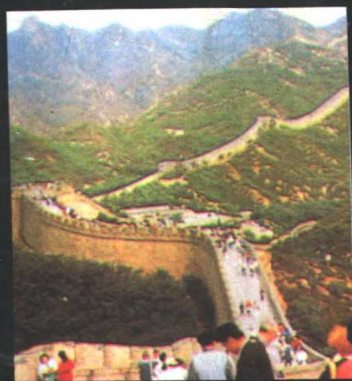




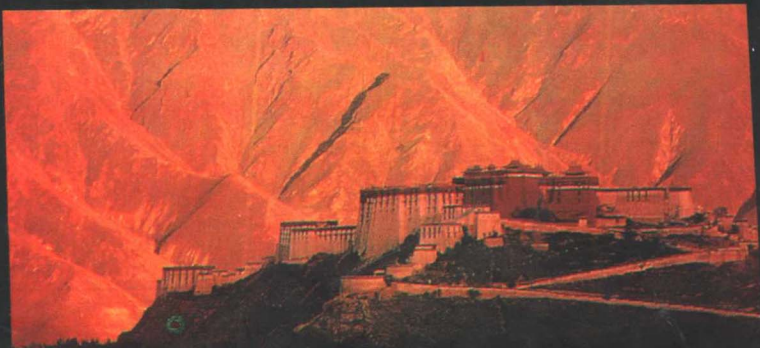
实用旅游英语



Business English
Communications
in the Travel Industry

朱葆琛 著
朱锡炎

旅游教育出版社



**BUSINESS ENGLISH COMMUNICATIONS
IN THE TRAVEL INDUSTRY**

实用旅游英语

朱葆琛 朱锡炎 著
Zhu Baochen and Zhu Xiyan

1991

**BUSINESS ENGLISH COMMUNICATIONS
IN THE TRAVEL INDUSTRY**

实用旅游英语

朱葆琛 朱锡炎 著

Zhu Baochen and Zhu Xiyan

旅游教育出版社出版

(北京市朝阳区定福庄1号)

中国科学院印刷厂印刷

新华书店北京发行所经销

规格: 787×1092 毫米 1/16 开 28.25 印张 590 千字

1991 年 9 月第 1 版 1995 年 5 月第 4 次印刷

印数: 21001~32000 册 定价: 19.80 元

ISBN 7-5637-0214-8/H·055

FOREWORD

Modern society is one of communications, the frequency and importance of which have never before been witnessed in human history. In addition to such traditional means of communication as letters, telephones, and telegrams, we now have video phones and telex that unite the sender with the receiver instantaneously, and telefax that transmits the exact image of a written document from the one to the other in split seconds. Perhaps the most dramatic example of modern communication is the transmission of screen and photographic images of such celestial bodies as Uranus and Neptune, to the men of this planet, images such as had never appeared in the myths of man's origin even from the earliest times.

Tourism is a modern way of life. The marketing and sales of a trip to tourists, the bookings and reservations of air, rail and sea travel, are now effected by modern means of communication and not on the back of galloping Pony Express horses that carried mails from one part of a country to another. Hence our definition of "written communications in the travel industry" relates to the written and printed forms of the transmittance of information from one terminal to the other and from one person or party to another person or another party, by proper means, and for the purpose of inquiry, sales information, promotion, distribution and/or to promote other meaningful activities in the business of the travel industry.

The purpose of this book is to present the most commonly used types of functional English writing in the travel industry. Rather than attempting to exhaust the knowledge of business English applications to tourism, which is beyond the competence of any individual publication, the purpose of this book is to help the reader learn the basic written forms of communications in the travel industry (letter writing, telegram and telex, publicity writing, contracts and/or agreements, invitations, forms and other miscellaneous applications, etc.), so that, as time goes on, the readers can continue to improve their ability. Emphasis is not laid on the vocabulary, grammar or the rhetoric of business writing. These are only discussed when they are important to the context.

We use samples from the industry in the real world, both Chinese and foreign. Necessary changes of real names and places as well as certain passages of the materials chosen, have been made in order to avoid unpleasant reactions or misunderstandings. While we do wish to include examples from as many Chinese tourist centres and touristic entities as possible, we are however limited by the availability of literature and space allowed within the framework of this book. We hope to improve on the choices in our next edition. We have kept the Britishisms, Americanisms, and Australianisms, etc. , of the English language, as they are appropriate in their context, and because they reflect the truly international aspect of the travel industry. And more or less on the same lines are our principles pertaining to cross-

cultural issues on advertising, publicity, etc. However, our readers and learners are advised to pay constant attention to the national, ethnic, and cultural differences when it comes to business English communication in tourism. Some explanatory notes and exercises are incorporated with the text for the purpose of a better familiarization with the principles taught.

It is hoped that this first attempt in English to introduce written English applications in the travel industry will be a useful beginning tool in assisting Chinese students at tourism colleges, the staff in existing tourism-related entities and readers in general. As the saying goes: "Practice makes perfect". Many of the readers today will certainly excel themselves through long-term practice while working in their own fields.

We wish to extend our sincere thanks and appreciation to our foreign expert colleague at the Beijing Institute of Tourism, F. A. Kretschmer, Ph. D., for having read this material in manuscript form, and for suggesting various changes. We are, of course, responsible for the final form this material has taken.

The authors gratefully acknowledge the contributions of the following individuals who offered valuable assistance to the preparation of this book: Meng Hui-qiang, Tang Chi-hui, Li Tie-fie, Xu Jian-xiao, Li Jun, Zhao Zhen-hai, F. Yang, Tong Fang, and Ran Juan.

Finally, we would like to express our thanks to the editorial staff of the Tourism Education Press and especially to Zhao Lun-geng and Shen Geng-fa. Their many contributions are sincerely appreciated.



朱葆琛

Zhu Baochen, Professor; Graduation, Eng. Dept., Beijing Foreign Language Institute, 1954. China International Travel Service since 1955. China Association for Science and Technology since 1979. Executive and Academic V.P., Beijing Institute of Tourism since 1986. He is now back to CITS corporate headquarters as vice president.



朱锡炎

Zhu Xiyan, Associate professor. Graduate of the English Department of Fudan University in late 50s; Currently vice-chairman of Tourism Foreign Languages Department of the Beijing Institute of Tourism. Author of the book "The United States: A General Survey".

433343

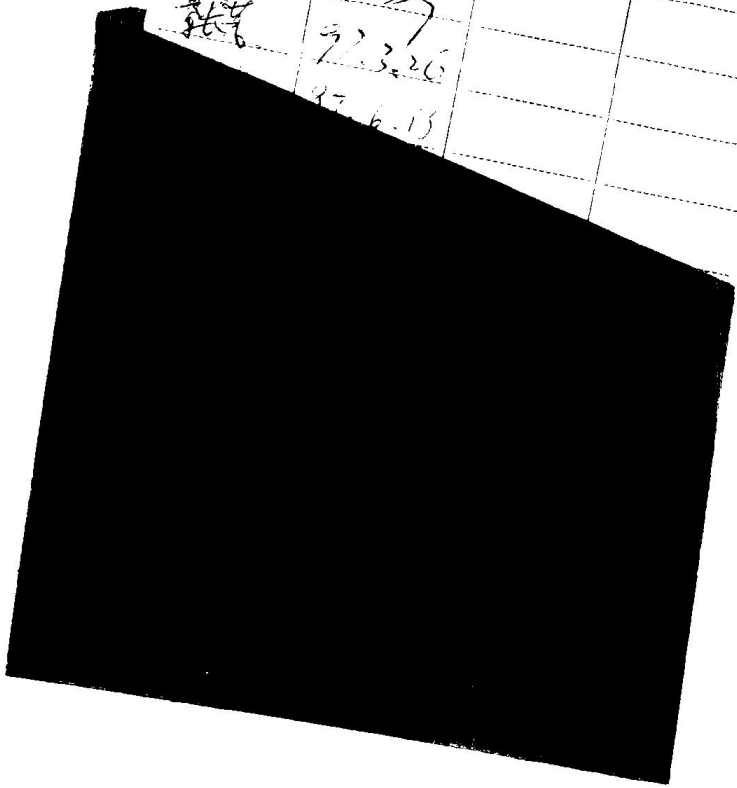
H31

6.12

实用旅游英语

19.80元
还书日期

借者单位	借者姓名	借出日期	还书日期
	钟春明	9.12	
	张永清	10.27	
	蔡军	92.3.26	
		87.6.13	



CONTENT

FOREWORD

PART A BUSINESS LETTERS IN TOURISM	1
UNIT I : <i>The Essential Parts of a Business Letter</i>	2
UNIT II : <i>Forms of a Business Letter</i>	5
UNIT III : <i>More on the Parts of a Business Letter</i>	14
UNIT IV : <i>Essential Qualities of a Business Letter</i>	24
UNIT V : <i>Circulars, Memos and Form Letters</i>	31
UNIT VI : <i>Additional Information on Letter Writing</i>	43
PART B TELECOMMUNICATIONS	47
UNIT I : <i>Telegrams</i>	48
UNIT II : <i>Common Requirements to Observe in Cable Writing</i>	52
UNIT III : <i>How to Minimize the Use of Words in a Telegram</i>	55
UNIT IV : <i>Telex</i>	59
UNIT V : <i>More on Telecommunications</i>	66
PART C ADVERTISING IN TOURISM	74
UNIT I : <i>Advertising in Tourist Promotion</i>	75
UNIT II : <i>Types of Advertisement and the Advertising Copy</i>	79
UNIT III : <i>Ads in the Real World of Tourism; Travel Agencies and Hotels</i>	86
UNIT IV : <i>Ads in the Real World of Tourism; Transportation Carriers and Other Tourist Operations</i>	103
UNIT V : <i>Ads in the Real World of Tourism; Colour Advertisements</i>	116
PART D PUBLICITY LITERATURE IN TOURISM	132
UNIT I : <i>Publicity of Destination Countries</i>	133
UNIT II : <i>Publicity of Destination Cities</i>	148
UNIT III : <i>Publicity of Tourist Attractions</i>	159
UNIT IV : <i>Publicity of Tourist Operations</i>	168
PART E AGREEMENTS AND CONTRACTS	176
UNIT I : <i>Agreements in the Travel Industry</i>	177
UNIT II : <i>Language Characteristics</i>	185
UNIT III : <i>Contracts</i>	189

UNIT IV : <i>Sample Agreements and Contracts</i>	194
PART F TRANSPORTATION	202
UNIT I : <i>Air Carriers</i>	203
UNIT II : <i>Rail Transportation in Tourism</i>	225
UNIT III : <i>Road Transportation</i>	238
UNIT IV : <i>Water Carriers in Tourism</i>	248
PART G MISCELLANEOUS APPLICATIONS IN TOURISM	262
UNIT I : <i>Forms & Documents</i>	263
UNIT II : <i>Invitations and Replies</i>	303
UNIT III : <i>Menus</i>	313
UNIT IV : <i>Tour Itineraries</i>	329
UNIT V : <i>Tour Report</i>	351
PART H SELECTED READINGS	369
I : <i>Overview of Travel Worldwide</i>	369
II : <i>Prospects for European, Japanese and U. S.</i> <i>International Travel</i>	372
III : <i>IHA and UFTAA Agreement</i>	378
IV : <i>Destination China—Seven Region Sampler</i>	386
V : <i>Australian Cities—Bright Lights and Great Sights</i>	390
VI : <i>Thomas Cook Reservation Form and Conditions of Passage</i>	393
VII : <i>Cornell Center for Professional Development</i>	402
VIII : <i>ABTA Tour Operators' Code of Conduct and Guidelines</i> <i>for Booking Conditions</i>	405
IX : <i>Appraising Tourism Potential</i>	424

PART A BUSINESS LETTERS IN TOURISM

Despite many a faster and easier way of communication, business letter writing remains to date the most economical, reliable and widely used form of business communication. A neatly typed and properly worded official letter signed by the chief executive officer of the sending party is still regarded by the receiving party as the most polite and respectful form of business communication. These are accorded great and prompt attention and many will go into permanent files.

On the part of beginners in written business communication, letter writing is the most fundamental and basic skill of all forms of business writing. It is the most practical of all the divisions of composition, hence the most important. It is also the most natural kind of composition in that it is less formal and does not require rhetorical embellishments such as are found in other compositions. One can hardly imagine a poor writer of business letters who excels in drafting a contract or turning out an attractive publicity piece.

Before preparing for a business letter, it is advisable to use the best quality of paper that is available. Single sheets of white bond paper, unruled, are the best, with the letterhead printed or engraved in black or other dark colors. The most convenient size in the international travel industry and the size most generally used is 8 1/2 x 11 inches that fits nicely into its appropriate envelope.

Part A is made up with six units. The first three units deal with the forms and parts of business correspondence, i. e. the appearance or outlook, while Unit IV discusses its essence. The fifth unit presents three derived forms of business correspondence -- circulars, memos and form letters, which people in the travel industry come across quite often these days. A final unit is devoted to additional information on letter writing, which includes a brief summary of the differences between American and British business correspondence and notes of addressing the envelope.

However, it is depressing to note a tendency of belittling business letter writing among certain business operations partly due to the extensive use of electronic telecommunication facilities. The fact that letter writing is placed at the very beginning of this book is an indication of the authors' firm belief of stressing the study and practice of business letter writing as a basic training in improving business English in general.

To distinguish business correspondence in tourism from other businesses, we have given quite a few sample letters taken from latest tourism practice in the real world. Initial results of teaching practice of these materials in the Beijing Institute of Tourism have encouraged us to pursue this still further for the benefit of our students and the readership in general.

UNIT I

The Essential Parts of a Business Letter

Every well-constructed business letter is made up of six essential parts, namely the heading, the inside address, salutation, the body of the letter, the complimentary close and the signature. See the example below:

(1) Excelsior Travel

1088—1090 East Georgia Avenue
Vancouver, B. C.
Canada V6E 3K5
Tel. (604) 688—8341

(2) Mr. Yang Ming

Deputy Director
North American Dept.
China International Travel Service
6 East Changan Ave.
Beijing, China.

(3) Dear Mr. Yang:

(4) It was a pleasure to meet you and your colleagues in Beijing during my last visit in November, 1988 with the CP Air personnel and travel agents from Vancouver, Canada.

I would like to thank you for the hospitality you rendered us during our stay, which made our visit most enjoyable and memorable.

Since our return to Vancouver, our agency has been negotiating with CP Air for a joint promotion to China in 1989 and they have committed themselves to giving us the best support across Canada.

We would appreciate it, if you could supply quotations for the following itineraries.

Tour 1 Shanghai (air) 2 nights Beijing (air) 3 nights Guilin (air) 2 nights Guangzhou (train) 1 night Hong Kong

Tour 2 Beijing (air) 3 nights Xian (air) 2 nights Guilin (air) 2 nights Hong Kong

We are looking at a group size of 20 for each departure from Canada

and the majority of the members will be Canadian citizens.

If you have any suggestions or modification in regards to the above itineraries, we would appreciate your comments.

Please supply quotations which include single occupancy, double occupancy and triple occupancy and for children who are 12 years of age. You can communicate with us by telex #04-50439.

Our tentative departure dates from Canada in 1989 will be March 24, May 5, July 15, September 8, November 17.

We will be using CP Air from Vancouver to Shanghai which leaves every Tuesday and arrives in Shanghai on Wednesdays.

Thank you for your attention and we await your earliest reply.

(5) Yours truly,

(6) Steven Chu
Manager

NOTES:

* In the foreword, "Uranus" (天王星) here refers to the planet seventh in order from the sun. And "Neptune" (海王星) is another planet 8th in order from the sun.

* "Chief executive officer" or CEO, who exercises the principal executive role, is the most eminent person in a firm, institution or the like. Its version in Chinese could be "主管", "首席执行官" or "主要负责人".

* "V6E 3K5" here is the Zone Improvement Plan or zip code (邮递号码) as 100020 is the postal area code for the Beijing Institute of Tourism. For accurate and prompt delivery of your mail, it is advisable to use the correct zip code.

* "(604) 688-8341" is the office telephone number of the travel agency. (604) is in quotes to mean the area code, which must be used when dialing from another area or from overseas. It must be left out in case of a local call.

* "CP Air" stands for the Canadian Pacific Airlines (加拿大太平洋航空公司). Try to remember similar acronyms such as UA (United Airlines 联合航空公司), BA (British Airways 英国航空公司), and JAL (Japan Airlines 日本航空公司), etc.

* The word "render" in the 2nd paragraph of the letter body is a transitive verb meaning "to deliver" or "furnish" in this context. It is not advisable to use "render" in colloquial English.

* “Promotion” (宣传、促进) in the travel industry refers to efforts of a company or destination area to create favourable public image; also called “promo”.

* “Itinerary” (旅行路线、旅行计划) is the plan of a journey or a travel route.

* “Appreciate” (感激、赞赏) in para. 4 is very frequently used in both written and oral English. Compare the sentences below:

We would appreciate it if you could come.

It would be appreciated if you could come.

We would be appreciative of your coming.

* Again in para. 4, “quotation” (or inclusive rates, package rates 包价) usually includes room and board, sightseeing, etc. Occasional personal spendings such as shopping, hairdressing, medical expenses, tipping are not included.

* In para. 6, the use “We are looking at a group size of 20 for each departure” (敝社正在考虑组团, 每批 20 人) is very English. Try to model it and avoid Chinese English such as “We are considering to organize some groups, which will have 20 members in each group.” We all come across with such sentences too often.

* In para. 7, “in regards to” (关于、涉及) is quite useful. Compare “concerning”, “pertaining to”, “with reference to” and “with regard to”, etc.

* Note in para. 8 the use of “single occupancy”, “double occupancy”. In most countries where tourism is highly developed, hotel rooms usually consist of two beds and guests are charged by the room in light of different occupancies.

* “Telex” (用户电报、电传) stands for teleprinter or teletypewriter exchange. We shall discuss this further in PART B.

* In para. 9, the word “tentative” (暂时的、拟议中的) is quite often used in written or oral English in the industry as many factors are uncertain in the planning phase, such as itinerary, programme, departure and arrival dates, etc.

EXERCISES:

1. Draft a business letter using contents that you are most familiar with. Be sure you have all the six essential parts. Save the letter for future use.

2. Translate the following into English:

- * 如蒙贵社以电传告知包价, 敝社将深为感激。
- * 邮政编码系用于邮件, 而地区代号系用于电话通讯。
- * 本饭店客房按两人合用计收, 三人合住需加收费用。
- * 关于每批旅行团人数, 我社暂以 15 人进行组团。

UNIT II

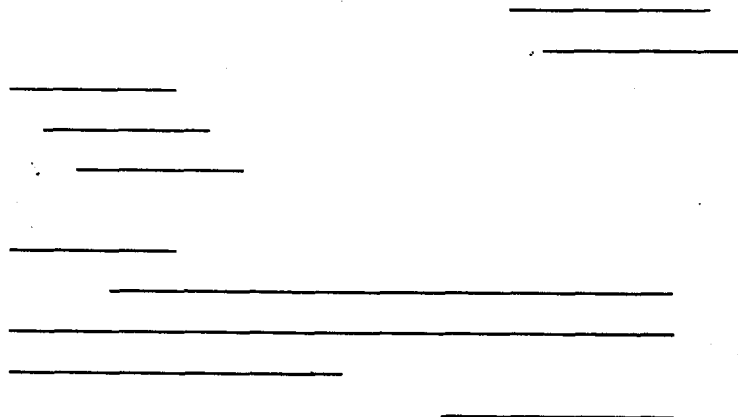
Forms of a Business Letter

Every proper and attractive letter has to take a proper and an appropriate form. The form to be used in a given letter has to be consistent throughout the letter, i. e. one should not switch from one form to the other in the same letter.

Letter forms must conform with the preference of the organization, the industry and sometimes the country. For beginners of business letter writing, it is safe to follow the form used in the in-coming letter.

There are four different forms for one to choose from:

1. **Indented Form (缩头式、斜列式)** is the most traditional form. The first word of each line in the address or of each paragraph should be typed or written several spaces to the right of the left margin, e. g.



Sample Letter:

6th April 1987

Mme Wang Zhouxia

LUXINGSHE

China International Travel Service (CITS)

East Changan Avenue

Beijing, People's Republic of China

Dear Mme Wang

1988 China Tours

We are pleased to write with our full request for tours to China in 1988. We are delighted to inform you that we have increased the number of departures so that we will be featuring 38 tours next year, including two new itineraries in our TOPMARKET series. Bales Tours have pioneered this concept in UK, and due to the popularity of the autumn departure of this year's CDL tours, we have decided to expand our Topmarket repertoire to China, to provide the best possible ingredi-

ents for a tour.

HOTELS

Further to your recent advice that CITS can now make reservations at deluxe hotels on our behalf, we have specified which hotels we would prefer to use. Please do all possible to make the bookings at these hotels. We would be grateful if you could advise us in writing of the hotel names when you confirm the 1988 programme. In a number of cities we have requested "Best Available" hotel. Again, please advise us in this context.

Kindly find enclosed our accommodation request sheets including our requirements in China and naming our choice of hotels in each city.

NATIONAL GUIDES

We confirm that we would like a National Guide for all groups except the TSR series, which has only 2 nights in Beijing.

We look forward to hearing from you in the near future with confirmations and quotations for the tours.

Assuring you of our best attention at all times, with best wishes, we remain,

Yours sincerely
E. Harvey
Planning Dept.

(Author's note: The above letter in indented form is becoming rare in the real world of tourist industry, as a result of increasing use of the electronic typewriter and the computer.)

2. **Block Form** (齐头式、并列式) is a relatively new format for letters, but is becoming more common following the ever-increasing popularity of electronic typing machinery, especially in the U. S. A. Every line without exception is typed or written from the left hand margin, as in a block, e. g.

Sample Letter 1:

THE GRAND HOTEL

15th August 1989

Mr. Li Kai
Director and Manager
Oriental Development Ltd.
Rm 3204, Shun Tak Centre
100 Connaught Road Central
Hong Kong

Dear Mr. Li:

We are pleased to respond to the interest you have shown in the Grand Hotel by offering to establish a commercial account with your company in anticipation of your support. We propose that these arrangements will be effective from 01st August 1989 through and until 30th June 1990, at which time the terms and conditions may be reviewed.

Please read below the following terms and privileges for your clients:

- 20% discount on our Published Room Rates
- Complimentary daily newspaper
- Complimentary in-house movies
- Complimentary bathroom amenities

In addition to these commercial terms, we can also offer your clients accommodations at the exclusive Club which consists of 97 rooms and suites on the 12th and 13th floors.

The Club member service includes:

- Express check-in on the floor
- Complimentary Continental breakfast at the Club Lounge
- Complimentary laundry, dry-cleaning & pressing
- Free use of the hotel lounge
- Complimentary coffee/tea service

— Complimentary cocktail (first round) served with canapes(From 6:00 PM — 8:00 PM)

RESERVATIONS

— Please contact Ms. Julie Chu, our Reservations Supervisor, Ext. 7663/7665 or Sales Office Ext. 7278/7279.

BILLING INSTRUCTIONS

- All charges to be paid by cash or credit card upon check-out of guest.
- Should you wish to open a credit line with the hotel, please fill in the attached credit application form and return to us together with the signed agreement.

Please find enclosed our hotel brochure together with tariff sheet to ensure smooth satisfactory operations under this agreement. Should the preceding proposal be acceptable, kindly sign and stamp, then return the duplicate of this letter to us. Otherwise, it will be deemed invalid.

We look forward to welcoming your clients to the Grand Hotel.

Very truly yours,

CONFORME;

(Handwritten Signature)

Mary Peterson
Director of Sales

(Authors' note: The above business letter in full block form has the essence of a business agreement when signed by both parties.)

Sample Letter 2:

Holiday Inn Guilin

March 30, 1989

Ms. Carol Crees
Collette Travel Service, Inc.
77 Mahwah Road
Mahwah, NJ 07430
U. S. A.