



上海国际邮轮旅游人才培训基地
Shanghai International Cruise Training Center

国际邮轮服务英语

INTERNATIONAL CRUISE SERVICE ENGLISH

“上海国际邮轮旅游人才培训基地”教材编委会 编



中国旅游出版社

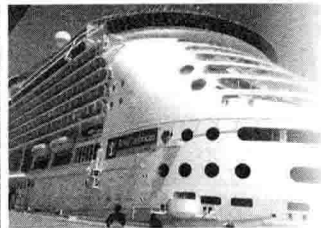
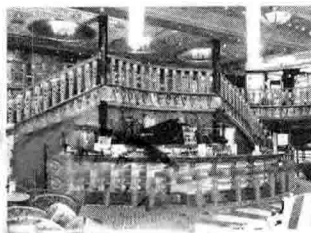
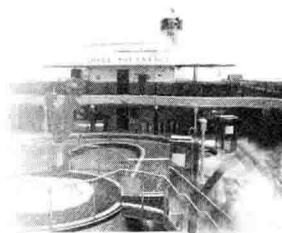


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图书在版编目 (CIP) 数据

国际邮轮服务英语 / “上海国际邮轮旅游人才培训基地”教材编委会编. --北京: 中国旅游出版社,

2014. 10

ISBN 978 - 7 - 5032 - 5068 - 2

I. ①国… II. ①上… III. ①旅游船—旅游服务—英语—教材 IV. ①H31

中国版本图书馆 CIP 数据核字 (2014) 第 214311 号

书 名：国际邮轮服务英语

编 者：“上海国际邮轮旅游人才培训基地”教材编委会

出版发行：中国旅游出版社

(北京建国门内大街甲 9 号 邮编：100005)

<http://www.cttp.net.cn> E-mail: cttp@cnta.gov.cn

发行部电话：010 - 85166503

经 销：全国各地新华书店

印 刷：三河市灵山红旗印刷厂

版 次：2014 年 10 月第 1 版 2014 年 10 月第 1 次印刷

开 本：787 毫米×1092 毫米 1/16

印 张：16

字 数：280 千

定 价：39.00 元

I S B N 978 - 7 - 5032 - 5068 - 2

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如发现质量问题，请直接与发行部联系调换

前 言

《国际邮轮服务英语》是由“上海国际邮轮旅游人才培训基地”负责组织编写，并邀请来自全国各地的老师、专具体执笔，主要目的是基于国际邮轮酒店部各一线服务岗位职责、岗位技能以及所应达到的英语语言水平要求，全方位培养能够顺利通过国际邮轮公司招聘面试，并符合邮轮公司需求的中国籍员工。作为邮轮旅游行业前瞻性教材，本书具有以下特点：

第一，市场所需，填补空白。国际邮轮旅游市场方兴未艾，越来越多的国际邮轮公司将市场战略重点放在中国，导致对中国籍员工的需求日益增大。一方面是邮轮行业人力资源的短缺，另一方面却是中国籍员工英语语言水平的巨大差距。本书的出版正好填补了此类教材市场空白，可以有效地提升中国籍员工从事国际邮轮一线服务岗位的专业技能和语言水平。

第二，立足基础，打造特色。鉴于邮轮服务岗位与传统酒店工作的相似性，本书在编写过程中既立足国内现有的酒店服务英语，又改革创新，打造邮轮服务的不同特色，诸如：“邮轮导游服务、娱乐和照片服务”等，使学员能更生动地学习并体会国际邮轮服务的特殊性和英语语言工作环境。

第三，内容丰富，重在实用性。与学校偏重理论教学为主不同，本书重在实用性和可操作性。本书内容相当丰富，在基于邮轮日常工作环境下，通过“听”、“说”、“读”、“写”以及“对话”全方位培养学员掌握国际邮轮对客服务的英语技能。

第四，信息量大，难度适中。本书20多万字，内容几乎涵盖了国际邮轮上各服务部门和一线岗位所需掌握的专业知识和英文交流沟通内容。在语言难度上力求适中，既可以作为国际邮轮面试招聘的英文培训和自学教材，也可以作为旅游大专院校邮轮专业学生的英文教学用书。

全书共分六章：第一章“前厅部服务”（姜荷梅编写）；第二章“导游部服务”（钱嘉颖编写）；第三章“客房部服务”（曹永玲编写）；第四章“餐饮部服务”（鲍青青编写）；第五章“娱乐部服务”（钱嘉颖编写）；第六章“邮轮厨房”（阮亚威编写）；附录“邮轮旅游常用词汇表”（刘赵平编写）。全书统稿为刘赵平和Pratt Stephen Albert。

本书在编写过程中，进行了大量调研和邮轮船上实际考察，并参阅了国内外诸多资料。在此要非常感谢香港理工大学酒店及旅游业管理学院对本书编写的大力支持！同时还要感谢各位编写人员的辛勤工作，以及上海师范大学的顾大喜先生，上海旅游高等专科学校的吴云先生，上海国际邮轮旅游人才培训基地（上海市旅游培训中心）的何玲女士、郭训先生、张悦女士对本书出版做了大量工作，在此一并表示感谢。由于时间所限，本书尚存不足之处，请予以批评指正，以待进步。

编 者

2014年9月

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Chapter 1

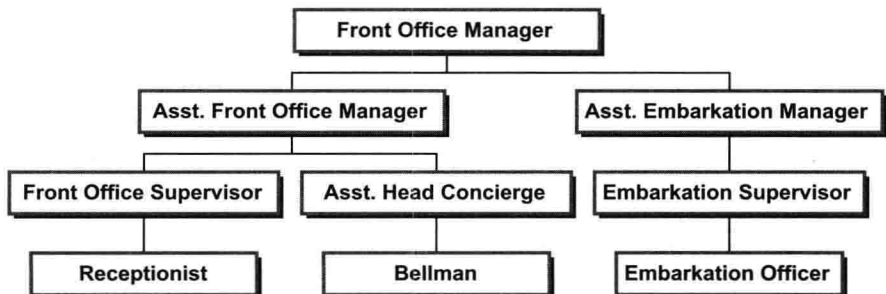
Front Office Department

Learning Outcomes

On completion of the module, you will be able to:

- provide guests with a friendly, personalised front desk service;
- respond to all enquiries in a considerate, professional, and positive manner;
- deal with complaints and log lost and found items;
- take initiative and proactively identify solutions and follow-ups in a timely manner;
- develop the skills and knowledge needed for working as a front desk receptionist.

Organization Chart





Overview of the Module

The Front Office is the Communication Center of the organization. It is the main source for nearly every guest service the ship provides. All the functions, activities and areas of the Front Office are geared toward supporting guest transactions and services. This is where guests register, request information and services, relate complaints, settle their accounts, and check out. The Front Office Department can make or break the business of the cruise, as it is the first and most frequent point of contact for guests. As great vacations begin with great employees, it is therefore vitally important that employees display a prompt and courteous attitude to all guests and demonstrate excellence in service.

Normally, the Front Desk is prominently located in the ship's lobby. The design and layout of the desk should provide each staff with easy access to the equipment and supplies necessary for his assigned tasks. Ideally, the front desk layout is planned and its furniture and fixtures are situated according to the functions performed at designated activity centers along the desk.

Although the organizational structure of a cruise ship's front office may vary in size, the Front Office Department in all cruise ships consists of Reception, Guest Service Offices and Concierge.

Unit 1

Providing Information for Passengers

What You Will Learn in This Unit

1. Giving information about a muster drill
2. Giving information about dining sittings
3. Talking about some cruise ship brands

Background

The front desk is the most visible area of a cruise ship and it is where guests have the most interaction with the Front Desk Receptionists (Guest Service Officers). It creates the first impression of the ship and sets the tone for the guests' stay. The main duties of Front Desk Receptionists are to provide Front Desk Services including, but not limited to, making cruise guests feel welcome, registering guests' credit cards into computer, providing customers with accurate information, directing them to other parts of the ship, facilitating guests' requests, dealing with complaints, handling *stateroom* (船舱) changes, logging lost and found items, exchanging foreign currencies, answering the calls from guests' cabins, and *coordinating* (协调) as well as co-operating with other departments. Front Desk Receptionists serve as the front line of the staff because they are the customer service hub of the cruise ship. When handled well, guests feel welcome and happy about the cruise. When handled poorly, they feel unhappy and neglected.

Part I Getting Started >>

1 The following are the logos of the four largest cruise line operators in the world. Write their equivalent Chinese names under each picture and then tell the class what you know about any of the four cruise operators.



1. _____



2. _____



3. _____



4. _____

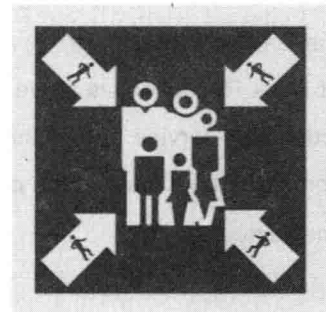
2 Work in pairs listing the five largest international cruise home ports (邮轮母港) in mainland China and give a brief introduction of one of them.

Part II Studying >>

A. Conversations

Conversation 1

Lily and Alex come to the front desk to get some information about a muster drill from a guest service officer (GSO).



- GSO: Hello! May I help you?
- Lily: Yes. The Daily Program says there will be a muster drill. What is that?
- GSO: A muster drill is also called a lifeboat drill or a safety drill.
- Alex: It's an emergency drill. Am I right?
- GSO: You're right. The aim of the drill is to ensure your familiarity with the safety equipment and evacuation procedures in case of an emergency on board.
- Lily: Do we have to attend the drill?
- GSO: Actually, your attendance is compulsory according to the International Convention for the Safety of Life at Sea (SOLAS).
- Lily: The daily program tells us where and when to go.
- GSO: Yes. Fetch your life jackets from your cabins and when you hear the emergency signal — seven short blasts followed by one long blast — of our ship's siren, you should go directly to Muster Station A located on deck 3.
- Lily: How can we find our way there from our cabin?
- GSO: Our crew members will be stationed throughout the ship to help you find the assigned location.
- Alex: I was told truants might have to do a separate drill. Is it true?
- GSO: Yes. The crew members will mark down your room number and do a roll call to make sure everyone on the ship is present. During the drill, our Evacuation Personnel will be visible to all guests and demonstrate how to wear a life jacket.
- Lily: Thanks a lot for your information.
- GSO: My pleasure.

Conversation 2

Carl is at the front desk to ask about dining sittings.

- GSO: Good morning, sir! How can I help you?
- Carl: When I entered my stateroom, I found a ticket with my assigned seating time, restaurant schedule and table number. Do I have to eat dinner at the same time and with the same passengers for the duration of my cruise?
- GSO: Well, breakfast and lunch are open seating. You just show up anytime during the specified hours, and can sit wherever you like.
- Carl: You mean I don't have to eat in the main dining room every day?
- GSO: Even if you have assigned seating, you don't have to eat there for every meal. There are other places to dine from pizza parlors to the buffet and specialty restaurants.
- Carl: I was told one of the best parts of cruising is trying different cuisines.

- GSO: Yes, we offer a wide variety of dining options. There is so much food to try on board that you won't go hungry at any point.
- Carl: I see. I'm assigned second-seating dining. Can I change my dining time?
- GSO: Sure, you can. But you need to talk to the restaurant's maître d' to request a change.
- Carl: Thank you for answering my questions.
- GSO: My pleasure. Come any time. Our office opens 24 hours a day to provide you with information and assistance.

B. Words & Expressions

muster /'mʌstə/	<i>n.</i> 集合; 集合的人群
emergency /'ɪmɜ:dʒənsɪ/	<i>n.</i> 紧急情况; 突发事件
familiarity /fə'mɪlɪ'ærəti/	<i>n.</i> 熟悉; 通晓
evacuation /ɪ'vekju'eɪʃən/	<i>n.</i> 疏散; 撤离
procedure /prə'si:dʒə/	<i>n.</i> 程序, 步骤
compulsory/kəm'pʌlsəri/	<i>a.</i> 必须做的, 强制性的
cabin /'kæbɪn/	<i>n.</i> 船舱
blast /blɑ:st/	<i>n.</i> 汽笛声
siren /'saɪrən/	<i>n.</i> 汽笛
truant /'tru:ənt/	<i>n.</i> 逃避者
crew /kru:/	<i>n.</i> 全体船员
visible /'vɪzəbl/	<i>a.</i> 看得见的
demonstrate /'demənstreɪt/	<i>v.</i> 示范操作, 演示
personnel /ˌpɜ:sə'neɪl/	<i>n.</i> 人员, 员工
stateroom /'steɪtru:m/	<i>n.</i> (亦称cabin) (邮轮上的) 舱房
buffet /'bʊfeɪ/	<i>n.</i> 自助餐
cuisine /kwɪ'zi:n/	<i>n.</i> 菜肴, 烹调法
maître d' /meɪtrə'di:/	<i>n.</i> <法>餐厅总管
life jacket/life vest	救生衣
do a roll call	点名
open seating	可以自由选择座位
pizza parlor	比萨店; 意大利馅饼店
specialty restaurant	风味餐厅, 特色风味餐厅

C. Notes

- 1. daily program:** 每日安排表。这是邮轮上每天放在客舱床上的每日节目安排，相当于一份邮轮当日使用说明书，有非常详细的当天活动、表演、用餐等的介绍，包括时间、地点和具体楼层。游客可以了解航行行程，并以各自喜好的时间来安排和参加邮轮举办的各种活动。不同邮轮每日安排表的其他表达还有：Daily Schedules, Cruise Daily, Activity Sheets, Today。
- 2. muster drill:** 救生演习（或lifeboat drill, safety drill）。邮轮在启航前，按照规定必须进行救生演习，全体乘客必须一律参加。有的邮轮登船卡上印有演习的紧急集合点（Muster Station, Muster Assembly）的号码；有的邮轮，如Costa，会发一张单独的紧急救生演习卡（emergency drill card），演习时要上交。交了，说明你演习过关了。乘客一般可以在舱房门后找到集合地点的位置，沿途路口有工作人员引导指路。救生演习开始的信号为7声短笛加1声长笛。
- 3. International Convention for the Safety of Life at Sea (SOLAS):** 《国际海上人命安全公约》。它是国际海事组织为保障海上航行船舶上的人命安全，在船舶结构、设备和性能等方面规定统一标准的国际公约。
- 4. dining room seatings:** 餐厅座次安排。晚餐受主餐厅（main dining room）座位限制，邮轮会安排两个不同的用餐时段。第一批通常是6:00PM，第二批是8:00PM，就餐时间和桌号都印在邮轮卡（SeaPass, Cruise Card）上。早餐和午餐通常不分批次，可在指定的用餐时段内随服务生带位入座就餐。

Part III Your turn >>

A. Listening Practice

1 Before you listen to the dialogue, read the following words and expressions which may be new to you.

pay as you go	即用即付，随用随付	shore excursion	（邮轮的）上岸游览
launderette	自助洗衣间	detergent	洗涤剂



Listen and do the following tasks.

(1) Write the questions Jane asks.

- ① _____.
- ② _____.
- ③ _____.
- ④ _____.
- ⑤ _____.

(2) Answer the above five questions by completing the sentences with the information you get from the recording.

- ① You can receive or send emails in _____ on Deck 5 or in _____. You can buy time plans which are about _____ per minute or you can pay as you go for _____ per minute.
- ② You can buy one at the _____.
- ③ There's one on _____.
- ④ Yes. There is a _____ on each deck from _____.
- ⑤ The shows are after _____ have finished.

2 Before you listen to the passage about a passenger muster drill, read the following words and expressions which may be new to you.

escape route 脱险路线, 逃生线路 alert 充分意识到…的; 完全感觉到…的

Listen and supply the information.

- (1) The time for many cruise lines to conduct the drill: _____
- (2) The purpose of a muster drill: _____
- (3) What passengers will learn: _____
- (4) The general emergency alarm signal: _____

B. Speaking Practice

1 Role Play

Take one of the roles according to the situations provided.

Student A: It's your first cruise holiday with your grandparents and you're very curious about the trip. Shortly after you get on board the ship, you come to the front desk to enquire about something.

- You want to know if drinks are free on board.
- You want to know if there is medical assistance on board in case your grandparents need help.

Student B: You work as a Guest Service Officer (GSO) with Costa Cruise lines. A guest comes to you and asks you some questions. Answer the questions using the information provided below.

- In the buffet area, an ice dispenser and drinking water, including hot water with teabags, are provided; cocktails, coffees and other drinks can be purchased using the onboard cruise card.
- Sea sickness tablets are available free of charge from your Office; or an *infirmary* (医务室) on Deck 5 is open in the hours shown in the daily programme; a 24-hour medical service is available in the cabin which sells basic medicines and has primary care provided by the onboard doctors and nursing staff with an extra charge.

Exchange roles.

Student B:

- You want to know if you can get your breakfast served in your cabin.
- You want to know something about the service charges.

Student A:

- Cabin breakfast service available (by payment), need to complete a special menu, hang it on the outside handle of your door in the evening before going to sleep; snacks can be ordered 24 hours a day with a phone call, provided with an extra charge, a service charge of 15% on orders of wine and drinks.
- Service charge calculated on a daily basis, charged at the end of the cruise, paid to the staff who provide the services on board.

2 Group work

Do the following task in groups according to the requirement.

Costa Cruises, the largest Italian tourism group and the Number 1 cruise company in Europe, was the first international cruise company to enter the China market in 2006. Since then more than a dozen international cruise lines have established their agencies or expanded operations in China. The following are the four cruise ship brands and their ships that have entered China. Search the Internet for information of these cruise ship brands and identify which cruise line operator they are owned by. Then choose a cruise ship brand that your group is interested in and give a PowerPoint presentation on it in the next class.

Cruise brands:

(1)



Costa Atlantica, Costa Victoria, Costa Classica

(2)



Voyager of the Seas, Legend of the Seas, Mariner of the Seas

(3)



Sapphire Princess

(4)



Celebrity Century, Celebrity Millennium

C. Reading Practice

Read the passage and answer the questions that follow.

Cruise Ships

A cruise ship is a floating resort, a complete city at sea: hotels, restaurants, casinos, lounges, day care centers, fitness clubs, and malls all rolled into one. Cruise passengers are its residents, and as residents, each passenger is equipped with an identification card that serves many onboard purposes during their vacation. Cruise ships have all the choices a fine hotel has to offer. They not only offer *deluxe* (豪华的) accommodation and superior dining, but also often have multiple attractions and *amenities* (便利设施) right on board for passengers to enjoy.

Operators and cruise lines

Operators of cruise ships are known as cruise lines. Cruise lines have a *dual* (双重的) character; they are partly in the transportation business, and partly in the leisure entertainment business, a duality that carries down into the ships themselves, which have both a crew headed by the ship's captain, and a hospitality staff headed by the equivalent of a hotel manager.

Historically, the cruise ship business has been *volatile* (不稳定的). The ships are large capital