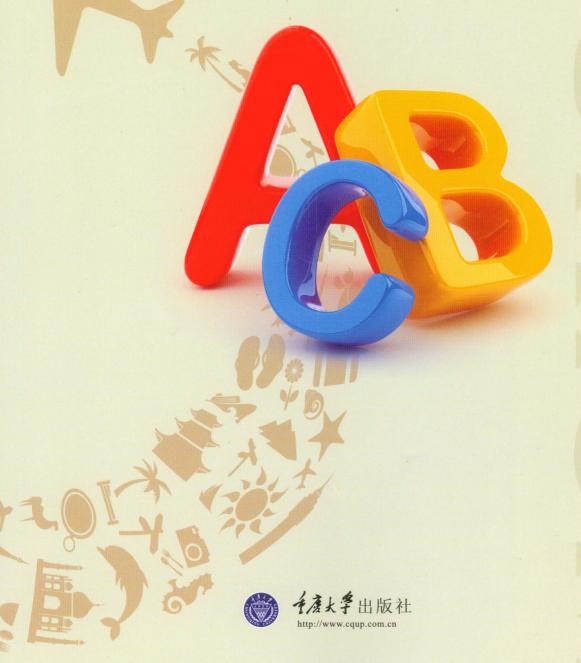


旅游服务英语

LUYOU FUWU YINGYU

◎ 主编 安小可 何亚芸



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出版人:易树平

社址: 重庆市沙坪坝区大学城西路21号

邮编: 401331

电话: (023) 88617190 88617185 (中小学)

传真: (023) 88617186 88617166

网址: http://www.cqup.com.cn

邮箱: fxk@cqup.com.cn(营销中心)

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总序

随着中国经济转型发展的不断深入,旅游业已经成为经济新常态的亮点和发展方向之一。根据世界旅游组织的预测,2020年中国将成为世界第一大旅游目的地国家,并成为世界第四大旅游客源国。云南省凭借得天独厚的自然旅游资源、丰富的人文旅游资源,云南旅游业得到了快速发展,已成为云南省重要的支柱产业和推动经济社会又好又快发展的重要引擎。为积极融入国家"一带一路"战略,实现"旅游强省"发展战略目标,云南迫切需要造就和聚集一支高素质的旅游人才队伍,以满足旅游产业全域式发展,推动全省旅游服务向国际化、标准化、专业化和品牌化的方向发展。高职高专旅游教育作为云南旅游教育的重要组成部分,肩负着为云南旅游业培养大量的应用型旅游专业人才的重任。

在研究和分析目前众多旅游高职高专系列教材优缺点的基础上,在云南省教育厅和世界银行贷款云南省职业教育发展项目云南省项目办的关心支持下,在英国剑桥教育集团、云南旅游职业学院校企合作、专业建设指导委员会的具体指导下,我们按照高职高专教育特点、符合高职高专教育要求和人才培养目标,既有理论广度和深度,又能提升学生实践应用能力,满足应用型旅游专业人才培养需要的专业教材目标,组织由企业、行业专家和学院骨干教师组成的教材开发团队编写了能覆盖旅游高职高专教育多个专业的8本"高等职业教育旅游类专业系列教材"。

本系列教材具有以下三个特点:

- 1. 按照"能力本位"原则确定课程目标。扭转传统教材目标指向,由知识客体转向学生主体,以学生心理品质的塑造和提升为核心目标,并通过其外部行为的改变来反映这些变化,突出培养学生在工作过程中的综合职业能力,充分体现了高等职业教育的职业性、实践性和实用性。
- 2. 坚持"行业、企业"专家导向组织内容。采用"行(企)业专家+专业教师+课程专家"的开发模式。打破传统教材开发形式,基于行(企)业专家提出的典型工作任务,在课程专家指导帮助下,由专业教师提炼出适配的知识、技能和态度等方面的教育标准,再通过多种技术方法设计教学任务。形成满足酒店管理、导游、旅游英语、空中乘务、休闲服务与管理、宝玉石鉴定与加工、计算机信息管理(旅游方向)等多个专业使用的教材。
- 3. 运用"学生能力本位"思想安排教学。由"教程"向"学程",转变传统课堂教育中教师的主宰地位,成为促进学生主动学习的组织者和支持者,强调和重视学习任务与学生认知规律保持一致。保持各专业系列教材之间,课堂教学和实训指导之间的相关性、独立性、衔接性与系统性,处理好课程与课程之间、专业与专业之间的相互关系,避免内容的断缺和



不必要的重复。

作为目前全国唯一的得到世界银行支持的高等职业教育旅游类系列教材,我们邀请了英国剑桥教育集团课程开发专家和云南省世界银行贷款项目办的教育专家作为本系列教材的顾问和指导,也邀请了多位在旅游高职高专教育一线从事教学工作的国内旅游教育界知名学者和企业界有影响的企业家参与本系列教材的编审工作,以确保系列教材的知识性、应用性和权威性。

本系列教材的第一批教材即将出版面市,我们想通过此套教材的编写与出版,为构建现代高等职业教育教材开发建设探索一种新的教材编写和出版模式,并力图使其成为一个优化配套的、被广泛应用的、具有专业针对性和学科应用性的旅游高职高专教育的教材体系。

云南旅游职业学院 2016年8月





前言

《旅游服务英语》是高职高专旅游类专业的必修课程,可供旅游类各专业使用,旨在培养学生用英语处理旅游相关业务的能力。本书由8个学习单元组成,涵盖了境内英语导游最典型的工作过程,包括准备工作、迎接服务、入住服务、餐饮服务、参观游览服务、购物娱乐服务、送团服务和后续服务。本书可基本满足导游人员工作过程中的英语交际需要,并为学生因职业发展而进一步学习专业英语打好基础。

一、内容组织

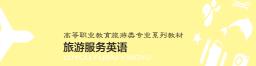
本书打破了传统英语教材的编写形式,以导游职业的典型工作过程为参照组织内容。以课程标准为基础,通过提炼职业功能分析的核心内容和工作任务,根据这些工作任务所需要的英语知识和技能,设计英语教学任务,综合培养学生在工作过程中的英语交际能力,体现了高职英语的职业性、实践性和实用性。

二、开发模式

本书采用"课改专家+英语专业教师+行业专家"的开发模式,由三方人员组成教材开发团队,在对院校及企业广泛调研的基础上确定编写方案,以英语专业教师为主设计阅读写作等语言学习任务,行业专家设计典型工作任务,充分发挥各方所长。

三、教学设计

本书运用世界银行(简称世行)指导的"学生能力本位"思想组织内容,各单元包含语言技能和专业技能,语言技能通过阅读、听力对话、综合技能项目的顺序排列,保证课堂中各技能的训练交叉进行,使得语言输出与专业紧密结合,每个单元浓缩成一个典型的工作环节,学习任务和工作任务相协调,真正实现"教学做"一体化。选材来源于导游带团活动的真实语料和插图,具有时代性、信息性、连贯性和实用性。本书每个单元提供的测评手段严格采用世行形成性评估标准,包括实操技能测评、合作技能测评、学习态度能力测评,考评学生的英语应用能力、合作能力、自主学习能力;培养学生的反思和批判性思维,符合现代职业教育理念,教材设计具有创新性、科学性和合理性。





模块名称	文字要求	内容说明
学习目标	简明扼要	职业功能分析标准为参照的学习目标,内容涵盖学习情 景和工作任务
导入	问题设计清晰	拍摄真实的导游工作过程图片,两个问题设计
阅读	生词数15~20个以内;难 度适当	每个模块编写2篇相关阅读文章;活动设计有语言训练, 也有思辨性训练
听说	内容简明扼要,每个回合 不超过20个英文生词;语 言地道规范	每个模块涵盖3篇相关对话,对话体现本模块典型工作任 务的不同程序
写作	结合实际工作任务操作; 语言简洁规范	每个模块涵盖1篇相关的写作范例,2个练习,写作题体现典型工作任务
项目实践	内容涵盖学习情景;体现"做中学"的原则	项目设计与学习目标对应
学习自我测评	采用世行形成性评估标准	单元涵盖包括实操技能测评、合作技能测评、学习态度 能力测评

五、编写队伍及分工

1.编写队伍:

主编:安小可、何亚芸

副主编: 马同春、夏艺、蔡琳、胥文灿

参编:王永娟、杨黎、贺迎枫、沈明珠、白弋枫、夏胜利、张俊、胡新璋、杨云、 杨正刚

2.分工:

1)每单元学习目标编写:安小可

2)图片提供:杨正刚、刘光波、李蚊羽、张俊、冯缘、陆昊硕、马同春

3) 图片拍摄及问题设计: 杨正刚

4)阅读及写作:何亚芸、蔡琳、夏艺、王永娟、杨黎、贺迎枫、沈明珠、白弋枫

5)听力对话及项目设计: 胥文灿、夏胜利、张俊、胡新璋、杨云、马同春、安小可、

夏艺、蔡琳

6)总词汇表编写: 夏艺

7) 学生自我测评编写:安小可

8)全书统稿:安小可、何亚芸

9)世行专家指导:黄瑛、徐涵

在本教程的编写、修改过程中,得到了许多行业专家、学科专家的指点和帮助。在这里





特别要感谢世界银行学科专家: 黄瑛、徐涵、Stephen Vardigans教授,他们前期对本课程标准、导游职业功能分析的悉心指导,为本书的编写设计奠定了良好的基础; 还要特别感谢昆明国旅参与本书编写的行业专家: 马同春、胥文灿、张俊、胡新璋、杨云老师,使本书真正成为校企共同开发的教材,达到课程开发职业性、实践性和实用性的标准。另外要感谢豆豆假期旅行社的张碧涛总经理、冯缘副经理在课改过程中的积极参与和帮助; 最后,要感谢昆明国旅的刘光波导游、豆豆假期旅行社的李蚊羽导游及来自瑞典的Mark夫妇、Lucy夫妇,是他们让我们有机会拍摄到真实的导游服务过程,使教材插图具有真实性和连贯性。

由于时间和资料等条件限制,加之本人水平有限,书中难免存在不足之处,恳请读者批评指正,以便在重印时及时校正。如是,读者幸甚,编者幸甚。

本书各章节听力内容可扫描二维码在线听。

本书听力录音下载链接: http://qr.cqup.com.cn/lyfwyy/down.html.

编 者 2016年7月





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Unit Objectives

- 1. Understand tour booking procedures.
- 2. Manage to design itineraries.
- 3. Get familiar with the tour reception plan.
- 4. Get familiar with the steps of replying to an inquiry E-mail from clients.

Lead-in

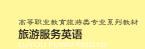
Q1: What does a travel agency do?

Q2: What kind of service can a travel agency offer to tourists?





图1-1





Tourism and hospitality is a booming industry in the world. In general, it can be divided into three parts: transportation, sightseeing, and accommodation, according to their functions.

To start, there is transportation. Transportation is the most important part of tourism and hospitality. Tourists can't go anywhere without some sort of vehicle. Transportation, as it relates to tourism, aims to carry the tourists, their luggage, and anything else that needs to be taken along from place to place safely.

Next, after tourists arrive at the destination, visiting the place and going sightseeing become the focus. They are attracted to famous locations known for their history or great views. Through their visit, not only can tourists broaden their horizons but other industries besides tourism can be improved and benefit from the tourists presence.

Finally, the accommodations are also a very important part of tourism. The modern traveler today not only need a place to sleep, but also require other services as well. Hotel services should also include parking, luggage storage, and meals. These all should be considered as part of the hospitality industry.

To prepare for the future and make tourism more convenient, transportation, sightseeing, and accommodation should be combined. If practitioners improve in these fields, the tourists' experience will also become better.

(修改自:http://wenku.baidu.com/link?url=57aywD0Q6WTnl7XKbIHuEwWENnSuPS32QO8X0a0gHpOOzdnNt_K0mK2cucVaEHVSdbvlhYYoYUAuYkRzRpYVmNxyXN 8gRM33ZBg7SAYZf7) (2016-05-17)

New Words and Phrases

- 1. accommodation/əkpmə'deif(ə)n /
- 2. attract /ə'trækt/
- 3. booming /bu:min /
- 4. broaden/'bro:d(a)n/
- 5. combine /kəm'baın /
- 6. convenient /kən'vi:nıənt /
- 7. destination /destr'nersn/
- 8. focus / 'fəʊkəs /
- 9. horizon /hə'raızn /
- 10. hospitality /hpspi'tæliti /
- 11. location/lə(υ)'keɪʃ(ə)n /
- 12. practitioner / præk'tıʃənə /
- 13. sightseeing/ 'saɪtsi:ɪŋ /
- 14. transportation/ trænspo: 'teɪʃ(ə)n /
- 15. vehicle/'vi:hikl/

- n. 住宿
- v. 吸引
- adj. 兴旺的;繁荣的
- ν. 使拓宽
- v. 使结合; 使联合
- adj. 便利的; 方便的
- n. 目的地; 终点
- n. 焦点; 中心
- n. 视野; 眼界; 地平线
- n. 酒店(业); 款待; 好客
- n. 地点; 位置
- n. 从业者; 开业者
- n. 观光; 旅游
- n. 交通;运输
- n. 交通工具: 车辆





Task 1 Decide whether the following statements are true (T) or false (F) according to Reading A.

1. Tourism and hospitality is a fast growing industry in the world. ()
---	--	---

2. The transportation for tourism doesn't include a bicycle. ()

3. Transportation, sightseeing, and accommodation, these three aspects of the hospitality industry can be developed independently.

Task 2 Answer the following questions according to Reading A.

1. What do you hope to do when you visit an unfamiliar place?

2. What should be done to improve Yunnan's tourism and hospitality industry?

Task 3 Work in pairs. Try to search some basic information about tourism industry in your hometown or in China, read and share with your classmates.



Itinerary of a Seven-day Tour of East China

Welcome to our Seven-day traveling program. We'll provide you with a wonderful traveling experience in East China.

Day 1 — Arrive in Shanghai

Arrive in Shanghai, meet your tour guide and then check in at the hotel.

Day 2 — Shanghai

Begin the day with a visit to the Bund (Waitan). There are many beautiful old buildings in the style of early 20th Century Europe. In the afternoon, visit the elaborate City God Temple (Chenghuang Temple), where you will find many local specialties and snacks.

Day 3 — Shanghai—Mount Huang (in the province of Anhui)

After breakfast, do some shopping and take a walk through Nanjing Road. Then travel to Mount Huang by bus and then check in at the hotel.

Day 4— Mount Huang

Climb the breath-taking Mount Huang, which is regarded as one of the best attractive mountain in China for its rare pine trees, unusual rock formations, scenery of sea clouds and hot springs.

Day 5— Mount Huang—Hangzhou (in the province of Zhejiang)

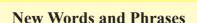
Catch the amazing sunrise of Mount Huang. Then travel to Hangzhou by bus.

Day 6— Hangzhou

Visit the picturesque West Lake, which is known as "heaven on earth". Enjoy a farewell dinner at the hotel.

Day 7— Return home

Go to the airport and take the plane to return home.



- 1. amazing/ ə'meizin/
- 2. attractive/ ə'træktıv/
- 3. breath-taking/'breθ 'teikiη/
- 4. elaborate/i'læb(ə)rət/
- 5. farewell/feə'wel /
- 6. formation/ fo:'meif(ə)n /
- 7. picturesque/ piktsə'resk /
- 8. provide/prə'vaid /
- 9. scenery/'sinəri /
- 10. snack/snæk/
- 11. specialty/'spef(a)lti/
- 12. sunrise/'sʌnraɪz /

- adj. 不可思议的;令人惊讶的
- adj. 有魅力的; 吸引人的
- adj. 动人心魄的;令人屏住呼吸的
- adj. 设计精美的;复杂的
- n. 告别; 再见
- n. 构造; 形成
- adj. 风景如画的
- ν. 提供; 准备
- n. 风景; 景色
- n. 小吃; 零食
- n. 特产;招牌菜
- n. 日出; 黎明

Task 1 Decide whether the following statements are true (T) or false (F) according to Reading B.

- 1. You will visit two cities according to this traveling program. ()
- 2. If you want to find the local specialties and snacks of Shanghai, you can go to the City God Tem ple.
- 3. The West Lake is known as "the first lake on earth".

Task 2 Answer the following questions according to Reading B.

- 1. What is Mount Huang famous for?
- 2. Do you hope to travel in Shanghai? Why or Why not?

Task 3 Work in pairs. Try to search some basic information about the traveling program in your hometown or the famous tourist cities in China, read and share with your classmates.

Reference websites:

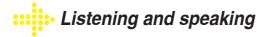
http://cn.chinaculture.org/

https://www.wikipedia.org/

http://wikitravel.org/en/Main_page







Dialogue 1 Enquiring about a domestic package tour through phone



C=Customer A=A	Agent
C:Hello, is this	?
A:Yes, what can we do for	you?
C: My wife and I want to s	see some places of interest in Lijiang.
A:Will you go on a packag	ge tour or will you have a?
C: What kind of package to	ours do you have?
A:We now have a five-day	and an, which depends on the transport you will travel by
How will you travel?	
C: We'd like to take a plane	e there first and we'll travel by sightseeing bus in the city.
A: So a five-day trip woul	ld be good for you. You will have in the city. It is a genera
tour of the city. The itinera	ary includes the places of interest such as Yulong Snow Mountain, Daya
Ancient Town, Suhe Ancie	ent Town and Tiger Leaping Gorge.
C: That sounds fine. What's	s the price for it?
A:	
C: What does it include?	
A: It includes transport, the	ree meals a day, accommodations, tour guide service and th
first admission ticket of each	ch scenic spot.
C: Can I have the detailed	itinerary of the package?
A: Ok, I will forward one t	to your phone right now.
C: Thank you!	
A: You are welcome!	
Task 1 Listen to the dia	alogue and then fill in the blanks with what you hear.
Task 2 Work in pairs. S	Suppose you are calling a travel agency to ask for travel information
Practice making a dialogo	ue according to the model in dialogue 1.
Task 3 Work in pairs. D	Discuss how to acquire travel information.

Dialogue 2 Discussing the quotation

Mr. Allan: Operator of a Tour Organizing Agency Mrs. Kara: Operator of a Local Tour Agency

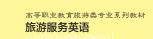
(Mr. Allan phones Mrs. Kara to check the quotation with her.)

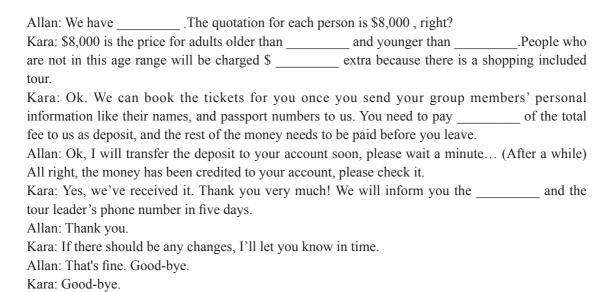
Allan: Good morning, Mrs. Kara, this is Allan speaking.

Kara: Good morning, Mr. Allan.

Allan: I'd like to check the quotation for this trip with you.

Kara: Ok.





- Listen to the dialogue and then fill in the blanks with what you hear.
- Work in pairs. Suppose you are a sales manager of a tour organizing agency, and you're talking with an operator of a local tour agency. Practice making a dialogue according to the model in dialogue 2.
- Task 3 Work in pairs. Discuss how to confirm the quotation.

Dialogue 3 Confirming the Itinerary

Allan: Sales Manager of a Tour Organizing Agency Serena: Operator of a
Local Tour Agency
Allan: Good morning, Serena. Sorry to disturb you, but I want to check some details about our
itinerary.
Serena: No problem. Go ahead.
Allan: Thank you. Our 10-day trip includes 26 meals, is that correct?
Serena: No, only 24 meals. We only offer supper on the day of arrival and breakfast on the day of
departure because meals will be served on the plane. Breakfast will all be served at the hotels you
stay so you need to pay for Each meal is \$
Allan: Our group members may sometimes want to try some instead of meals for tour
groups, in that case, can they cancel some meals and have something else they want?
Serena: That's ok as long as they tell their tour guide two days in advance.
Allan: That's great! Some tourists have asked me about the local performance Yunnan Impression
Show in Kunming, what kind of show is that?
Serena: Well, Yunnan Impression Show, also called Dynamic Yunnan, is a grand and unique
performance that richly depicts the strong flavor of the life of ethnic minorities in
Allan: Great, we will go to see it. Can you book the tickets for us?





Serena: Ok. The prices of the ticket vary from \$, \$50 \$63 to \$, according to
the seats you want to have. Which one do you prefer?		
Allan: We'd like to book 16 tickets at the price of \$		
Serena: Ok, I'll book them for you.		
Allan: Thank you very much.		
Serena: Any time. You are always welcome.		

Task 1 Listen to the dialogue and fill in the blanks with what you hear.

Task 2 Work in pairs. Suppose you are a sales manager of a tour organizing agency, and you're confirming the itinerary with an operator of a local tour agency. Practice making a dialogue according to the model in dialogue 3.

Task 3 Work in pairs. Discuss the importance of confirming the itinerary for the trip.

New words and phrases n. 行程 1. itinerary /ai'tinərəri/ 2. package tour 跟团游 3. self-guided travel 自助游 4. travel agency 旅行社 5. quotation [kwə(υ)'teɪʃ(ə)n] n. 报价 6. deposit [dɪ'pɒzɪt] n. 押金, 保证金 7. be credited to 存入 adj. 动态的,有活力的 8. dynamic [daɪ'næmɪk] 9. depict [dɪ'pɪkt] vt. 描述; 描画 10. flavor['fleivə] n. 风味, 情味, 滋味 n. 操作员, 计调 11. operator ['ppəreitə]

Supplementary Words and Sentence Structures:

1. low season	淡季
2. peak season	旺季
3. discounted price	折扣价
4. premium	保险费
5. pick-up service	接站服务
6. round-trip	往返旅行

- 7. We'd like to travel to...
- 8. It is the peak season to visit ... presently. What's the price for this trip?
- 9. What does the package tour include?
- 10. Do you have any discount for that?





Task 1 Read the following E-mail and sum up the main steps of replying to an inquiry E-mail, then write it down.

Dear Ms White:

I'm Judy from Kunming China International Travel Service. I am very pleased to receive your inquiry E-mail, and it's my honor to provide you with more information about tours in Kunming.

Kunming is well-known as the "Spring City", so you can choose to travel to Kunming whenever you wish to. There are lots of destinations in Kunming welcomed by the world, such as the Stone Forest which is regarded as one of the most fantastic natural miracles in China; Yunnan Ethnic Villages, a theme park with ethnographic display of the history, culture, customs and village residential architecture of the 26 ethnic groups in Yunnan Province; and the Dragon Gate of Western Hill which is famous for its unique and breath-taking natural scenery. The food in Kunming is also worth trying such as rice noodles. You can choose your favored destinations and your traveling date in different tours we provide. And there are several most popular itineraries attached for your reference.

If you have any question please feel free to contact me by E-mail or by telephone, and our phone number is 0871-65156666.

Looking forward to serving you again.

Sincerely yours, Judy.

Task 2 Suppose you are a customer service representative of Kunming Comfort Travel Service. Reply to the following inquiry email with reference to the above model.

To whom it may concern:

I'm interested in the 6-Days tour from Kunming to Dali and Lijiang that you have proposed. I'll appreciate it very much if you can provide me more information about the trip such as destinations, total cost, tourist number and its itinerary.

Looking forward to your reply.

Sincerely yours, Robert Johnson.