

Workplace English

总主编 安晓灿 车贵成

21世纪应用型本科教育行业英语系列教材

*Workplace English*  
*for*  
**Tourism Industry**

# 旅游行业英语

肖 岭 纪菲菲 主编



暨南大学出版社  
JINAN UNIVERSITY PRESS

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## 前 言

2002 年教育部启动新世纪大学英语教学改革,2007 年颁布《大学英语课程教学要求》。在该教学文件的指导下,大学英语课程教学改革与建设蓬勃发展,取得了令人瞩目的成绩:创建出以现代信息技术,特别是网络技术为支撑的教学模式,确立了学生在教学过程中的主体地位,开设了资源共享的大学英语学习网站和自主学习视听说学习中心,使英语学习朝着个性化和自主式学习方向发展;课程内容体系也开始向综合英语类、语言技能类、语言应用类、语言文化类和专业英语类的必修课程和选修课程相结合的方向扩展。

在过去的 10 年中,许多地方应用型本科院校的大学英语课程建设经历了从专科教育向本科教育的过渡,在师资队伍建设和教学文件建设、基础英语教学内容体系和教学方法的改革等方面取得比较显著的成效。但是,目前大多数院校把教学内容定位在基础英语,教学目标定位在大学英语四级考试合格率。显然,这样的教学目标与地方院校应用型人才的培养目标和社会需求是不完全吻合的。地方高校大学英语教学深化改革面临的重大研究课题应该是:根据应用型人才的培养目标和社会需求扩展课程内容体系,做到辅助专业,注重实用,面向社会,服务行业。开发应用型本科教育行业英语教材正是基于上述的分析和改革的需要,目的是培养学生在职场环境下使用英语进行交际的能力,为提升就业竞争力及未来的可持续发展打下必要的基础。

本系列教材的开发是在积极与专业课教师合作的基础上,针对应用型本科院校大学英语开设拓展课程的教学需要进行设计的,其突出特色是:

(1) 突出行业职场交际所需要的英语知识与技能的训练,注重交际语言和技能的实用性、通用性、时效性、典型性和可模拟性。

(2) 选用的材料反映该行业的发展史及其在技术应用方面的最新或重大成果。听说材料与职场情景密切相关,简短精练;阅读文章的题材以职场交际需求为主线,体裁多样化,如行业人物访谈、行业发展趋势与动向、企业或公司简介、新产品/技术引进



与开发介绍等，既体现行业涉外交际的需要，又生动有趣；选用的应用文体现职业需求，简短典型，易读易模拟。

(3) 练习的设计体现以完成职场任务为导向和引导学生主体参与的教学理念，充分利用 group work, pair work, discussion, presentation, project, survey report 等学习方式，使练习体现职业性、实践性、交际性和协作性，不仅能为学生创造参与课堂活动的机会，还能指导他们到相关企业进行现场学习和实践，完成 group project, survey report 等学习任务。

本系列教材的每册书由 8 个单元组成，每个单元包括 5 个部分，即单元目标 (Unit Objectives)、听与说 (Let's Listen and Talk)、读与写 (Let's Read and Write)、职场项目 (Workplace Project) 和职业沙龙 (Career Salon)。书后附有练习答案、参考译文、听力会话和短文的文字材料及光盘。

本书以旅游行业为背景，涉及的题材有旅游行业历史、旅行社经营管理、旅游酒店文化、旅游景区英语、旅游会展英语、旅游市场营销、旅游公关礼仪、休闲旅游等。

本系列教材的总主编是韶关学院外语学院安晓灿教授和车贵成教授；《旅游行业英语》由韶关学院外语学院和旅游与地理学院合作完成，主编是韶关学院外语学院肖岭和旅游与地理学院纪菲菲，副主编是外语学院的李小飞和汪继敏；编者有肖岭（第一单元）、汪继敏（第二单元）、李小飞（第三单元）、谢传惠（第四单元）、冯元菲（第五单元）、陆境辉（第六单元）、施玉丹（第七单元）、任晓光（第八单元）；全书的选材和翻译由旅游与地理学院纪菲菲完成，旅游与地理学院陈婉儿参与选材，特此鸣谢。

本系列教材的开发是一次大胆的尝试，目的是推进应用型本科教育大学英语课程的改革与建设，其中难免存在不当和疏漏之处，敬请使用者批评指正。

编 者

2014 年 10 月

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## Unit 1

### A Brief Introduction to Tourism

#### Unit Objectives

- ◆ Learn to prepare and attend a job interview
- ◆ Learn about tourism in China
- ◆ Learn how to write a resume

#### Let's Listen and Talk

##### Listening

###### Situation 1 Interviewing for the Job as a Tourist Guide

###### Task 1

*Listen to the conversation and tick the questions the interviewer asked.*

- ☐ 1. Do you have any experience like that?
- ☐ 2. What's your strength?
- ☐ 3. What do you think are the responsibilities of a tourist guide?
- ☐ 4. Why did you leave your last job?
- ☐ 5. Don't you consider it a hard work?
- ☐ 6. What would you do if there were an accident?
- ☐ 7. What salary do you want?

###### Task 2

*Listen to the conversation again and complete the sentences.*

Sunlin: My name is Sunlin. I am here to inquire whether the job as a tourist guide  
\_\_\_\_\_ 1 \_\_\_\_\_ in the paper is still open?

Interviewer: Yes. One more is needed.

Sunlin: Oh, I'm so lucky. I want to apply for it.



Interviewer: Do you have any experience like that?

Sunlin: Yes. I have been a guide for two years.

Interviewer: What do you think are the 2 of a tourist guide?

Sunlin: A tourist guide must be responsible for arranging and 3 tour activities, and offering service of transportation, 4, sightseeing, shopping and entertainment.

Interviewer: Don't you consider it a hard work?

Sunlin: Hard but interesting, I think.

Interviewer: OK. Then I want to ask you some questions about the tourist guide. If there were an accident, for example a tourist fell ill, what would you do?

Sunlin: I think I will call the office to send someone to meet us, and 5 that person to the nearest hospital without interrupting our trip.

Interviewer: If one of them forgot a camera in a restaurant, would you let the tourist bus go back?

Sunlin: No. In fact, prior to their 6 the bus and their getting off the bus, I will make an 7 to remind them that they should check their belongings.

Interviewer: Well, it seems that you have some experience to 8 these cases. We will notify you of our decision by e-mail.

Sunlin: Thank you. It's my honor.

## Situation 2 Talking about How to Make a Good First Impression

### Task 3

*Listen to a passage and answer the following questions.*

1. What is important to a successful interview?
2. What should you wear at a job interview?
3. How can you make sure that you dress properly at a job interview?
4. Who should you ask about the dress codes?
5. Why is it unacceptable to make up or wear jewelry at an interview?

### Task 4

*Listen to the passage with some blanks for you to fill in.*

How do you prepare for an interview? The first impression 1, and the interview table is the place that matters. In order to 2 your chances of getting hired, you need to make a very good first impression. You need to make sure that you project a 3. Remember that what you should wear 4 the industry you're trying to get in. Your "interview suit" should be 5 for the company and industry, and you should prepare to dress well in advance of your interview. If you aren't sure how "6" or how "casual"

would be acceptable, go to the company and observe the employees, or simply just ask. It's perfectly acceptable for you to ask the person who arranges your interview about 7. It shows that you want to make the right impression. Remember that less is best with 8, jewelry, and cologne, and the interview is not the place to make 9. You don't have to spend a fortune on suitable interview 10, but you should plan ahead and get comfortable with your new clothes before the interview.

## Speaking

### Situation 3 Being Asked about Education Experience at an Interview

#### Sample Dialogue 1

Interviewer: Have you received any degrees?

Sunlin: Yes. In 2008 I received my Bachelor of Arts degree from Hebei University.

Interviewer: What subject did you major in at the university?

Sunlin: I majored in Tourism.

Interviewer: How about your academic records at college?

Sunlin: I did well. I was one of the top students in the class.

Interviewer: That's very impressive. Which course did you like best?

Sunlin: English. It was both interesting and useful, so I showed a great interest in it.

Interviewer: What other subjects did you major in?

Sunlin: I attended some computer courses. And I am currently studying Finance in a training school.

Interviewer: Did you get any honors and awards at college?

Sunlin: Yes. I was awarded a scholarship every year. In 2007 I participated in the National Contest of English Models and I won the prize.

Interviewer: How do you think the education you've received will contribute to your work in our company?

Sunlin: I have already learned a lot in the classroom and I hope to be able to make practical use of it in your company. My specialization at the university is just in line with the areas your company deals with. I am sure I can apply what I have learned to the work in your company.

#### Task 5

*Pair work. Start a conversation with your partner according to the situation:*

*You are attending a job interview with the personnel manager of ABC Travel Agency. The manager is asking you about your education experience.*



## Situation 4 Being Asked about Work Objectives at an Interview

### Sample Dialogue 2

Interviewer: Are you a goal-oriented person?

Sunlin: Yes, I am. I always make a plan before I do everything.

Interviewer: What do you want to be in 5 years?

Sunlin: As I have some administrative experience from my last job, I may use my organizational and planning skills in the future.

Interviewer: How do you plan to accomplish this?

Sunlin: By doing everything necessary.

Interviewer: That sounds very reasonable.

Sunlin: It's the most important thing to me.

Interviewer: If you are hired, how long do you plan to stay with us?

Sunlin: That obviously depends on how things go—whether I'm suited to the firm and the firm to me.

Interviewer: What is your long-range objective?

Sunlin: It's an uncertain world and one can't predict what is going to happen. However, I hope to make a contribution to the success of the company and grow both personally and professionally in my position.

Interviewer: What do you think of this industry's outlook in five years?

Sunlin: I do believe this industry will develop rapidly in 5 years' time.

### Task 6

*Pair work. Role-play a job interview with your partner according to the situation:*

*You are attending a job interview with the personnel manager of ABC Travel Agency. The manager is asking you about your work objectives.*

## Let's Read and Write

### Reading

#### Task 7

*Read Passage 1 and then work in pairs to speak out the common expressions given in brackets.*

1. China has become one of the world's most-watched and hottest \_\_\_\_\_  
\_\_\_\_\_ (境内外旅游市场) .

2. (中国旅游收入) \_\_\_\_\_ reached \$185 billion in 2009.

3. More historic and scenic spots were renovated and opened to tourists, and \_\_\_\_\_  
\_\_\_\_\_ (专业导游及相关服务人员) were trained.

4. The fast development of China's \_\_\_\_\_ ( 交通基础设施 ) provides wide-ranging travel for domestic and overseas tourists.
5. \_\_\_\_\_ ( 随着中国旅游业的快速崛起 ) and expansion of the travel market, one can be certain about the importance the Chinese people give to social development and well being.
6. As China offers an optimum mix of \_\_\_\_\_ ( 现代经济格局 ) and also boasts of a rich history heritage, tourists prefer to experience the joy of this Asian country.

### Passage 1

#### Tourism in China

Tourism in China has greatly expanded over the last few decades since the beginning of China's reform and opening to the world. The emergence of a newly rich middle class and an easing of restrictions on movement by the Chinese authorities are both **fueling** this travel **boom**. China has become one of the world's most-watched and hottest **inbound** and **outbound** tourist markets. The world is on the **cusp** of a sustained Chinese tourism boom.

China is the third most visited country in the world. The number of overseas tourists was 55.98 million in 2010. Foreign exchange income was \$45.8 billion, the world's fourth largest in 2010. The number of domestic tourist visits totaled ¥1.61 billion, with a total income of ¥777.1 billion.

According to the WTO ( World Tourism Organization ), in 2020, China will become the largest tourist country and among the hottest for overseas travel. In terms of total outbound travel spending, China is expected to be the fastest growing in the world from 2006 to 2015, jumping into the number two **slot** for total travel spending by 2015.

China's growing economy is also generating a **surge** in business travel. In China the percentage of sales dependent on business travel is (38%) higher as compared to the U. S. (21%) and the U. K. (28%), according to the World Travel & Tourism Council's 2013 business travel forecast for the Asia-Pacific region.

China's tourism revenue reached \$185 billion in 2009.

#### History

Between 1949 and 1979, the People's Republic was closed to all but selected foreign visitors. In the late 1970s, when Deng Xiaoping decided to promote tourism vigorously as a means of earning foreign exchange, China started to develop its tourist industry. The major hotel construction programs greatly increased the number of hotels and guest houses, more historic and scenic spots were **renovated** and opened to tourists, and professional guides and other service personnel were trained.

The expansion of domestic and international airline traffic and other tourist transportation facilities made travel more convenient. Over 250 cities and counties had been opened to foreign visitors by the mid-1980s. Travelers needed only valid visas or residence permits to visit 100 locations; the remaining locales required travel permits from public security departments. In 1985 approximately 1.4 million

激起; 繁荣  
内地的; 海外的;  
尖端

位置  
激增

修复



foreigners visited China, and nearly U. S. \$1.3 billion was earned from tourism.

### Inbound

China has become a major tourist destination following its reform and opening to the world in the late 1970s **instigated** by Deng Xiaoping. In 1978, China received about 230,000 international foreign tourists, mostly because of the severe limitations that the government placed on who was allowed to visit the country and who was not. In 2006 China received 49.6 million international visitors, making it the fourth most-visited country in the world. In 2007 international tourist arrivals to China increased to 54.7 million.

### Tourist Services

The fast development of China's transportation **infrastructure** provides wide-ranging travel for domestic and overseas tourists. Throughout China a great many hotels and restaurants have been constructed, renovated or expanded to satisfy all levels of requirement, and there are now about 9,751 hotels with star ratings. All large or medium-sized cities and scenic spots have hotels with complete facilities and services for both domestic and international visitors.

China currently has more than 1,300 international travel agencies, 249 of them located in Beijing, Shanghai, Tianjin, Chongqing and so on. On June 12th, 2003, the China National Tourism Administration and the Ministry of Commerce jointly issued **Interim** Regulations on the Establishment of Foreign-funded or Wholly Foreign-owned Travel Agencies. On July 18th, 2003, the China National Travel Administration approved the registration of JALPAK International (China) Ltd. as the first wholly foreign-owned travel company to enter China's tourist market. The company has started operations in Beijing, mainly handling Japanese tourism in China. On December 1st, 2003, TUI China Travel Company was formally established in Beijing—the first overseas-controlled joint venture in China's tourism industry. The controlling party is Martin Buese China Ltd. and TUI—Europe's largest travel group. Their Chinese partner is China Travel Service that has a network of over 300 local offices.

### China's Tourism Industry

With the speedy emergence of Chinese travel and tourism industry and expansion of the travel market, one can be certain about the importance the Chinese people give to social development and well being. May 1st Vacation, National Day Holiday and Spring Festival Holiday witness a lot of activities. These three holidays in particular provide ample business opportunities for the other industries associated with the travel and tourism industry in China. The associated industries include retail market, entertainment industry, hospitality industry, etc.

### China's Tourism Industry in the Global Market

The Chinese tourism industry offer services keeping in mind the global standards. China has always been a traveler's delight. Promoting Chinese tourism industry efficiently in the global market has contributed significantly to the development of the China tourism industry. Along with tourists from other countries, local or domestic travelers also contribute to the growth of the China tourism industry. As China offers an **optimum** mix of modern economic **setup** and also boasts of a rich history heritage, tourists prefer to experience the joy of this Asian country.

促成, 推动

基础设施建设

临时的, 过渡期间

最适宜的; 格局



## Task 8

*Read the passage again and supply the missing words or expressions to complete the following statements in pairs.*

1. The two important factors that stir up China's travel boom are \_\_\_\_\_ and an easing of restrictions on movement by the Chinese authorities.
2. It's expected that by the year of 2015, China will jump into \_\_\_\_\_ for its total travel spending.
3. Compared to the U. S. and U. K., the percentage of sales dependent on business travel in China is much \_\_\_\_\_.
4. By the mid-1980s, travelers needed only \_\_\_\_\_ or \_\_\_\_\_ to visit 100 locations.
5. Thanks to China's reform and opening instigated by Deng Xiaoping in the late 1970s, China has become a \_\_\_\_\_.
6. The first overseas-controlled joint venture in China's tourism industry is \_\_\_\_\_, which was formally established in Beijing in 2003.
7. The associated industries such as retail market, entertainment industry, hospitality industry, etc. are provided with \_\_\_\_\_ during the three holidays.
8. China has developed its \_\_\_\_\_ rapidly by promoting it efficiently in the global market.

## Task 9

*Work in groups and discuss the following questions.*

1. When did China start to develop its tourist industry?
2. What made travel more convenient?
3. In which year did China become the fourth most-visited country in the world?
4. What makes it possible for the wide-ranging travel for domestic and overseas tourists?
5. Which is the first wholly foreign-owned travel company to enter China's tourist market?

## Task 10

*Read the sentences taken from Passage 1 and work in groups to translate them into Chinese.*

1. Tourism in China has greatly expanded over the last few decades since the beginning of China's reform and opening to the world.

- 
2. The major hotel construction programs greatly increased the number of hotels and guest houses, more historic and scenic spots were renovated and opened to tourists, and professional guides and other service personnel were trained.
-



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3. China has become a major tourist destination following its reform and opening to the world in the late 1970s instigated by Deng Xiaoping.

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4. China currently has more than 1,300 international travel agencies, 249 of them located in Beijing, Shanghai, Tianjin, Chongqing and so on.

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5. With the speedy emergence of Chinese travel and tourism industry and expansion of the travel market, one can be certain about the importance the Chinese people give to social development and well being.

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### Task 11

*Work in pairs to complete the statements with the information from Passage 2.*

1. The history of tourism can trace back to \_\_\_\_\_ years ago in the \_\_\_\_\_ times.
2. In the Romans' time, \_\_\_\_\_ made frequent, safe travel out of the question.
3. Thanks to \_\_\_\_\_, tourism again appeared during the medieval era.
4. The other two factors hundreds of years later that encouraged the start of more widespread and regular tourism were \_\_\_\_\_.
5. Because the \_\_\_\_\_ across Europe gave rise to middle class with more free time, leisure tourism took hold.
6. From the early \_\_\_\_\_, the tourist industry became popular and successful.
7. With the arrival of mass tourism, \_\_\_\_\_ were built by the business people to meet the needs.
8. The \_\_\_\_\_ of the tourist industry will cause the damage of the environments.