

旅游与沟通

COMMUNICATION IN TRAVEL

亢 敏 李 平 编著



光明日报出版社

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Chapter 1

A Sensible Decision



Communicative Focus:

- Compare different types of holiday
- Make a group decision in limited time
- Recommend a tourist attraction based on one's needs

Task 2 Group Decision: What's your dream holiday?

Suppose you have been divided into four groups. Each group was granted a different award. Please discuss in each group and decide on a holiday destination. Then, each group will present their decision to the class. The group with the most creative and feasible plan will win the competition.

Fill in the table to help you make your decision.

Group	Destination	Reasons
Group 1		
Group 2		
Group 3		
Group 4		

Topic 1

Dream Holiday



Communicative Focus:

- Compare different types of holiday
- Make a group decision in limited time
- Recommend a tourist attraction based on one's needs

Section I Basic Knowledge

Task 1 Do on-line research in the following types of holiday. Describe each term to others in groups.

Types of holiday	Descriptions
Self-catering holiday	
Package tour	
Beach holiday	
Tropical forest adventure	
Family farm	
Weekend break	
Safari	
Winter sports holiday	
Cruise	

Task 2 Group Decision: What's your dream holiday? Suppose each group were granted a travel award. Please discuss in groups various types of holiday to complete the following table and achieve an agreement on which destination your group is heading for and how your group plans for it.

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Types of holiday	Highlights	Benefits	Risks or limits	Popular destinations
Package tour	Feel taken care of all the time	<ul style="list-style-type: none"> – Full schedule – Budgeting 	<ul style="list-style-type: none"> – Poor quality service – Pushed purchase 	Five cities in South China
Beach holiday				
Tropical forest adventure				
Family farm				
Weekend break				
Safari				
Winter sports holiday				
Cruise				
Self-catering holiday				

Task 3 Read & Role-play

Rural tourism is getting a stronger trend in China since urban problems like air pollution and traffic jams have caused more troubles to city dwellers. Two students compare city sightseeing with rural tour. Role-play the following dialogue in pairs.

A: Hello, how was your holiday going?

B: Very nice. I actually went to the countryside.

A: How was it? I've never been to the countryside.

B: It is a village, just two hours' drive from the city center. Out there, the air is fresh and water is perfectly clean. The local people still pump the water from the wells. It's very natural.

A: What did you do? Did you go to the farm?

B: Of course, I've had a bit of farm life. It was the first time that I milked the cow and fed the chicken. Much fun, you know.

A: Did you have some organic food?

B: Yes, the best thing of living there is that you've got bunches of fresh veggies and fruits. They are planted without any chemicals or pollutants. Magically, they do have a better taste than what we get in the supermarket.

A: How long did you stay there? You might find it somehow tedious, if you stayed there for too long, I'm afraid.

B: Perhaps. I just spent two weeks there before moving on to the next stop. Simplicity is the key word. They don't have bars. There is no nightlife. They don't do big shopping. Normally, they go to the fair to pick up a few things every week.

A: If people want to have a change, the countryside is a gateway, isn't it?

B: Indeed...

Section II Watching & Talking

Jiuzhai Valley

Preparing for Watching

Read the brief introduction of Jiuzhai Valley and think about the questions.

Located in the Aba Tibetan and Qiang Autonomous Prefecture of Sichuan Province, South Western China, Jiuzhai Valley or Jiuzhaigou National Park attracts visitors from all parts of the world for its natural landscape, diversity of wildlife and indigenous ways of life. It was declared a UNESCO World Heritage Site in 1992. Jiuzhai Valley literally means “Nine Village Valley” and is named after the nine Tibetan villages scattered throughout the park. There is evidence of people living in the national park up to 3,000 years and the local people maintain many of their traditional ways of life. The superb landscapes of Jiuzhai Valley are particularly interesting for their narrow conic karst land forms and spectacular waterfalls and lakes. There are over 220 bird species found in Jiuzhai Valley as well as a number of endangered animal species, including the giant panda, Sichuan golden monkey and the Sichuan takin.

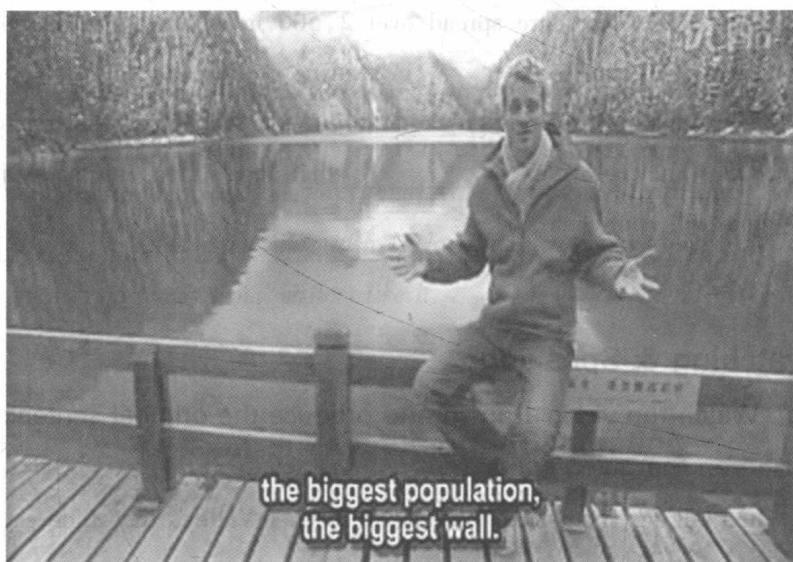
(Adapted from <http://en.jiuzhai.com/index.php/about/park-information>)

Think about:

1. What are the main features of Jiuzhai Valley?
2. If your foreign friend needs advice about whether to go to Chengdu city or to Jiuzhai Valley, what do you recommend?

Watching & Note-taking

Watch the video 1 and find out the main facts he gives to recommend Jiuzhai Valley to overseas visitors.



Jiuzhai Valley

● Stereotype image of China in westerners' eyes before arrival:
a country on a _____ scale with no natural wonders

● Main facts:

—valued as a _____ Site

—located in Sichuan province over 300 km from the city of Chengdu

—featured by _____, _____ and its trademark 114 lakes

—the predominant industry: _____ (_____ banned in this area)

—peak-season visitor turnover: 10,000

—No _____ is allowed to protect and preserve the park.

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● Highlights of the natural site:

—In autumn and winter, snow covers the _____ of the park resembling something like Canada's Rocky Mountains.

—As the lakes are spread over 2,500 m of elevation, in the single day you can see _____ in seasons.

—Compared with big cities of Beijing and Shanghai, the trip to Jiuzhai Valley provides a _____ that locals and international visitors will appreciate.

Watching & Speaking

Watch the video 1 again and produce the original sentences based on the given context.

1. When talking about local lifestyle in Jiuzhai Valley, the guide says:

"There is a ban on farming in the park so larger part of income for locals comes from tourism. Although you can not see the original way ancient Tibetans live but you can still get a general idea about it when the locals lived on the beautiful land over 1,300 years ago."

2. The guide gives a picture-like description of the unique landscape in Jiuzhai Valley by saying "About seasons we explain on gateway, summer is the most eye-catching part while winter is rarely noticed because of the snow. Spring is a short and lovely season but what about autumn? We can see the most beautiful scenes at this particular moment. And with a little less elevation, it's like an actress were offering her best performance right now."

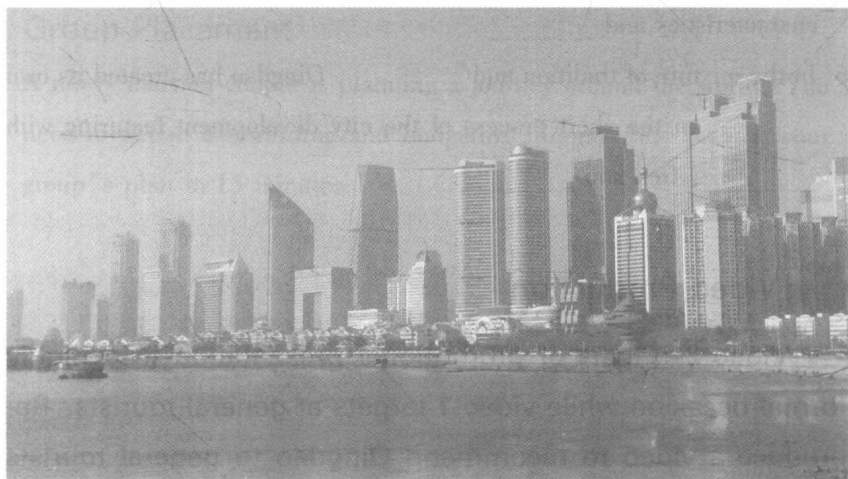
3. When the guide comments on how he feels about Jiuzhai Valley in the

context of China, he points out: *"What makes me really surprised is that in such an densely populated country, you can still find such an unexploited and undeveloped land which is so beautiful that one can hardly describe it in words and you can capture the entire picturesque scene in your eyes."*

4. The guide stresses the benefit of Jiuzhai Valley tour by comparing it with big cities and he mentions: *"Although there is overcrowding problem most of the time in Jiuzhai Valley, compared with big cities of Beijing and Shanghai, we will feel relaxed on holiday and that's why both locals and international visitors like it."*

Section III Watching & Simulating

The City of Qingdao



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Watch the video 2 and complete the following sentences with necessary information.

1. With the background of different cultures and rich _____, Qingdao displays a unique charm of Qilu culture. The city's spirit of _____, harmony, profundity and _____ has brought about boundless _____ and _____.
2. From the west to the east, Qingdao displays pictures of _____. Red tiles, green trees with _____, this is the _____ of the old town of Qingdao.
3. Walking along the _____, you would be impressed by the _____. Out of the street, you will _____ the vast sea that links to the rest of the world.
4. _____ economy, finance and information industry, the _____ Qingdao is quickly catching up with the rest of the world.
5. As a famous Taoist mountain, it _____ the city with unique characteristics and _____.
6. In the mixture of tradition and _____, Qingdao has created its own _____ in the short process of the city development featuring with _____, free and _____.



Video Production

Video 2 is part of promotional presentation in a highly formal occasion while video 1 targets at general tourists. Reproduce a video to recommend Qingdao to general tourists by simulating Video 1.

Section IV Speaking Practice

1. Pair Work

Role-play a talk on either of the following situations.

- Select which place of interests to achieve agreement
- Recommend a city or a rural area by comparing the differences between planning a city tour and arranging a rural tour

2. Individual Presentation

Select one particular type of holiday and do on-line research in a list of must-see destinations in this type and orally present a trip list to others in 10 minutes.

3. Group Placement

A newly married couple is planning a journey around the world. You need to devise a rewarding and budgeting itinerary and present your group's plan in 15 minutes.

Topic 2

Plan for Holiday



Communicative Focus:

- Master a basic skill of enquiring about a trip and complete the booking procedure
- Compare package tour with DIY trip
- Being capable of comprehending news reports on tourism

Section I Basic Knowledge

Task 1 Suppose your family were going to Singapore on package tour. In this case, you need to make an enquiry through a travel agent in person, on the phone or via Internet. Please do on-line research in basic information on package tour to Singapore and complete the booking form.

Package tour to Singapore	
Departure date	
Group size	
Means of transport	
Length of time	
Hotel	
Basic tour price	
Optional	
Deposit	
Itinerary	
Day 1	
Day 2	
...	