



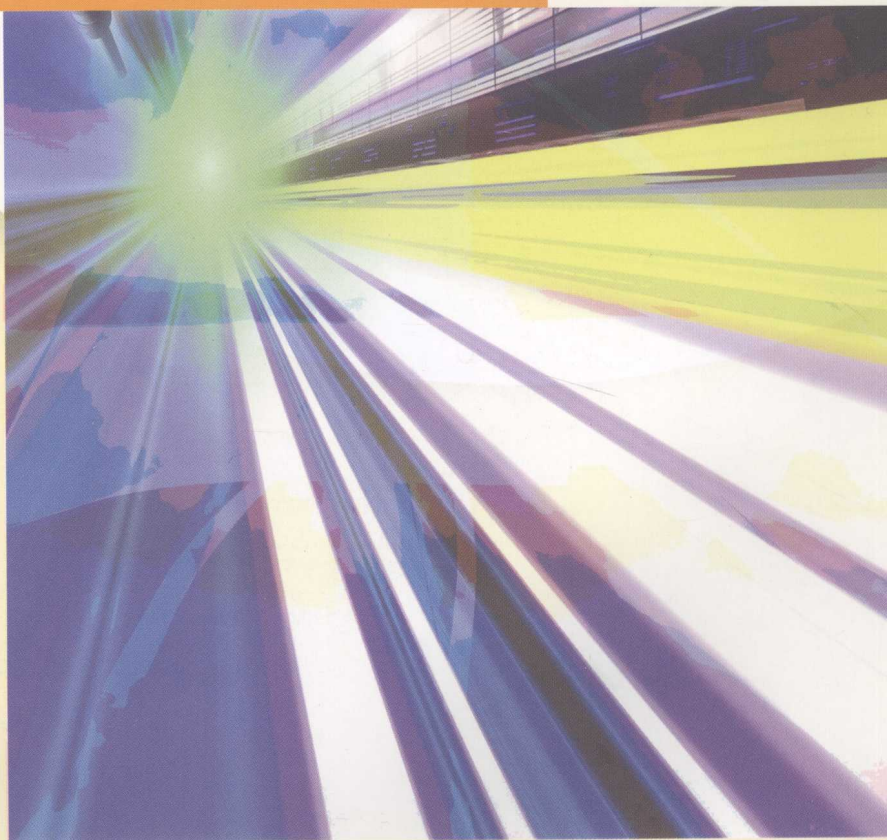
教育部职业教育与成人教育司推荐教材
五年制高等职业教育会展专业教学用书

会展

PRACTICAL ENGLISH
FOR CONVENTION AND
EXHIBITION SERVICE

实务英语

关肇远 主编



高等教育出版社

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关肇远 主编

庄志民 Greg Smith 主审

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高等教育出版社

内容提要

本书是五年制高等职业教育会展专业教材之一,是教育部职业教育与成人教育司推荐教材。

本书编写以“任务引领”为导向,根据会展业的发展和会展服务的岗位需求,选择了18个话题,展开“读听说写”四个方面的基本英语能力训练。主要内容包括:会展业简介、会展业的效益、会展业前景、会议咨询服务、会议预订服务、会议接待与报到服务、会场考察服务、展览前期服务、展台搭建服务、展品物流服务、展厅考察服务、会展交通服务、会展商务中心服务、会展租赁服务、会展媒体服务、会展餐饮服务、会展安全服务、会展休闲旅游服务。

本书内容丰富,形式活泼,时代感和实用性较强。同时本书还配有光盘,对加强学生的口语能力和听力能力大有裨益。

本书除了可作为职业院校会展、旅游专业教材外,还可作为会展从业人员参考用书和岗位培训用书。

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序

会展业集商品展示、商贸交易和经济技术合作为一体,并兼具信息咨询、投资融资、商务服务等配套功能,以其超常的关联影响和经济带动作用,成为近年来经济发展的热点。会展业在促进贸易往来、技术交流、信息沟通、经济合作、人员互动和文化交流等方面发挥着日益重要的作用,成为 21 世纪的朝阳产业。

进入新世纪后,我国经济发展进入新的阶段,高新技术的发展、信息产业的发展 and 国内外贸易的扩大都对会展业的发展提出了新的要求,会展业面临着新的发展机遇。

进入知识经济时代,国际经济竞争的制胜筹码已经不再是一国所拥有的自然资源、资金或一般意义上的劳动力,而是人才资源的数量、质量和实际发挥出的能量。改革开放二十多年来,我国的会展业虽然发展比较快,但是起步较晚,与会展业发达的国家相比差距还很大。事实上,这种差距归根到底在于会展业专业人才的数量与素质的差距。业界人士已提出:制约我国会展业发展的瓶颈是“人才”。没有一大批精通业务的专业人员,中国会展业要赶超世界水平是很困难的。

正是基于此,高等教育出版社组织编写的这套“五年制高等职业教育会展专业教材”,适应了当前会展教育的当务之急,适应了会展教育迅速发展的需求,对会展教育的发展无疑将起到“助推器”的作用。当然,任何事物都有一个从不成熟、不完善到逐步成熟、逐步完善的发展过程,会展教材的编写也不例外。应该说,这项工作还刚起步,要达到成熟与完善,还有很长的路要走,有很多的东西需要去深入调查与研究。作者们通过编写本套系列教材正开始进行有益的探索,希望这种探索能起到抛砖引玉的作用,为推动我国会展教育事业的发展作出一份贡献。

上海市人大常委会副主任
上海交通大学博士生导师

朱晓明

前言

凭借着2008年北京奥运会和2010年上海世博会这两个平台,我国的会展事业正在以前所未有的速度向前发展,会展业已经成为我国服务产业的一大重要组成部分。为促进会展业的发展,越来越多的中等和高等职业学校开设了会展专业。与会展教育相关的研讨和研究频繁举行,为会展教育配套的各类教材应运而生,这是一个十分可喜的现象。

会展业的许多案例和环节涉及国际交流和服务,而外语的使用始终是我国服务业中一个相对薄弱的环节。除了在小学和初中接受的极为基础的外语教育以外,会展专业的学生还必须接受相当的专业外语的教育和训练,具备比较熟练的交流能力,从而进一步提高服务质量。

《会展实务英语》就是为达到此目的而设计和编写的一本基础专业英语教材。其使用对象为职业院校会展专业学生,也可以作为会展行业的在职人员自学和培训教材。

《会展实务英语》编写的指导原则是“任务引领”,即根据会展业的发展和会展服务的岗位需求,选择了18个话题,展开“读听说写”四个方面的基本英语能力的训练。

无论从专业知识的掌握和语言学习的规律来考量,阅读能力的培养都应该是英语学习的基础。通过一般的理论叙述可以让学生了解会展业的概况和相关服务所涵盖的内容。阅读短文后配备的专业和语言注释,有助于学生对专业知识的理解及扩大知识面和词汇量。通过练习,使得学生不但对专业细节有一定的了解,同时可以培养他们初步的综合、归纳和推断能力。

听力理解的短文和练习目的在于培养学生对相关主题的短文的理解和判断能力,听懂并牢记具体的细节,并用文字给予再阐述。

对话部分是本单元主题某些细节的再现。通过对话的形式,细化或发展某个情节。练习第一部分的句型操练帮助学生举一反三,自主创造出更多的句子。听力和对话的学习与操练都应以阅读课文作为基础。反之,听力和对话又能强化阅读部分的知识,两者应相辅相成。

写作部分在于培养学生初步的翻译和写作能力,包括会议通知及招商和招展广告的翻译、各类表格的填写等。大多数的会展文件都有固定的格式,因此基础写作训练的强化,有助于学生将来在岗位上的自主发挥。

教材提供的练习参考答案和参考译文,是一把双刃剑,对师生而言都有利有弊,关键取决于使用的目的和时机。教师要绝对防止使用简单的对答案手段检查学生掌握知识的程度,要热情鼓励学生用自己的语言来反馈他们的理解和创造性的见解。特别是口语部分,要十分珍惜学生创新性的表达,允许与教材不一致的观点或表达;切忌不断打断学生的表达,去纠正一些语法错误;有时甚至可以忽略学生在表达过程中出现的不影响整体的某些过失和错误。学生要自主完成各项练习,不要急于翻阅所谓的“标准答案”。

总词汇表仅收入阅读课文中出现的词汇,应该是最低量的词汇。应鼓励学生根据自己的能力,掌握听力、对话和写作部分提供的额外词汇。

应该指出,《会展实务英语》仍然是一本仅仅涉及会展服务方面的很基础的专业教材。会展

行业的策划、管理和营销方面的内容不在本教材涵盖内容之列。即使在服务领域,本教材也只是一本以一挂漏的教材,学生的专业知识和实际英语交际能力,还得在工作实践中不断地加强和提高。

同时,本教材又是一本在基础英语教学的基础上衍生出来的专业语言教材。学生的英语基础知识、词汇量和初步的综合能力有待基础英语课程的支持。因此编者建议基础英语教学和专业英语教学应同步进行,或在学生掌握一定的基本英语综合能力之后,再使用本教材。

根据中等职业学校学生正处于好学的年龄段、求知欲和记忆力均在上升时期、专业和职业取向单一明确、行业需求迫切等特点,本教材的起点和要求仍稍稍高于一般同期英语教材。但是编者相信,通过师生的共同努力,能够达到会展专业英语课程所规定的职业能力目标。

《会展实务英语》共有 18 单元,以每周 4 学时、每学期教学时间 18 周计算,可以使用两个学期,即一学年。每个单元的授课和练习时间可为 8 学时,口语可占 2 学时,听力 1 学时,写作 1 学时,阅读 3 学时,机动 1 学时。写作练习主要用于课后作业,其他部分的练习建议在教师指导下在课堂上完成。教师也可以视教学安排和学生掌握的情况,自主调整,或作删节,或作补充。

华东师范大学胡婧老师和北京民族文化艺术职业学校田淑洁老师参加了本教材部分阅读课文和对话的编写。

在《会展实务英语》编写过程中,承蒙华东师范大学商学院苏文才教授、华东师范大学会展学院陈建国教授和上海师范大学会展学院张文建教授提供了珍贵的资料和编写思路,使本书终于得以编撰完成。新西兰专家 Greg Smith 和华东师范大学旅游学系庄志民教授在百忙中拨冗审阅和修改了全书中英文稿,中教国际教育交流中心的赵鹏老师提出很好的修改意见。编者在此一并向上述人士表示衷心的感谢。

限于作者的水平和编写时间过于仓促,本书不妥疏漏之处难免,敬请读者在使用中不吝指出,以便今后的修改。

编者

2007 年 4 月

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UNIT 1

THE CONVENTION AND EXHIBITION INDUSTRY IN BRIEF



GUILIN INTERNATIONAL C&E CENTER

桂林国际会展中心

Bill: I love books. I'll visit the Book Fair myself.
Jennie: Yes, there are. The Second National Book Fair will open in the middle of the next month.
Bill: That will be very interesting. Are there any large-scale exhibitions here in the near future?
Jennie: Right. And a seminar is to be held in a couple of days.
Bill: Then we'll have many VIP guests?
Jennie: A business one. CEOs from Nokia's Asia-Pacific Area will attend the meeting.
Bill: A business conference or an academic one?
Jennie: Well, there'll be an international conference at the Center next Monday.
Bill: For instance ...
Jennie: Yes. We're going to have a large-scale exhibition here in the near future.

Learn to Speak

Words and Expressions

major /'meɪdʒə/ *n.* 专业, 专业学生
vocational /və'keɪʃənəl/ *adj.* 职业的
show (sb.) around 带...到处看看
academic /ækə'demɪk/ *adj.* 学术的

CEO /'si: 'i: 'əʊ/ 首席执行官
Nokia /'nəkiə/ *n.* 诺基亚公司
smoothly /'smu:ðli/ *adv.* 顺利地

Dialogue

WHAT'S HAPPENING HERE NEXT MONTH?

The Scene: Bill Sheng, a C&E major from a vocational school, comes to the Tulip C&E Center for a short-term training. Jennie, the Center's training manager, is Bill's instructor during his training.

Jennie Can I help you, sir?

Bill Yes. I'm looking for the Training Department. My name is ...

Jennie Bill Sheng, right? I'm Jennie, the training manager here.

Bill Hello. I'm glad to meet you, madam.

Jennie Glad to meet you, too. Call me Jennie. Bill, welcome.

Bill Thank you, Jennie.

Jennie I'll show you around first and tell you what's going on here next month.

Bill Good. Are we going to have any important meetings?

Jennie Yes. **We're going to have many important meetings here this month.**

Bill For instance ...

Jennie Well, **there'll be an international conference** at the Center next Monday.

Bill A business conference or an academic one?

Jennie A business one. CEOs from Nokia's Asia-Pacific Area will attend the meeting.

Bill Then we'll have many VIP guests?

Jennie Right. **And a seminar is to be held in a couple of days.**

Bill That will be very interesting. Are there any large-scale exhibitions here in the near future?

Jennie Yes, there are. **The Second National Book Fair will open in the middle of the next month.**

Bill I love books. I'll visit the Book Fair myself.

Jennie Wait, Bill. Your task is to help run the meetings and exhibitions smoothly. You know that?

Bill Yes. I'll remember that and try my best.

Exercise I

1. **Directions:** Use the words given on the right columns to substitute the underlined italic part in each of the six sentences on the left. Learn to use these basic sentence patterns.

- | | |
|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1) We're going to have <u>many important meetings</u> here this month. | <i>a business conference</i> (商务会议)
<i>a tele-conference</i> (电视会议)
<i>a press conference</i> (新闻发布会) |
| 2) There'll be <u>an international conference</u> at the Center next Monday. | <i>a mass rally</i> /'ræli/ (群众集会)
<i>a panel</i> /'pænl/ <i>discussion</i> (座谈会)
<i>a graduation reception</i> (毕业招待会) |
| 3) <u>A seminar</u> is to be held in a coupe of days. | <i>Beijing Commercial Real Estate</i> /i'steit/ <i>Fair</i>
(北京商品房交易会)
<i>2008 Shanghai International Cartoon Exhibition</i>
(2008 上海国际动漫展)
<i>The 76th China Safeguard Goods Expo</i> (第 76 届中国劳保用品博览会) |
| 4) <u>The Second National Book Fair</u> will open some day in the middle of the next month. | <i>The National Chemistry Industry Fair</i>
(全国化学工业展览会)
<i>The 15th China Consumer Fair</i> (第 15 届中国消费品博览会)
<i>The 3rd Beijing International Jewelry Exhibition</i> (第 3 届北京国际珠宝展览) |

2. **Directions:** Do the Question-and-Answer exercise with your desk-mate. Use the information you get from the dialogue.

- 1) What is Bill Sheng?
- 2) Why is Bill here in the Tulip C&E Center?
- 3) What important meeting or exhibitions will be held at Tulip next month?
- 4) What will Bill do during these meetings and exhibitions?

Listen and Understand

Words and Expressions

tulip /'tʃʊlɪp/ <i>n.</i>	郁金香	dedicated /'dedikeɪtɪd/ <i>adj.</i>	献身的
website /'websaɪt/ <i>n.</i>	网站	ever-lasting /'evə-'lɑːstɪŋ/ <i>adj.</i>	永久的
explore /ɪk'splɔː/ <i>v.</i>	搜索	memory /'meməri/ <i>n.</i>	记忆

Exercise II

Directions: Listen to the short passage and decide if the following statements are true or false.
Put a tick (✓) in the brackets for a true one and a cross (×) for a false one.

- () This is a business advertisement of the Tulip C&E Center on-line.
- () The Tulip C&E Center is popular among both domestic and international C&E organizers and planners.
- () The Tulip C&E Center helps arrange a one-day sightseeing tour around the city.

Learn to Write

Exercise III

Directions: Translate the following into Chinese to make it a short business advertisement.

WELCOME TO VISIT THE TULIP C&E CENTER

Welcome to the five-star Tulip C&E Center. You will find that the Center is good for all kinds of meetings, exhibitions, large-scale receptions and banquets.

The five-star Tulip C&E Center will provide you with top-class facilities and services, from conference and exhibition halls to guest rooms. Here you can enjoy all the comforts of home and all the conveniences of the city.

Tulip's staff will try their utmost to make your stay in the Center a lasting memory.

Read and Understand

Words and Expressions

transfer /træns'fə:/ <i>v.</i>	传递	uniform /'ju:nifə:m/ <i>adj. / n.</i>	统一的/制服
merchandise /'mɜ:tʃəndaiz/ <i>n.</i>	商品		
denote /di'nəut/ <i>v.</i>	表示	scale /skeil/ <i>n.</i>	规模
classify /'klæsɪfaɪ/ <i>v.</i>	对...分类	viewpoint /'vjʊ:pɔɪnt/ <i>n.</i>	观点
attendee /æten'di:/ <i>n.</i>	与会者, 出席者	originate /ə'ridʒɪneɪt/ <i>v.</i>	起源
attribute /ə'trɪbjʊt/ <i>n.</i>	属性	accept /æk'sept/ <i>v.</i>	接受
undergo /ˌʌndə'ɡəʊ/ <i>v.</i>	经历	dynasty /'daɪnəsti/ <i>n.</i>	朝代
classification /ˌklæsɪfɪ'keɪʃən/ <i>n.</i>	分类	symbolize /'sɪmbəlaɪz/ <i>v.</i>	标志着
motivated /'məʊtɪveɪtɪd/ <i>adj.</i>	由...推动的	undergo /ˌʌndə'ɡəʊ/ <i>v.</i>	经历
fair /fɛə/ <i>n.</i>	集市	extend /ɪks'tend/ <i>v.</i>	延伸, 扩展
expo /'ekspəʊ/ <i>n.</i>	博览会	Oceania /əʊfi'eɪniə/ <i>n.</i>	大洋洲

Text

CONVENTION AND EXHIBITION

A meeting is one kind of human activity, in which people gather together, transfer information, exchange opinions, discuss problems, come to agreements, and finally make decisions. An exhibition is another kind of activity, in which people display various kinds of merchandise, transfer information, expand influence, discuss business and make deals.

Conventions are classified mostly according to such factors^① as quality, content, function, attendance, time and period, and the regions or nations from where the attendance come. Many conventions have several attributes at one time, which makes it difficult to classify conventions. APEC^②, for example, could possibly be a kind of legal, regional, regular and clearly motivated international convention.

Various kinds of exhibitions^③ also make it difficult to classify such kind of social events precisely, and there is no uniform standard in the world to classify exhibitions. Usually, exhibitions are classified according to their quality, subject, scale, site, show time, period, etc. Expo 2010 Shanghai, for instance, will be a large-scale, regular, international exhibition.

From the earliest days of human activities, there have been all kinds of meetings of three or more persons. Although there are different viewpoints about when exactly exhibitions originated, it is widely accepted that exhibitions originated from early traditional fairs

and temple gatherings. China had fairs in the Shang and Zhou Dynasties^④, and it is possible that China is one of the countries where exhibitions first developed.

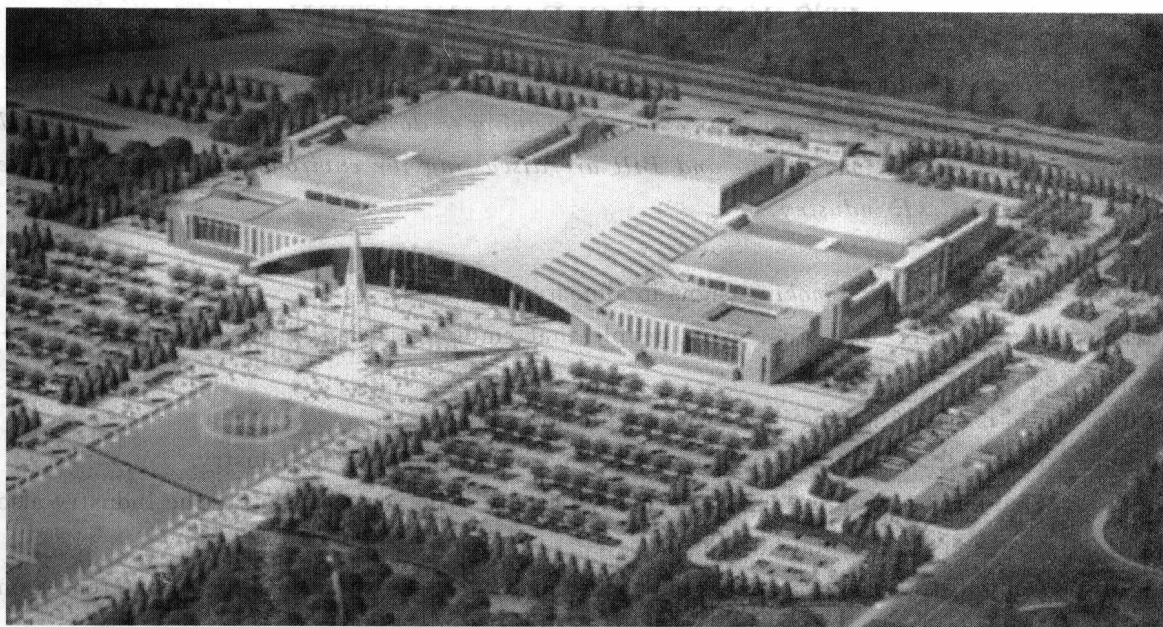
- 20 The early and contemporary C&E^⑤ Industry developed mainly in the West. Since the 1950s, the industry has started to extend to countries all over the world, including those in Asia and Oceania.

Language and Culture Notes

- ① **Conventions are classified mostly according to such factors as ...** (会议主要是根据这样的因素来分类的...) 根据会议的性质、内容、周期等特征,会议可以从各个角度进行分类。英语中也有不同的词汇用来表示不同性质的会议。如
assembly(集会), conference(正式会议), convention(政治性大会),
seminar(学术研讨会), congress(代表大会), forum(论坛),
reception(招待会), discussion(座谈会), rally(群众集会), 等等。
- ② **APEC(亚洲与太平洋经济贸易合作组织)** Asia-Pacific Economic Cooperation 的缩写,简称亚太经合组织。每年在不同国家的城市召开会议。APEC 会议包括领导人正式会议(leaders meeting), 部长级会议(ministerial meeting)和高官会议(high-official meeting)三个部分。会议的宗旨是讨论‘经济合作’问题。
- ③ **Various kinds of exhibitions(形形色色的展览)** 根据规模、性质、主题等因素,展览可以分成许多种类。英语中也有不少词汇用来表示各种展览。如
exhibition(展览会), fair(集市、交易会), tradeshow(专业展览), display(展示,陈列),
exposition (expo)(博览会), 等等。
- ④ **fairs in the Shang and Zhou Dynasties(商周时期的集市)** 距今 3000 多年的公元前十一世纪,中国的商朝和周朝开始出现了集市贸易活动。当时人们以物易物,这种交易方式至今在一些经济不发达地区仍在沿用。集市贸易发展至今,已经出现了一种大规模的商品交易形式,那就是商品交易会。如每年在中国广州举办的中国进出口商品交易会(China Import-Export Fair)等。
- ⑤ **the C&E Industry(会展业)** C&E 是 Convention and Exhibition 的缩写。下文均用 C&E 缩写,会展业包括会议业和展览业两个行业。由于两个行业经常相互交叉,由此形成了会展业。凡‘行业、产业’名词前需要加冠词 the,如
the Meeting Industry(会议业), the Exhibition Industry(展览业),
the Tourist Industry(旅游业), the Sightseeing Industry(观光业),
the Leisure and Recreation Industry(休闲娱乐业), 等等。

UNIT 2

BENEFITS DRIVEN BY THE CONVENTION AND EXHIBITION INDUSTRY



NINGBO INTERNATIONAL C&E CENTER

宁波国际会展中心

Learn to Speak

Words and Expressions

environment-friendly *adj.* 有益环境的
passive /'pæsiv/ *adj.* 被动的
smokeless /'sməukliz/ *adj.* 无烟的
awareness /ə'weənɪs/ *n.* 意识
cultivate /'kʌltiveɪt/ *v.* 培养

recycling /ri:'saɪkliŋ/ *n.* 再生利用
sustainable /sə'steɪnəbl/ *adj.* 可持续的
windmill /'windmɪl/ *n.* 风车
boiler /'bɔɪlə/ *n.* 锅炉

Dialogue

IT'S SORT OF CLEAN INDUSTRY

The Scene: Jeanie and Bill are talking about the many meetings held at Tulip every year. Many of these meetings have something to do with the topic of environmental protection. Jeanie and Bill are discussing the environmental benefit of the C&E industry.

Bill I see you set *No-Smoking* signs in almost every room.

Jeanie Yes, we do. We must warn people that smoking is dangerous to smokers themselves ...

Bill And passive smoking is even worse for non-smokers.

Jeanie Absolutely! The C&E Industry is an environmentally-friendly industry.

Bill What do you mean by 'environmentally-friendly'? Do you mean to say the Industry also creates environmental benefits?

Jeanie You got it. Every year hundreds of international, regional and national conferences on the environment and health are held all over the world ...

Bill Does it **tend to remind people of the danger of smoking?**

Jeanie Yes. What's more, **they're also aimed at raising people's awareness of environmental protection.** That's pretty important.

Bill Yes, indeed! Especially when the problem of environmental pollution is getting worse.

Jeanie These events, I believe, will help cultivate the idea of environmental protection, energy saving, recycling and sustainable development among people.

Bill The C&E Industry can thus be called an environmentally-friendly industry.

Jeanie Exactly. We encouraged using clean, green, recycled and energy-saving materials in

building this conference and exhibition center, and we've set windmills around.

Bill You have? So **the Center itself serves as a model of environmental protection**, doesn't it?

Jeanie It does, yes. Now I'd like to take you to see the boiler room where solar energy is used to generate power.

Bill Fine, let's go.

Exercise I

1. Directions: Use the words given on the right columns to substitute the underlined italic part in each of the six sentences on the left. Learn to use these basic sentence patterns.

1) What do you mean by environment-friendly? 'smokeless'
'resource recycling' (可再生资源)
'sustainable development'

2) Do you mean to say the Industry also creates environmental benefit? is a smokeless industry
is an environment-friendly industry
creates no pollution

3) These conventions tend to remind people of the danger of smoking. harm of fast food
serious injury (损害) of passive smoking
direct damage of alcoholic (酒精) drinking

4) These events are aimed at raising people's awareness of environmental protection. warning people of the harm of fast food
emphasizing the danger of passive smoking
drawing people's attention to the question of saving sweet water (淡水)

5) The Center itself serves as a model of environmental protection. The National gymnasium,
(体育馆), energy-saving
The Park, wildlife (野生生物) protection
The project (工程), scientific use of recycled materials (再生原料)

2. Directions: Do the Question-and-Answer exercise with your desk-mate. Use the information you get from the dialogue.

1) Why is a No-Smoking sign set everywhere in the Tulip C&E Center?

- 2) What are the themes(主题) of the conferences that are held every year in the Tulip C&E Center?
- 3) What building material were used in building the Tulip C&E Center?
- 4) What does Jeanie want to show Bill in the boiler room?

Listen and Understand

Words and Expressions

exhaust /ig'zɔ:st/ <i>v.</i>	消耗	participant /pɑ:'tisipənt/ <i>n.</i>	参与者
metal /'metl/ <i>n.</i>	金属	advocate /'ædvəkət/ <i>n.</i>	提倡者
plastic /'plæstik/ <i>n.</i>	塑料	practitioner /præk'tɪʃnə/ <i>n.</i>	实践者

Exercise II

Directions: Listen to the short passage and decide if the following statements are true or false. Put a tick (✓) in the brackets for a true one and a cross (×) for a false one.

- 1) () Economic benefits are the most important benefits the C&E Industry creates.
- 2) () Great waste of energy and resources is a serious challenges facing C&E planners and organizers today.
- 3) () It is also the convention attendees' and exhibition visitors' duty to join the practice of environmental protection and energy serving.

Learn to Write

Exercise III

Directions: Fill in the following Convention Enquiry Form with the information given below in English.

The 2008 Shanghai International Cartoon Design Seminar, sponsored by Shanghai Xin Hua University, is to be held at Tulip C&E Center from August 12 to 15. About 110-120 guests from home and abroad will attend the seminar. The sponsor tends to reserve one large meeting hall and three small meeting rooms. Please contact Mr. Chen Yiren for more information. Address 203, Jianguo Avenue shanghai. Zipe code 2000032. Telephone number 021-5222874, fax 021-52228745, and e-mail address shcyr.ch@edu.com.cn.