third-party businesses, including food suppliers, engineering services, manufacturers, port agents and authorities, transport companies, tourist companies, hotels, destination companies, and car-hire and employment agencies. In relation to the growth of the industry in marketing terms, the total bed-days sold in 2010 were almost 137 million compared to 64 million bed-days sold in 2002 and 35 million bed-days sold in 1997.



The cruise industry has evolved markedly since the early days of the first passenger ships. This evolution has included excursion voyages, transatlantic travel, the demise of passenger ships, and the advent of modern cruising. The industry is now growing rapidly and is one of the major areas of tourism growth at the start of the new millennium. According to the Cruise Lines International Association (CLIA) (2016), during 2015 there were 39 cruise lines in Europe, operating 123 cruise ships with a capacity of around 149,000 lower berths (下铺). An estimated 6.59 million European residents booked cruises, a 3.1% increase over 2014. The revival of cruising has taken place in the last four decades, and today it forms a small but growing part in the global tourism industry. The growth of cruise tourism is phenomenal.

The cruise industry has grown and continues to grow enormously in scale. It is frequently regarded as being a small but significant sector of the tourism industry, but this description fails to recognize the inherent qualities and attributes that support the claim that this is an industry in its own right. It is believed that the time is right for those involved in the cruise industry – and particularly the professionals in the hotel department onboard – to be more vocal in identifying their status within what is a unique industry. This is stated to be appropriate because, while it is reasonable to categorize the cruise business as being related to tourism, leisure, hospitality and/or maritime industries, the maritime context modifies the way that tourism and hospitality are practiced. The ships are travelling internationally, people live onboard for lengthy contracts, maritime culture pervades with resultant strengths and challenges because of the notion of a community at sea, and safety at sea is critical. The business of operating what is virtually often a large-scale mobile tourist destination at sea is unique and the complexities support the claim that this world is best referred to as the international cruise industry.



The cruise industry in the twenty-first century is characterized by remarkable resilience (弹性) and double-digit growth. The cruise industry attracted 20 million passengers in 2009, and 14.3 million people took a cruise in 2010. The cruise industry has enjoyed dynamic growth over decades, driven initially by demand from North America and more recently by growing demand from Europe and the rest of the world, especially Australia and China.