

21st Century Business English
Communication

in Tourism

朱葆琛 著

旅游教育出版社

21世纪实用旅游英语



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·北 京·

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FOREWORD TO THE NEW EDITION

We contemporary people having gone through the turn of the century would all agree to the generalization that the 20th century was definitely the one that had the greatest inventions in science and technology. Such famous Chinese fantasies as *qian-liyan* and *shunfeng'er*, imagined persons who could see and hear at thousands of miles away, are now part of everybody's daily life.

Ten years ago, when my book *Business English Communication in the Travel Industry* was published, I had never dreamed of the unprecedented leap in the information technology with the Internet playing the key role, let alone their impact on the growth and operation of tourism. Telexes or telegrams were much used and the facsimile was a rare luxury a decade ago. Such messages are now virtually all in fax and E-mail forms.

In the mean time, tourism has also grown by leaps and bounds both at home and in the world. China now ranks number 5 in tourist arrivals. Her steady and healthy economic growth and her imminent entry into WTO (World Trade Organization) have enabled the other WTO (World Tourism Organization) to predict that China will become the number one tourist destination by the year 2010.

It is encouraging to note that since its first print in 1990, the first edition of this book has had 4 reprints and there is still a short supply. It is said that in certain places the book was zeroxed to meet the immediate needs of students who had no way to secure the book. However, tourism practice and the teaching experience at various colleges of my first edition have combined to convince me that much of the contents in the first edition is now obsolete and much more has to be added or updated to cope with the state-of-the-art tourism of the 21st century.

The author wishes to thank Mr. Shen Gengfa and Mr. Zhao Longgen of the Tourism Education Press for initiating the second edition. My thanks should also go to Prof. Frank A. Kretschmer and Miss Kecheng Bi, Grace Li, Lillian Guo, Mr. Richard Greenfield and many of my other students and friends who have selflessly contributed their time and efforts to making this new edition possible at short notice.

It is my continued hope that provision of tourism teaching literature in English to tourism majors in college and staff persons in tourist entities is a short cut and an inevitable path to bridge the gap between English teaching/learning and the teaching/learning of professional knowledge of the tourist industry.

The Author

Beijing, January 18, 2001

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 Briticisms, 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 crosscultural 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 Huiqiang, Tang zhihui, Li Tiefei, Xu Jianxiao, Li Jun, Zhao Zhenhai, 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 Longeng and Shen Gengfa. Their many contributions are sincerely appreciated.

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Foreword 原版前言

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PART A BUSINESS LETTERS IN TOURISM

In the latest and unprecedented growth of telecommunication especially the extensive use of the Internet, the author was advised to delete or to reduce the importance of the chapter on letter! writing in the new edition of this book. Nevertheless, I have kept this chapter and continue to precede this book on business letter writing for various reasons.

A business letter is still the most reliable and the most respectful form of business communication and shall remain so in the foreseeable future. A neatly typed and properly worded official letter signed by the CEO* of a travel entity is usually regarded as a most polite and legally reliable form of document. Such letters are usually accorded great and prompt attention and could well 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 composition in that it is less formal and does not require rhetorical embellishments* such as are found on 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.

The apparent tendency of overlooking the need of acquiring the basic skills of business letter writing in the travel industry has hurt many young people. They can work on the computer freely but find it hard to draft a business letter that fits professional standards. This in many cases was a great setback or loss in their career pursuits, professional advancement, and academic appraisal.

With the above in view the author wishes to begin this book with a chapter on business letter writing. It is the author's firm belief of stressing the study and practice of business letter writing as a basic training in improving business English in general.

Before preparing for a business letter, it is advisable to use the best quality of paper that is available. Single sheets of white and bond paper, unruled, are most desirable, with the letterhead printed or engraved in black or other dark colours. The most convenient size in the international travel industry and the size most generally used is 8 1/2 x 11 inches in North America and 21 cm x 29 1/2 cm in European and the South Pacific countries. They fit nicely into their appropriate envelopes.

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.

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

UNIT I

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

September 10, 2000

1088—1090 East Georgia Avenue

Vancouver, B. C.

Canada V6E 3K5 *

Tel. (604) 688—8341 *

(2) Mr. Yang Minghua

Deputy Director

Dept. of North America and South Pacific

China International Travel Service

103 Fuxingmennei Ave.

Beijing 100800, China.

(3) Dear Mr. Yang:

(4) It was a pleasure to meet you and your colleagues in Beijing during my visit last August 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 2001 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 fax (604) 688~8341

Our tentative * departure dates from Canada in 2001 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 original foreword, "Uranus" (天王星) refers to the planet 7th in order from the sun. And "Neptune" (海王星) is another planet 8th in order from the sun.

* "Briticisms" (英国用语), "Americanisms" (美国用语), and "Australianism" (澳大利亚用语) refer to the regional specialties of the English language in Britain, the United States, and Australia.

* In the foreword to the new edition, "*qianliyan* (千里眼) and *shunfeng'er*" (顺风耳) are legendary fancies in China from ancient times.

* "WTO" (World Trade Organization 世界贸易组织) and WTO (世界旅游组织) happen to have the same acronym.

* "CEO" is the initials for Chief Executive Officer (执事、首席执行官、主要负责人)。

* "Rhetorical embellishments" (华美的辞藻) refers to details added in a speech or

writing with an intention to be grand and impressive.

* **"V6E 3K5"** here is the Zone Improvement Plan or zip code(邮政编码) comparable to the postal code in China. For accurate and prompt delivery of your mail, it is advisable to use the correct zip code.

* **"(604)-688-8341"** is the office phone number of the travel agency. **(604)** is in quotes to mean the area code, which must be left out in case of a local call.

* **"Tentative schedule"** (暂时的日程) means the schedule is still uncertain and may and may not happen as planned. See other examples: *tentative program*, *tentative itinerary*, and *tentative dates*.

* **"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, NW, JAL, SAS, BA, AF, QA, etc.

* The word **"render"** in the sample 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、促销) in the travel industry refers to efforts of a company or destination area to create favourable public image; also called "promo".

* **"Appreciate"** (感谢、赞赏) is very frequently used in both written and oral English. Compare the sentences below:

We would appreciate it if you could reply soonest possible.

It would be appreciated if you could reply soonest possible.

We would be appreciative of your replying soonest possible.

If you could reply soonest possible, we would appreciate.

* **"Quotation"** (or inclusive rates, package rates 包价、综合服务费) usually includes room and board, admissions, transportation, guides, etc. Occasional spending such as shopping, hairdressing, medical expenses, tipping are excluded.

* The sentence **"We are looking at a group size of 20 for each departure."** (我们正在考虑组团, 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 regards to"** (关于、涉及、有关) is quite useful. Compare "concerning", "pertaining to", "with reference to", and "with regard to", etc.

* **"Single occupancy"** (单人房、单人住一间房), **"double occupancy"** (双人房、两人合住一间房), **"Triple occupancy"** (三人合住一房). In China and some other countries, hotel guests are usually charged by the room, irrespective of the status of occupancy. However, in other countries, single occupancy or double occupancy are charged at different rates.

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 sentences 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。
- 中国境内的饭店按房间计收, 两人合住或单人住均一样收费。
- 我社正作明年旅行团准备, 暂以 16 人一批进行组团。

UNIT II

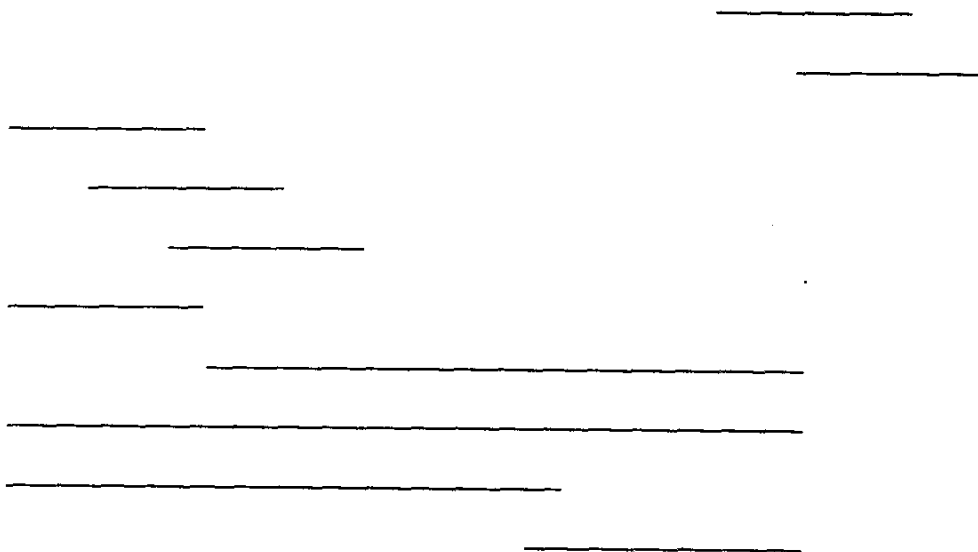
Forms of a Business Letter

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 three 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 1:



Office of the President

January 14, 2000

Dr. Zhu Baochen

Apt. 609 – Building 18

Xuanwumen, Xidajie

Beijing, CHINA 100053

Fax:011-86-10-6302 5566

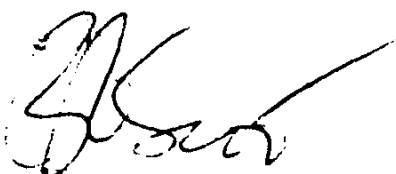
Dear Dr. Zhu:

I am pleased to send you greetings from Ramapo College of New Jersey. Happy New Year!

At long last, I am planning to visit you and Beijing. My tentative schedule, as of this writing, is to arrive the evening of Sunday, April 16 and depart the morning of Thursday, April 20. Are these dates convenient for you? I would be available to give lectures on American social issues, higher education, and globalization. *

Thank you.

Sincerely.



Robert A. Scott

President

/cb

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