

Practical English
for Tourism



旅游

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实用英语

主编 谭宗燕



WUHAN UNIVERSITY PRESS

武汉大学出版社



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全国旅游专业规划教材



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编者的话

随着中国旅游业的飞速发展，旅游市场对旅游服务与管理人才的素质提出了更高的要求，各大旅游企业、旅游机构急需新一代既精通旅游业务又谙熟外语的高级服务人才与中高级管理人才。本书正是为了适应现代旅游业对高技能人才的迫切需求，以培养和提高学习者的英语交际能力为主要目的而编写的实用性教材。本书以旅游行业的典型工作流程为主线，课程设计从游客订房到入住酒店、景点介绍、旅游购物、娱乐消遣、机场送别、处理投诉等，涵盖旅游服务“吃、住、行、游、购、娱”六大要素，涉及住宿、餐饮、娱乐、购物等各种旅游活动。本书选取旅游工作中的真实语料作为教学材料，内容翔实，富有时代感和实用性，既注重语言基础的培养，又有利于学习者职业素质与技能的提高。本书在编写模式上进行了精心设计，具有如下特点：

1. 内容组织方面

传统的行业英语图书在内容组织上通常会涉及听、说、读、写、译各项技能，虽然内容全面，但重点不突出。本书以岗位实际技能训练为主要目标，在内容组织上以旅游、酒店各种岗位和情景为主线，以对话为主，阅读文章为辅，在扩大读者阅读量的基础上，着力提高学习者的英语听力和口语表达能力，重点突出，主线鲜明，可以让学习者真正体验旅游行业的典型工作情景，进而有的放矢地学习英语。

2. 教材结构方面

本书根据旅游服务的实际流程来编写，共有 15 个单元。每个单元包含 Background and Warm-up(背景介绍和热身讨论)、Dialogues(情景会话)、In-depth Reading(精读篇章)、Further Reading(泛读篇章)、Applied Listening and Speaking(实用听力和口语训练)。对话和课文配备了 Vocabulary(词汇)、Useful Expressions(实用词组)、Notes(注释)、Follow-up Exercises(精读篇章相关练习)以及 Reading Comprehension(泛读篇章练习)等环节。

3. 教学设计方面

本书凸显了在一线服务和现场“以口头交际为主”的旅游行业特点,坚持“听说领先”原则,突出情景教学和任务教学。

(1)职业性和实用性是本书的特色,在教学内容的组织上以岗位情景和 workflows 为主线,在教学方法上主张任务教学,重点强化听说实用技能的培养,确立教学“以学习者为中心”,使学习者在做中学,在与他人合作中学。

(2)在巩固语言知识的基础上,侧重英语输出技能的培养。本书为学习者的英语使用提供了词汇(Vocabulary)、句型(Useful Sentences)和对话(Dialogues)等语言输入,使学习者在进行实训练习时不会感到无话可说;然后再通过口语实训(如为角色扮演环节精心设计的任务),使学习者在实际操练中切实提高综合运用英语的能力。

(3)本书配有丰富的练习,设计上突出多样性(理解判断、阅读填空、听写填空、图表练习、英汉互译等)和可操作性。练习的难度循序渐进,训练的重点始终围绕该单元的主题和核心语言能力进行,以不断提高学生自主学习的能力。

(4)每个单元都设计了“精读篇章”和“泛读篇章”,选材内容紧扣主题,目的是增加学习者的语言输入,引导学习者对本单元所学内容进行深入的了解和思考。

本书的听力实训部分均配有录音文件。为方便教和学,本书为学习者提供了练习答案。本书适合具有高职高专及以上学历的旅游、酒店及相关专业学习者使用,也可作为旅游、酒店从业人员的培训和自学用书。

本书由武昌理工学院文法与外语学院谭宗燕老师编写。在编写本书的过程中,编者得到了武昌理工学院旅游和酒店管理专业相关师生的大力支持,在此表示衷心的感谢。本书在选材上,借鉴了国内外相关报刊文章及相关网站资源,在此一并表示诚挚的感谢。由于时间仓促,编者水平有限,疏漏之处在所难免,恳请广大同行和使用者批评指正,以便及时更正和改进,使之不断完善。

编者

2018年4月

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Unit 1

Booking a Tour



Learning Objectives

After learning this unit, you should be able to:

- know different tour types
- deal with tour inquiries
- book hotels and flights for customers
- book tours for customers



Background and Warm-up

Have you ever reserved a hotel room? What information do you think both parties should get during the conversation—the customer and the reservationist?

Requests for reservations are received at the hotel through different means—by telephone, email, fax, on the internet or even by the guest in person. Which way do you prefer?

The first contact most guests will have with the hotel is through the reservation Department. Therefore, the reservation Department plays a vital role in establishing an excellent first impression, as well as providing efficient and good-quality service. The Reservation Department is responsible for carrying out the following duties:

1. receiving the reservations
2. taking care of all reservation-related procedures
3. formulating the reservation report
4. updating the periodical report of guest resources
5. keeping in contact with guest resources
6. maintaining accurate files on all reservations

specific reservation duties also include:

7. acquiring information about the reservation: name, telephone number, date of arrival and

departure, room types, payment method, and any special requests.

8. ensuring room availability
9. filling in the reservation form
10. thanking the guest for choosing the hotel
11. recording all relevant information in the reservation log

During peak tourist seasons, when no rooms are available, the reservation receptionist should apologize to the guest for the inconvenience. For example: "I am terribly sorry, madam, but we do not have a room available for the 20th at this time. So, I am afraid we are not able to guarantee you a room for that particular day."

Before ending the call, however, the reservation receptionist should offer help to the guest by suggesting some alternatives. An example of this may be:

"Would you like us to place you on our waiting list and contact you in case that we have a cancellation? If you would like, we can also try to find you a room in another hotel nearby."

Because of occasional late cancellations or "no-shows," the hotel may experience lost profits. One solution to prevent this problem is "overbooking," which means hotels deliberately take more room reservations than the actual number of rooms available.

When guests ask for any modifications, the reservation receptionist should make sure all requests to be changed. Also, they should make all necessary arrangements for the specific changes, as well as maintain any materials related to that change. If the request cannot be satisfied, receptionists should promptly explain this to the guests, and propose any possible solutions (such as alternative rooms or hotels). When a cancellation does occur, receptionists should adjust the reservation report accordingly and promptly notify any related departments as necessary.

► Questions for Discussion

1. What is the importance of the Reservation Department in a hotel?
2. What are the responsibilities of the reservationists?
3. What does "overbooking" mean? Why do you think hotels will take overbooking?
4. How should reservation clerks deal with modifications or cancellations?



Dialogue 1

Personal Reservation

(A: Clerk B: Guest)

A: Good Morning. Holiday Inn Hotel. What can I do for you?

B: Good morning. I'd like to make a reservation from 11th to 13th; that's three days in all.

- A: All right. Single or double room?
- B: Single room, please.
- A: Yes, we have a single room available.
- B: How much will it be for one night?
- A: A single room is \$ 80 per night.
- B: Does that include breakfast?
- A: Yes, it includes a continental breakfast and a morning newspaper.
- B: That sounds fine. I'll take a single room.
- A: OK, sir. May I have your name and contact number, please?
- B: It's John Brown. The phone number is 0335-54455555.
- A: Let me confirm the details with you, Mr. Brown. One single room, check-in date Monday the 11th, check-out date Wednesday the 13th. The room rate will be \$ 80 per night. Am I correct?
- B: Yes, that's right. Thank you. Goodbye.
- A: Thank you for your reservation, Mr. Brown. Goodbye.

► Vocabulary

reservation	[ˌrezəˈveɪʃn]	<i>n.</i>	预订
single	[ˈsɪŋɡl]	<i>adj.</i>	单一的
double	[ˈdʌbl]	<i>adj.</i>	双人的
available	[əˈveɪləbl]	<i>adj.</i>	可以得到的, 空闲的
include	[ɪnˈkluːd]	<i>v.</i>	包括
continental	[ˈkɒntɪnəntl]	<i>adj.</i>	大陆的
contact	[ˈkɒntækt]	<i>n.</i>	联系
confirm	[kənˈfɜːm]	<i>v.</i>	确认
detail	[ˈdiːteɪl]	<i>n.</i>	细节
per	[pə(r)]		每
rate	[reɪt]	<i>n.</i>	房价

► Notes

1. 酒店房间类型

单间房: 一般是一间面积为 16m²至 20m²的房间, 内有卫生间和其他附属设备。房内设

一张单人床的叫单人间,这样的房间适合商务旅游的单人住用。

双人间(标准)房:内设两张单人床或一张双人床,这样的房间适合住两位客人和夫妻同住,也适合旅游团体住。

套间房:由两间或两间以上的房间(内有卫生间和其他附属设施)组成。

双套间:一般是连通的两个房间。一间是会客室,一间是卧室。卧室内设两张单人床或一张双人床。这样的房间适合夫妻或旅游的人住用。我国饭店的大多数客房属于这种类型。

大床间:该房间放置一张双人床,一般适合夫妻或商务客人使用;新婚夫妇使用时,称“蜜月客房”。

三人间:一般是房内放置三张单人床,供三位宾客同时入住,属经济性房间。目前在高档饭店中此类房间极少,多以在双人间加一张折叠床的方式来满足三人同住。

组合套间:这是一种根据需要专门设计的房间,每个房间都有卫生间。有的由两个对门的房组成;有的由中间有门有锁的相邻两个房间组成;也有的由相邻的各有卫生间的三个房间组成。

多套间:由三至五间或更多房间组成,有两个卧室各带卫生间还有会客室、餐厅、办公室及厨房等,卧室内设特大号双人床。

高级套间:由七至八间房组成的套间,走廊有小酒吧。两个卧室分开,男女卫生间分开,设有客厅、书房、会议室、随员室、警卫室、餐厅、厨房,有的还带有室内花园。

立体套间:由楼上、楼下两层组成,楼上为卧室,面积较小,设有两张单人床或一张双人床。楼下设有卫生间和会客室,室内有活动沙发,同时可以拉开当床使用。

2. 客房术语

Room Status 房间状态

Clean	干净的
Dirty	脏的
Vacant	空的
Occupied	占用的,有人住的
VC: Vacant Clean	干净的空房,即 OK 房,可直接出售,安排客人入住
OC: Occupied Clean	干净的住房或干净的占用房
VD: Vacant Dirty	脏的空房
OD: Occupied Dirty	未打扫干净的住房
D/L: Double Locked Door	双锁的房间
GRS: Guest Refused Service	客人拒绝服务
C/I: Check In	入住的房间

C/O: Check Out	离店的房间
VIP: Very Important Person	非常重要的客人
DND: Do Not Disturb	请勿打扰
OOO: Out of Order	严重坏房
OOS: Out of Server	轻微坏房
Discrepant Room	矛盾房
Sleep Out	外宿房
Skipper	未结账即离房,逃账房
Light Luggage Room	只带有少量行李的客房
No Luggage Room	无行李房

Reservation Status 预订状态

Arrivals	预抵达
Arrived	已到达
Stay Over	在店
Due Out	预离

3. 酒店付费方式介绍

每日平均房价 (average daily rate, average room rate)

每间可销售房收入 (revenue per available room)

门市价 (rack rate): 是由前厅管理层制定的标准价格, 列在房价表上, 告诉各个客房的销售价格。

门槛价 (hurdle rate): 在营收管理中, 它是某一日期可接受的最低房价。

促销价 (promotion rate): 这种价格给予那些属于有吸引力的团体中的个人, 以激励他们的惠顾。在淡季期间, 也会把这种价格给予某位客人, 以提高出租率。

公司或商务价或协议价 (contract rate): 这种价格给予那些经常为饭店或其连锁集团提供客源的公司。

团队价 (group rate): 这种价格给团队、会议和使用饭店的大型公司。

奖励价 (encouragement rate): 为了获得客源和盈利, 这种价格给予那些有业务往来的商务公司和客人, 如旅行社和航空公司的客人。有时也向领队、会议策划人、旅游代表以及能带来客源的其他人提供奖励价格。

家庭房价 (family-plan rate): 为携带儿童的家庭保留的房价。

小包价(mini package rate): 一间客房加其他活动(如提供早餐、打高尔夫球、网球或捆绑在一起)的停车价格。

赠送价或免费(complementary): 给特殊客人和/或重要人士的房价。赠送价通常指免收房费,但客人用餐、打电话等其他消费需要另付款。

服务费(surcharge): 通常为 15% 左右。

欧式计价(European Plan, 简称 EP): 这种计价只计房租,不包括餐费,为世界上多数饭店所采用。

美式计价(American Plan, 简称 AP): 这种计价方式的特点是,客房价格包含房租、一日三餐的费用,多为度假型饭店或团体(会议)客人使用。

修正美式计价(Modified American Plan, 简称 MAP): 此种价格包括房租和早餐费用,还包括一顿午餐或晚餐(二者可以任选其一),这种计价方式比较适合普通旅游客人。

欧陆式计价(Continental Plan, 简称 CP): 客房价格包含房租和欧陆式早餐(Continental Breakfast)。欧陆式早餐比较简单,一般提供冷冻果汁、烤面包(配黄油、果酱)、咖啡或茶。

百慕大式计价(Bermuda Plan, 简称 BP): 客房价格包含房租和美式早餐(American Breakfast)。美式早餐除包括欧陆式早餐的内容外,通常还提供煎(煮)鸡蛋、火腿、香肠、咸肉、牛奶、水果等。

Dialogue 2

Family Reservation

(R: Reservationist G: Guest)

R: Good morning, Mayflower Hotel Reservations. Can I help you?

G: Yes, I'd like to reserve a room for my family.

R: For which dates?

G: For the nights from March 11th to 15th.

R: How many guests will there be in your party?

G: Just the two of us.

R: Could you hold the line for a moment, please? I'll check if there is a room available for those days.

G: OK.

(The reservationist checks the hotel's reservation system for the room availability.)

R: Thank you for waiting. We have double rooms and suites. Which do you prefer?

G: How much do you charge for a suite?

R: A junior suite is at 2,880 yuan per night, and an executive suite 6,880 yuan.

G: I'd like to take the one at 2,880 yuan.

R: Certainly, madam. Could you tell me the name of the guest, please?

G: John Brown.

R: John Brown. Very well, madam. Could I know if you have any special requests, please?

G: Oh, if possible, I would like to have a quiet room.

R: All right, madam. We can arrange a quiet room for you. So that's a quiet junior suite for Mr. John Brown for the nights from March 11th to 15th. Is that correct?

G: Correct.

R: Thank you, madam. We'll send you an email to confirm the booking. May I have your email address?

G: Certainly. My e-mail is gracebrowns@163.com.

R: Gracebrowns@163.com. Thanks for calling, madam. We are looking forward to seeing you both. Goodbye.

G: Goodbye.

► Vocabulary

reserve	[ri'zə:v]	<i>v.</i>	预订
availability	[ə'veilə'bɪləti]	<i>n.</i>	可行性, 确定性
charge	[tʃɑ:ʒ]	<i>v.</i>	收费
suite	[swi:t]	<i>n.</i>	套房, 套间
arrange	[ə'reɪndʒ]	<i>v.</i>	安排
junior	['dʒu:nɪə]	<i>adj.</i>	(年纪)小的, (资历)浅的

► Notes

1. The reservationist checks the hotel's reservation system for the room availability. 接待员核对酒店的预订系统查看是否有房。availability *n.* 利用(或获得)的可能性。例如: The availability of public transport is also part of the equation. 公共交通的便利也是考虑因素之一。再例如: Before travelling we must ensure the availability of petrol and oil. 旅行前,我们必须确保能够买到汽油和机油。
2. We have double rooms and suites. 我们有双人间和套间。
3. We'll send you an e-mail to confirm the booking. 我们会给您发送一封邮件确认房间预订事宜。



In-depth Reading

Central Reservation System

To ensure a smooth and comfortable journey, most tourists would like to make reservations before they arrive at targeted hotels. Guests may reserve hotel rooms in a variety of ways, such as through a smart phone, e-mail, fax, in person or the Internet. Nowadays, most internet reservations are made through a computer reservation system or central reservation system (CRS). CRS is a computerized system used to store information and conduct businesses related to air travel, hotels, car rental, or other activities. Originally designed and operated by airlines, CRSs were later extended for the use of travel agencies. With their efficient and high-quality reservation service, they not only help bring guests (registered or walk-ins) great satisfaction but also bring hotels profitability.

CRS generally store information such as room rates, room allotments, room types, room availability, hotel information (such as address, phone number, fax number, room features, and hotel features), hotel cancellation policies, hotel deposits and minimum length of stay, and other related information such as nearby restaurants, bars, clubs, bus stations, train stations, subways, places of interests and even airport information.

Nowadays, most airlines have outsourced their CRSs to global distribution systems (GDS) companies, which also enable consumers access through Internet gateways. Modern GDS typically allow users to book hotel rooms, rental cars, airline tickets as well as other activities and tours. They also provide access to railway reservations and bus reservations in some markets, although these are not always integrated with the main system. These are also used to relay computerized information for users in the hotel industry, making reservation and ensuring that the hotel is not overbooked. Therefore, it is safe to say, CRS not only links different hotels in a hotel chain with each other but also links major airline seat reservation systems and the computer terminals in the offices of important travel agencies, facilitating guests' reservation service.

With the internet becoming the key factor for hotel bookings, some people claim that it will increase hotel bookings in the near future, yet travel agencies hold a different view. They explain that modern tourists have different tastes and preferences and the right thing to do is to offer timely, correct and up-to-date information, such as the right room rates, at the right time and in simple languages which are easily understood by tourists all over the world.

(Adapted from Wikipedia, the free encyclopedia: https://en.wikipedia.org/wiki/Central_reservation_system)

► Vocabulary

conduct	[kən'dʌkt]	v.	实施, 执行
rental	['rentl]	n.	租车
extend	[ik'stend]	v.	延伸, 扩展
efficient	[i'fɪʃnt]	adj.	有效率的
allotment	[ə'lətmənt]	n.	分配
cancellation	[kænsə'leiʃn]	n.	取消
deposit	[di'pəzɪt]	n.	订金
minimum	['mɪnɪmə]	adj.	最小的
length	[leŋθ]	n.	长度
outsource	['aʊtsɔ:s]	v.	外包
distribution	[dɪstri'bju:ʃn]	n.	分配
terminal	['tɜ:mɪnl]	n.	终点站, 终端
access	['ækses]	v & n.	接口, 进入
facilitate	[fə'sɪlɪteɪt]	v.	使便利
claim	[kleɪm]	v.	声称
preference	['prefrəns]	n.	个人喜爱, 偏好
offer	['ɒfə(r)]	v.	提供

► Notes

1. central reservation system 中央预订系统
2. hotel profitability 酒店的营业额
3. room rates 房价
4. room allotments 房间分配
5. minimum length of stay 最短留宿时间

► Useful Expressions

- a variety of 多种多样的
 in person 亲自
 up-to-date 最新的