



教育部高等学校旅游管理类专业教学指导委员会规划教材

# 旅游英语

LÜYOU YINGYU

◎ 主编 周 毅



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## 内 容 提 要

为适应当前旅游业和高校旅游管理类专业教学的迅速发展,教育部高等学校旅游管理类专业教学指导委员会牵头组织编写了一套紧密参照《旅游管理类专业教学质量国家标准》的高水平规划教材。《旅游英语》就是其中之一。

本书集旅游管理、酒店管理、休闲管理及会展经济与管理为一体,将旅游活动的诸要素与旅游产业的诸要素结合起来,将旅游景点介绍与导游词相结合,同时注重专业英语综合技能(即听、说、读、写、译)的全面提升。

本书内容全新、广泛、集中、地道、实用,文中配有一些插图,并附有二维码导入的外籍专家听力录音、电子教案、PPT教案、景点名录、习题答案及总词汇表等。

全书共15单元,30课,计划64学时完成。

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## 一、出版背景

教材出版肩负着吸纳时代精神、传承知识体系、展望发展趋势的重任。本套旅游教材出版依托当今发展的时代背景。

一是坚持立德树人,着力培养德智体美全面发展的中国特色社会主义事业合格建设者和可靠接班人。深入贯彻落实习近平新时代中国特色社会主义思想,以理想信念教育为核心,以社会主义核心价值观为引领,以全面提高学生综合能力为关键,努力提升教材思想性、科学性、时代性,让教材体现国家意志。

二是世界旅游产业发展强劲。旅游业已经发展成为全球经济中产业规模最大、发展势头最强劲的产业,其产业的关联带动作用受到全球众多国家或地区的高度重视,促使众多国家或地区将旅游业作为当地经济的支柱产业、先导产业、龙头产业,展示出充满活力的发展前景。

三是我国旅游教育日趋成熟。2012年教育部将旅游管理类本科专业列为独立一级专业目录,下设旅游管理、酒店管理、会展经济与管理、旅游管理与服务教育4个二级专业。截至2016年年底,全国开设旅游管理类本科的院校已达604所,其中,旅游管理专业526所,酒店管理专业229所,会展经济与管理专业106所,旅游管理与服务教育31所。旅游管理类教育的蓬勃发展,对旅游教材提出了新要求。

四是创新创业成为时代的主旋律。创新创业成为当今社会经济发展的新动力,以思想观念更新、制度体制优化、技术方法创新、管理模式变革、资源重组整合、内外兼收并蓄等为特征的时代发展,需要旅游教材不断体现社会经济发展的轨迹,不断吸纳时代进步的智慧精华。

## 二、知识体系

本套旅游教材作为教育部高等学校旅游管理类专业教学指导委员会(以下简称“教指委”)的规划教材,体现并反映了本届“教指委”的责任和使命。

一是反映旅游管理知识体系渐趋独立的趋势。经过近30年来的发展积累,旅游管理学科在依托地理学、经济学、管理学、历史学、文化学等学科发展基础上,其知识的宽度与厚度在不断增加,旅游管理知识逐渐摆脱早期依附其他学科而不断显示其知识体系成长的独

立性。

二是构筑旅游管理核心知识体系。旅游活动无论其作为空间上的运行体系,还是经济上的产业体系,抑或是社会生活的组成部分,其本质都是旅游者、旅游目的地、旅游接待业三者的交互活动,旅游知识体系应该而且必须反映这种活动的性质与特征,这是建立旅游知识体系的根基。

三是构建旅游管理类专业核心课程。作为高等院校的一个专业类别,旅游管理类专业需要有自身的核心课程,以旅游学概论、旅游目的地管理、旅游消费者行为、旅游接待业作为旅游管理大类专业核心课程,旅游管理、酒店管理、会展经济与管理、旅游管理与服务教育4个专业再确立3门核心课程,由此构成旅游管理类“4+3”的核心课程体系。确定专业核心课程,既是其他管理类专业成功且可行的做法,也是旅游管理类专业走向成熟的标志。

### 三、教材特点

本套教材由教育部高等学校旅游管理类专业教学指导委员会组织策划和编写出版,自2015年启动至今历时3年,汇聚了全国一批知名旅游院校的专家教授。本套教材体现出以下特点:

一是准确反映国家教学质量标准的要求。《旅游管理类本科专业教学质量国家标准》既是旅游管理类本科专业的设置标准,也是旅游管理类本科专业的建设标准,还是旅游管理类本科专业的评估标准,其重点内容是确立了旅游管理类专业“4+3”核心课程体系。“4”即旅游学概论、旅游目的地管理、旅游消费者行为、旅游接待业;“3”即旅游管理专业(旅游经济学、旅游规划与开发、旅游法)、酒店管理专业(酒店管理概论、酒店运营管理、酒店客户管理)、会展经济与管理专业(会展概论、会展策划与管理、会展营销)的核心课程。

二是汇聚全国知名旅游院校的专家教授。本套教材作者由“教指委”近20名委员牵头,全国旅游教育界知名专家和教授,以及旅游业界专业人士合力编写。作者队伍专业背景深厚,教学经验丰富,研究成果丰硕,教材编写质量可靠,通过邀请优秀知名专家和教授担纲编写,以保证教材的水平和质量。

三是“互联网+”的技术支撑。本套教材依托“互联网+”,采用线上线下两个层面,在内容中广泛应用二维码技术关联扩展教学资源,如导入知识拓展、听力音频、视频、案例等内容,以弥补教材固化的缺陷。同时也启动了将各门课程搬到数字资源教学平台的工作,实现网上备课与教学、在线即测即评,以及配套老师上课所需的教学计划书、教学PPT、案例、试题、实训实践题,以及教学串讲视频等,以增强教材的生动性和立体性。

本套教材在组织策划和编写出版过程中,得到了教育部高等学校旅游管理类专业教学指导委员会各位委员、业内专家、业界精英以及重庆大学出版社的广泛支持与积极参与,在此一并表示衷心的感谢!希望本套教材能够满足旅游管理教育发展新形势下的新要求,能够为中国旅游教育及教材建设开拓创新贡献力量。

教育部高等学校旅游管理类专业教学指导委员会

2018年2月



进入 21 世纪以来,中国旅游业发展迅猛,中国人的旅游热情持续高涨。在这样的背景下,中国的旅游管理类专业院系如雨后春笋般涌现出来,与此配套的旅游管理类教材也不断面世。

然而,当前教育部所强调的创新创业教育迫切需要与高校的专业教育相融合,而《旅游管理类专业教学质量国家标准》(以下简称《国家标准》)的制定对高校旅游院系的课程设置作了规范引导,使大多数这类院系面临转型升级,去适应应用型本科的办学定位,这就使得现有的旅游管理类教材大多落后于新形势。基于新时代的要求,教育部高等学校旅游管理类专业教学指导委员会(以下简称“教指委”)牵头组织编写了一套紧密参照《国家标准》,突出创新创业教育、应用型本科教育和“互联网+”支撑的立体性等特点,集中反映近年来旅游管理类专业理论与实践新成果的高水平“十三五”国家级本科规划教材。

为此,在教指委的领导下,在教指委委员及四川大学历史文化/旅游学院旅游与景观学系主任周毅教授的策划与主持下,由高校旅游院系的一些旅游英语专业教师组成编写团队完成了这部《旅游英语》。

本书集旅游管理、酒店管理、休闲管理及会展经济与管理为一体,将海外旅游与国内旅游结合起来,将旅游活动的吃、住、行、游、购、娱与旅游产业的诸要素结合起来,将旅游景点介绍与导游词结合起来,同时注重听、说、读、写、译等专业英语技能的提升,使学习者能够顺利进入大学专业英语学习的阶段。

本书内容全新、广泛、集中、地道、实用,文中配有一些插图,并附有二维码导入的外籍人士听力录音,配有电子教案、PPT 教案、练习答案、两套试题及答案等。文后附有中英文对照的《中国世界自然与文化遗产名录》和《中国部分重点风景名胜名录》以及总词汇表。

全书共 15 单元,30 课,计划 64 学时完成(学生完成作业练习时间除外)。由于本书属于国家级高等院校规划教材,其英文自然有它应有的高度,并且还涉及旅游专业知识和术语。至于一般英语语言难点和语法,则不属于本书的范围。

书中若有不足之处,敬请同行专家、编辑和读者不吝指正,以利今后修改。为此,我们将不胜感激。

周 毅 博士  
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教育部高等学校旅游管理类专业教学指导委员会委员  
2018 年 1 月于中国成都



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# Unit 1

## What is Modern Tourism?

### Objectives:

- Learn how to give a lecture and ask/answer questions in English.
- Learn how to meet foreign guests at the airport.
- Learn about a brief history of travel and modern tourism.
- Learn how to make a welcome speech to guests in English.
- Learn how to write a letter of enquiries.

### Text A



#### A Dialogue: A Lecture on Tourism<sup>①</sup>

(In a university lecture room, Rick Smith, an American professor is giving a talk on tourism to a group of freshmen at Sichuan University.)

**Chairman:** May I have your attention, ladies and gentlemen? Attention, Please?

This evening we are so honored to have Professor Smith with us. Professor Smith is from the University of Arizona. He will give us a talk on tourism. Now, let's welcome him.

(Applause.)

**Prof. Smith:** Thank you, Mr. Chairman. Hello, everyone!

I also feel honored to be invited to speak on the campus of this famous university. First of all, I'd like to say that talking on so big a topic in such a limited time is not an easy job. So, what I can give you tonight, I think, is merely a general remark about what tourism means. If you have any questions during my lecture, please do not hesitate to interrupt me.

Well, as you may know, the three basic elements that tourism covers are the tourist, the tourist resources and the tourist media such as internet, advertising, transportation,

① 周毅.新编旅游英语教程[M].成都:四川大学出版社,2011:155-157.

accommodation, and travel agencies. Through the media a tourist can get access to a tourist attraction. So, tourism is not a single entity. Instead, it consists of many different kinds of enterprises that offer different services to the traveler, such as transportation, accommodation, catering, shopping, entertainment and touring.

Tourism as we know it today is a relatively new phenomenon, although travel can be dated back as far as thousands of years ago. For example, in the ancient Rome, lots of people traveled for commercial or sanative or religious purposes. During the Renaissance, many young British scholars went to the European continent for their further studies, referred to as “the Grand Tour” in history. However, the tourism industry and mass tourism are only modern phenomena. In fact, the greatest growth in international tourism has taken place only since the end of the Second World War, and it has paralleled the growth of transcontinental air transportation as well as that of telecommunications.

Yes?

**Student A:** Excuse me, professor. I have a question. Do you mean there is some difference between “travel” and “tourism”?

**Prof. Smith:** Certainly. Compared with “travel”, “tourism” focuses much on the purposes of sightseeing and relaxation or entertainment. That’s why “tourism” is often replaced by “sightseeing”. As a matter of fact, tourism in its modern sense began with the building of the railroads in the 19th century. The words “tourism” and “tourist” per se were not used for the first time until 1800. The first tour in the modern times was put together by Thomas Cook in England in 1841, and the firm of Thomas Cook and Sons has remained one of the prominent names in the tourist industry. Steamships promoted tourism, too. The automobile, especially private vehicles, and the airplane in still more recent times have also become major modes of transport for recreational purposes. Does this make sense?

**Student A:** Yes. Thank you.

**Student B:** So, professor, can we say the modern tourist industry originated in the West?

**Prof. Smith:** You may say so, I’m afraid. Now, I am going to present some slides, pictures and figures to discuss the details of the topic proper. OK! Let’s look at the screen.



2012年7月美国旅游营销专业的教授来四川大学讲学——周毅摄

## Exercises :

### I .Discussion Questions

- 1) What is the difference between “travel” and “tourism”?
- 2) What are the general purposes of the ancient travelers?
- 3) How can an average tourist get access to a tourist attraction?
- 4) What is the Grand Tour?
- 5) Who is Thomas Cook? For what is the name famous?

### II .Activity

Students are required to give their class presentations on one of the topics below :

- 1) A brief history of the tourism industry
- 2) The definition of tourism and its elements

### III .Translation ( from English to Chinese )

#### A Brief History of Travel<sup>①</sup>

We learn from history that the travel of 3,000 years ago and the tourism we know today have much in common, particularly in terms of accommodation, catering, guiding, souvenir shopping, etc. offered to travelers.

The earlier form of leisure tour can trace back to the periods of the Babylonian Empire and the Egyptian Empire. In the 6th century B.C., a “Relics Museum” in Babylon once opened to the public. During the same period, Egyptians observed various religious festivals, which attracted not only zealous believers but also many visitors who came there to sightsee the well-known architectural and art treasures. Approximately at the same time, Greek people started to travel out to visit the holy places where gods resided. However, most of what we know about the earliest travel derives from the works of Herodotus, the Greek historian, who is reputed as the first writer of travels in the world. And the most renowned travelogue in the modern times of China is *The Travels of Lao T's'an* by Liu E, a writer of the Qing period.

### Text B

#### A Dialogue : Meeting Guests at the Airport



(Liu Yong, a local escort from Sichuan University, is at the International Arrival Gate One of

① 周毅.新编旅游英语教程[M].成都:四川大学出版社,2011:326.

the Chengdu Shuangliu International Airport to meet Prof. Michael Pieper, the leader of an eight-people university tour group from England.)

**Liu Yong:** Excuse me, sir. Are you Professor Michael Pieper from England?

**Stranger:** No, I'm not.

**Liu Yong:** I am sorry!

**Stranger:** That's all right.

**Liu Yong:** Excuse me, are you Mr. Michael Pieper from England?

**Prof. Pieper:** Yes, I am.

**Liu Yong:** Nice to meet you, Professor Pieper. Welcome to Chengdu! I am Liu Yong, your local escort from Sichuan University.

**Prof. Pieper:** Nice to meet you, too, Liu. I am Michael Pieper, just call me "Michael". Here is my group.

**Tourists:** Hello!

**Liu Yong:** Hello! Glad to see you all.

**Prof. Pieper:** Thank you for coming to meet us, Liu.

**Liu Yong:** Oh, my pleasure. How was your journey?

**All Guests:** Fine.

**Prof. Pieper:** By the way, Liu, how about the arrangement of my lecture?

**Liu Yong:** No problem. After a three-day tour of the city and its environs, I'll accompany you to the Wangjiang Campus of Sichuan University, say, on Wednesday morning.

**Prof. Pieper:** All right, thanks.

**Liu Yong:** You are welcome. OK, have all of you guys got your baggage?

**All Guests:** Yes.

**Liu Yong:** Ready to go? Is everyone in the group here?

**Prof. Pieper:** Sure, a party of eight, including me.

**Liu Yong:** Then, follow me. Our mini-bus is parked outside. We'll go to the hotel first.

**Prof. Pieper:** OK, Let's go.

**Liu Yong:** Need any help, Michael?

**Prof. Pieper:** Oh, no. The baggage is not heavy. I can manage. Thank you anyway.

**Liu Yong:** It's nothing.

## Exercises:

### I .Listening Practice

A Welcome Speech by the Local Escort



## II .Reading Comprehension

### The Evolution of Modern Tourism<sup>①</sup>

Tourism is a relatively new phenomenon in the world. Since being away from home is a necessary component of tourism, the development of tourism as a mass industry depends on modern means of rapid and inexpensive transportation. Tourism as we know it today began with the building of the railroads in the 19th century. The words “tourism” and “tourist” per se were not used for the first time until 1800. Industrialization has produced the other conditions that are necessary for tourism. Among them is the creation of a large number of people with an amount of disposable income—income above and beyond what is needed for basic expenses such as food, shelter, clothing, and taxes. Another important condition is urbanization, the growth of large cities. Residents of big population centers take more holiday trips than residents of rural areas. Anyone who has been to Paris in August, for example, cannot help but observe that a great many of the inhabitants—with the exception of those who serve foreign tourists—are away on vacation.

The importance of industrialization can be seen from the fact that a large percentage of international tourists come from the industrialized countries—Canada and the United States, the nations of Western Europe and Japan. In addition, all of these countries generate a large amount of internal tourism.

However, more recently, with the speedy industrialization and economic growth of BRICS nations, tourism and the tourism industry in these areas have been expanding at a surprising rate. Some figures show that China, over the past few years, has already become the largest tourist generating country in the world both in international tourism and internal tourism. This time, Chinese bring their wealth and culture as well as their ideas to the outside world.



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**Answer the following True or False Questions. If it is true, write “√” in the bracket; if not, write “×” in the bracket.**

- 1) (     ) The words “tourism” and “tourist” per se were used for the first time before 1800.

<sup>①</sup> 姚宝荣,等.旅游管理英语[M].北京:旅游教育出版社,2007:3.

- 2) (     ) Disposable income is not necessary for basic expenses such as food, shelter, clothing, and taxes.
- 3) (     ) In August, a peak tourist season for Paris, a lot of the local residents cannot help but stay in the city to serve foreign tourists.
- 4) (     ) BRICS nations generated international tourism first in history.
- 5) (     ) A tourist generating country means that the country exports its own people as tourists to another country or area.

### III. Practical Writing

#### How to Write a Letter of Enquiries<sup>①</sup>

询问信是旅行社业务往来中一类重要的商业信函。游客、旅行社及其他相关部门在业务往来过程中,经常要写信索取各种旅游产品的资料,希望了解对方的服务项目、价格表、支付方式等信息。

假设你是一个游客,在向某旅行公司索取一次旅行的信息,请用英语写一份询问信。你要索取的信息包括:

- 1) 九日德国—瑞士游线路;
- 2) 行程的出发日期;
- 3) 交通工具;
- 4) 食宿安排;
- 5) 导游使用的语言;
- 6) 其他相关事宜。

Dear Sir/Madam:

I am writing to you to

Many thanks.

Looking forward to your earliest reply.

Sincerely Yours,

( signature )

Ming-xi Zhang

<sup>①</sup> 姚宝荣,等.旅游管理英语[M].北京:旅游教育出版社,2007:26.



## Unit 2

# Holiday Booking

### Objectives:

- Learn how to greet a guest at a travel agency counter.
- Learn how to introduce tourism products and services to foreign guests.
- Learn how to find out guests' needs for a tour in English.
- Learn how to write a guestroom note.

### Text A



#### A Dialogue: A FIT Holiday Booking

(Wang Yue, a marketing salesperson in a travel agency, is in charge of customers' consultations; John Smith, a FIT, wants to book a trip for his wife and himself.)

TA: travel agent                      C: customer

**TA:** Good afternoon sir, how can I help you?

**C:** Good afternoon, I am going to have a five-day holiday. So, I would like to book a trip for my wife and myself please.

**TA:** Is there anywhere in particular you would like to go?

**C:** I have not decided yet. Since we have been to many places in Beijing, we hope to go a little further this time. Could you give us some suggestions?

**TA:** Alright, let me see. First, when would you like to go?

**C:** We have five days for our holiday, from the 18th to the 22nd of June, and we'd like to go for at least four days during that period.

**TA:** No problem, I'll see which destination would fit you best.

We have a special promotion at the moment. If you book a trip to Chengde, you know, a beautiful city not far from Beijing, you will get a free car-ride from Beijing to Chengde, plus free breakfast for one person each day. Are you interested in that?

**C:** Yes, that sounds great! I have heard a little bit about that city before. Could you give us more information?

**TA:** Certainly, Chengde is a popular tourist city about 250 km away from the northeast of



- Beijing. The Mountain Resort and Outer Eight Temples are the most famous scenic spots in the city. In addition, there are other kinds of recreational places such as hot springs, national nature parks, grassland and so on.
- C:** That sounds fantastic! Are these places included in the itinerary? We don't want to take a package tour.
- TA:** Yes, let me introduce the itinerary for you. Since you're the FIT customers, your trip won't be as busy as in the package tour. On the first day, you can go to the Mountain Resort, the best preserved imperial garden in China. And during the night, you will have a chance to watch the amazing outdoor performance—Kang Xi Ceremony. On the second day, we recommend you go to the Outer Eight Temples which are not far from the Mountain Resort. After finishing your visit in the city, you can set off to Mulan Hunting Land for a true grassland expedition in the northeast of Chengde. This trip will take you two days. On the fourth day in the afternoon, you will set off for Beijing.
- We will arrange your accommodations and book all the tickets for you. And we provide a car and a driver for you as stated in the contract. Would you like it to be full-board or half-board?
- C:** Well, I think choosing our own restaurant would be better. I'll have a little bit of extra money to splash out in a nice restaurant somewhere!
- TA:** Okay, that's fine. I know a hotel that offers self-catering facilities and is right outside the Mountain Resort. I will give you a copy of our itinerary concerning your trip, and help you to book the hotel. You can buy tickets at the entrance of the scenic spot. Is that good for you?
- C:** Yes, that's excellent! And we'll still have a day to rest before going back to work! How much will that be?
- TA:** Well, it is 600 RMB per adult now on promotion. That includes the accommodation for 3 nights with a complimentary breakfast each day. Shall we go ahead and book it?
- C:** Wow! That is a fabulous deal! Yes please.
- TA:** Okay. It is 1,200 RMB for two of you. How would you like to pay?
- C:** By credit card. Here you go.
- TA:** Thank you. Could I see your passports please?
- C:** Sure, here you go.
- TA:** Thank you. Here is your receipt and the itinerary including everything you'll need to know about your holiday. Remember to keep all your travel documents safe throughout the trip.
- C:** Thank you so much for your help!
- TA:** You're welcome. Enjoy the rest of your holiday and please contact us if you have any questions!