



中等职业教育课程改革规划新教材
中等职业教育教材编写委员会审定

英语 **服务类** (职业模块)

English

李汉平 刘 苏 朱光玉 主编



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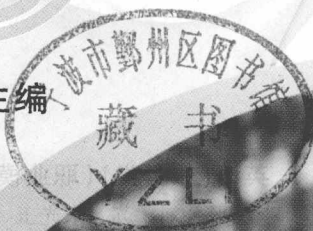
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前言

《英语(服务类)(职业模块)》是依据教育部2009年1月颁布的《中等职业学校英语教学大纲》的目标要求,并针对中职中专英语的教学特点和目前各地区中职中专学校的实际教学情况编写的新版教材。本册教材紧紧围绕中等职业教育的培养目标,遵循职业教育教学规律,从满足经济社会发展对高素质劳动者和技能型人才的需求出发,在课程结构、教学内容和方法等方面进行了新的探索和创新,对于提高中职中专学生的思想道德水平、科学文化素养和职业能力,促进中等职业教学改革,提高中等职业教育教学质量将起到积极的推动作用。

本册教材具有以下特点:

1. 紧扣大纲,系统全面

本册教材严格按照教育部颁布的最新《中等职业学校英语教学大纲》编写(以下简称为《大纲》),涵盖了《大纲》在“职业模块”阶段对“服务类”专业所要求掌握的英语语言知识和技能。使学生在学完本册教材后,基本上能达到《大纲》所要求达到的教学目标。

2. 话题实用,体现服务类职业特色

本册教材在编写过程中充分考虑了中职中专服务类专业学生的专业特点,以及所学知识在未来生活和工作中的实用性,所以在话题的选择方面,安排了三个主要话题,分别涉及旅游饭店英语、文秘英语以及商务英语,突出了中等职业教育的实用性和职业特色。

3. 模块灵活,内容丰富

本册教材共分为三个主题,每个主题分为三个单元,每个单元都由 Warming up, Listening and Speaking, Reading and Writing, Extended Activities, Culture Corner, My Progress Check 和 Words and Expressions 七个模块组成,分别从各个方面来训练学生听、说、读、写、译的能力。内容丰富,涵盖全面。

4. 典型案例,举一反三,生动实用

本册教材每个主题模块的设置就像是一幕幕情景剧,让学生通过一个个实例来学习和巩固所学知识,通过角色扮演来为大家提供实际交际的训练机会,帮助大家熟悉未来的工作环境和工作流程,体会未来工作的挑战性和趣味性,进一步了解职业英语的交流技能和工作职

能。另外,每单元还有 Learning Tips 和 Notes 两个小模块,来帮助学生了解文中的重点、难点、文化背景知识和行业背景知识等。

5. 图文并茂,培养语言兴趣,拓展文化视野

新大纲中特别提到,新教材的编写要利于激发学生的兴趣和学习动机,提高学生的人文素养,帮助学生形成正确的价值观。所以我们在编写本册教材时,选取了丰富的英文阅读材料,同时配有大量的真实场景图片,给学生以强烈的视觉印象,图文并茂,有助于学生培养英语语言学习的兴趣,了解英美国家的文化和常识,拓展文化视野。

6. 丰富的教学资源

为了配合教学,本书配备了丰富的教学资源,可从经济科学出版社网站([www. esp. com. cn](http://www.esp.com.cn))下载。

7. 体例安排

Warming up

该部分主要通过3幅和本单元话题有关的图片、几个问题和讨论,以及围绕话题的几个常见口语表达将学生带到本单元的话题中。

Listening and Speaking

该部分主要通过3个实例来训练学生对某一类话题和场景的听、说能力。

Reading and Writing

该部分主要通过2个实例来训练学生阅读某一类话题,以及学会运用该话题中常见的单词和短语的能力,既丰富了视野,又掌握了基本的交际技巧。

Extended Activities

该部分主要通过4个练习来强化每一个单元的情境话题。

Culture Corner

该部分主要通过图片和短文来丰富单元话题知识。

My Progress Check

该部分主要通过3个思考题,让学生学会自我知识结构反省和回顾。

Words and Expressions

该部分主要归纳总结本单元出现的新单词和短语。

本册教材由李汉平、刘苏和朱光玉担任主编。初稿完成后,我们组织了一个由国内重点中等职业技术学校的权威专家、学者以及教学经验丰富的一线老师组成的特审组,对整套书

稿进行反复论证和系统校阅。另外,美籍教师 David Foster 和 Karl Guthe 也对本册教材的编写提供了许多建设性的意见和建议。对他们的辛勤劳动,在此一并表示感谢!

从策划到最终定稿,我们始终坚持把新大纲和中职中专英语的教学实际结合起来,采用了异于以往教材的全新编写思路,因此,实际编写过程中难免出现纰漏,恳请广大读者批评指正,以便使之日臻完善。

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Unit 2 Page 13 – 24	Hotel Service	To help guests check in and check out in a hotel; to help guests deal with emergencies; to help guests get other services in the hotel; to help guests understand hotel instruction signs.
Unit 3 Page 25 – 36	A Good Tour Guide	To help guests get to the hotel from the airport; to help guests check in in the hotel; to help guests know better about the scenic spots; to help guests deal with emergencies and go shopping.
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Unit 4 Page 45 – 56	I'm New	To help arrange a meeting and prepare relevant materials; to help manager answer and make calls; to help reserve a table ahead of time in an appropriate restaurant; to help receive a visitor with an appointment or without an appointment.
Unit 5 Page 57 – 68	Electronic Communication	To help take a message when receiving a call; to help manager check the order; to help have the machine repaired; to help send an e-mail letter and write an apology letter.
Unit 6 Page 69 – 80	The Ideal Secretary	To help manager send or receive e-mails; to help manager chair the meeting; to help manager meet important guests; to help manager write a memo.
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Unit 8 Page 101 – 112	Sell Online	To sell goods online; to help customers choose goods online; to help customers get good online shopping service; to help customers solve problems about online shopping.
Unit 9 Page 113 – 124	How Can I Serve You Better?	To learn how to deal with the hard customers; to learn how to deal with customers' complaints; to learn how to offer solutions to problems; to learn how to serve customers better.
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Unit

1



Travel Arrangement

Warming up

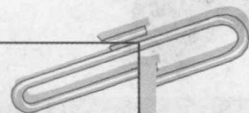


1 Discuss and answer.

Can you tell me the place you want to go most and why?
Do you know anything about America?
What do you think of travelling in Beijing?
What is the most important thing when we arrange travel for the guests?
How to arrange a 3-day Beijing trip for a foreign guest?
How many places have you ever been to?

2 Read and remember.

- * Can I help you?
- * Would you like to travel by air or by train?
- * Can you tell me the place you want to go most?
- * How about a 3-day trip to Qingdao?
- * This is our travel arrangement.
- * Do you have any other questions?
- * Have a good trip.
- * You are welcome.



Listening and Speaking

1 Read the words and expressions. Which ones do you know?

prefer 更喜欢	afford 支付得起	neither...nor...既不...也不...
oriental 东方的	culture 文化	travel agency 旅行社
flight ticket 机票	pack up 打包	

2 Listen and repeat.

Mrs. Brown: Do you have any idea about the coming holiday?

Mr. Brown: How about going to Canada?

Mrs. Brown: Oh no, I prefer a warmer place.

Mr. Brown: Then how about Switzerland?

Mrs. Brown: We have been to Switzerland many times!

Mr. Brown: Let me think... Mm, we can go to Australia.

Mrs. Brown: I'm afraid we can't afford Australia.

Mr. Brown: How about China? Neither too cold, nor too expensive.

Mrs. Brown: Great! We can go to Beijing and Shanghai. I'm very curious about oriental culture.

Mr. Brown: Yes, I know your best friend went to Shanghai last Christmas. But we know little about the city.

Mrs. Brown: We can ask for help of a local travel agency.

Mr. Brown: Sounds good.

Mrs. Brown: When can we leave?

Mr. Brown: Within a week. I will book the flight tickets right now.

Mrs. Brown: And I will pack up.





Notes:

人们在计划假期旅行时,通常会考虑以下几个问题:假期的长短(length of holiday)、目的地的气候条件(climate conditions)、地方特色(regional features)以及旅行预算(travel budget)。

3 Tick the answers.

1. Why doesn't Mrs. Brown want to go to Canada?

☐ It's too warm.

☐ It's too cold.

☐ It's too expensive.

2. Who will pack up for their trip to China?

☐ Mr. Brown.

☐ Mrs. Brown.

☐ They both.

4 Complete the sentences.

prefer

neither...nor...

travel agency

flight tickets

1. Mr. and Mrs. Johnson need two _____ for their trip to Beijing.

2. The place where Miss Li wants to go is _____ Hangzhou _____ Beijing.

3. Miss Linda would _____ a warmer place.

4. A _____ will help people arrange their travels.

5 Listen and complete the dialogue.

A. What is in your arrangement?

B. Do you have any other questions, sir?

C. I'd like to visit some places of interest in Beijing.

D. How much does it cost?

Travel agent: Good morning, sir. Can I help you?

Mr. Brown: Yes, _____

Travel agent: How long will you be staying in Beijing?

Mr. Brown: At least three days.

Travel agent: OK, we can arrange a 3-day package tour for you.

Mr. Brown: Good.

Travel agent: You can visit Palace Museum, Tian'anmen Square, the Summer Palace and so on. They are the most famous scenic spots in Beijing. Do you think it's OK?

Mr. Brown: Yes.

Travel agent: About 500 yuan each, including tickets and 3 breakfasts.

Mr. Brown: Sounds reasonable.

Travel agent:

Mr. Brown: No, thanks. I will call to confirm.

6 Pair work. Complete the dialogue.

布朗夫妇和旅行社确定旅行的安排



Travel agent: Hello! Beijing International Travel Agency.

Mr. Brown: This is Brown speaking. I want to confirm the tour arrangement.

Travel agent: About the 3-day package tour?

Mr. Brown: ...

Learning Tips:

旅行社提供的旅行服务就服务对象而言大致可分为两种：团体旅行(package tour)和私人旅行(private travel)。团体游一般价格低廉(low price), 而私人旅行价格昂贵(expensive)但较灵活(flexible)。

Reading and Writing

1 Read the words and expressions. Which ones do you know?

go shopping 去购物

arrange 安排

tour guide 导游

requirement 要求

2 Read the text with these questions in mind.

1. What do Mr. and Mrs. Brown need when they go shopping?

2. How many plane tickets do Mr. and Mrs. Brown need when they go to Shanghai?



Travel agent: Good Morning, Madam! Can I help you?

Mrs. Brown: Yes, we'd like to go shopping next morning. Could you arrange a tour guide who can speak English for us?

Travel agent: Yes. Do you have any requirements for the guide?

Mrs. Brown: Well, we'd prefer a girl, not more than 25. And of course, she must know shopping places very well.

Travel agent: For how long?

Mrs. Brown: One day.

Travel agent: No problem.

Mrs. Brown: How much?

Travel agent: 350 yuan. You can write down your name and your telephone number here. Our guide will call you later.

Mrs. Brown: By the way, can you book us two tickets from Beijing to Shanghai?

Travel agent: Yes. Plane tickets or train tickets?

Mrs. Brown: Plane tickets.

Travel agent: When do you want to leave?

Mrs. Brown: Next Tuesday morning if possible.

Travel agent: OK.



Notes:

旅行社所提供的导游一般分为两种, 团体导游(package tour guide)和私人导游(private tour guide)。从服务难度看, 私人导游又分为普通话导游和外语导游。私人导游服务的对象一般为商旅人士(businessmen)和外国友人(foreign guests)。

3 Complete the dialogue.

Travel agent: Good afternoon, Mrs. Brown. _____ (这是您的机票)。

Mrs. Brown: Oh, thank you! The flight number is?

Travel agent: It's CA1501.

Mrs. Brown: _____ (从北京到上海需要多长时间)?

Travel agent: Two hours and ten minutes. From 8:30 to 10:40 next Tuesday morning.

Mrs. Brown: Great! _____ (机票费用是多少)?

Travel agent: 1,130 yuan each.

Learning Tips:

为客人预定机票或火车票时, 一定要符合客人的具体要求, 如: 目的地(destination)、日期(date)、数量(quantity)等。

Extended Activities

1 Listen and answer the questions.

Mr. Brown: I want to know something about Shanghai.

Travel agent: OK. You can read this book, *Shanghai Travel Guide*. And you can also ask me. I will be very glad to help you.

Mr. Brown: Thanks. Can you tell me some scenic spots that are worth a visit in Shanghai?

Travel agent: Mm, there are many scenic spots, such as the Bund, Nanjing Road, Oriental Pearl TV Tower, Shanghai Museum, Yangpu Bridge... Oh, there are too many. I think your trip will be quite rewarding there.

Mr. Brown: How about the book?

Travel agent: The book can give you a brief introduction about the city and detailed information about these scenic spots. And it is illustrated with colorful photos. I think it's helpful for your trip in Shanghai.

Mr. Brown: Thank you. Can I take the book?

Travel agent: Yes, of course. The book is free.



Notes:

the Bund, Nanjing Road, Oriental Pearl TV Tower, Shanghai Museum, Yangpu Bridge 均为上海市著名景点(scenic spots), 分别为外滩、南京路、东方明珠电视塔、上海博物馆和杨浦大桥。旅行社一般备有旅游指南(travel guide), 以供客人作出行参考(reference)。

1. What does Mr. Brown want to know from the travel agency?

2. What can Mr. Brown learn from the *Shanghai Travel Guide*?

3. How much does Mr. Brown pay for *Shanghai Travel Guide*?

2 Complete the dialogue.

Travel agent: Good morning. May I help you?

Mr. Zhang: Good morning. I want to apply for passports and visas.

Travel agent: Where are you going?

Mr. Zhang: _____ (我们去新加坡旅游)。

Travel agent: _____ (多长时间)?

Mr. Zhang: Seven days.

Learning Tips:

护照(passport)是一个主权国家发给本国公民出、入国(境)和在国外旅行、居留的合法证件和国籍的重要证明。签证(visa)是旅行者要去的国家允许其进入的证明,由驻外领事馆(the Embassy)签发,使旅行者便于入境。

Travel agent: Please look at the instructions and fill in the forms.

Mr. Zhang: OK. How long will it take to get our passports and visas?

Travel agent: _____ (大约两星期).

Mr. Zhang: Thanks a lot.

Travel agent: My pleasure.

3 Read the passage and choose the best answer.

A Front Desk Agent of a Travel Agency

As a front desk agent of a travel agency, you must be studious. You must know how to answer the questions from your customers. So, you should keep learning all the time, not only about your own business, but also about some social customs, history, geography and current events.

As a front desk agent, you should be warm-hearted to your customers with smile on your face. This can make your customer feel comfortable.

As a front desk agent, you should be patient. Maybe the questions asked by your customers are very childish or maybe you are very busy at the moment, but you can not lose your patience. You can ask for a workmate's help if necessary.



As a front desk agent, you must be careful. Carefulness is especially required when you are dealing with the following affairs:

- ★ Special requirements from your customers.
- ★ Your customers' list and their certificates.
- ★ Your address book on which there are your customers' telephone numbers.

1. What should a front desk agent learn except for his or her own business?

- A. Social customs and history.
- B. Geography and current events.
- C. Both A and B.

2. Your customers' telephone numbers are on your .
 - A. customers' list
 - B. customers' certificates
 - C. address book
3. When you are dealing with your customers' list, you should be .
 - A. studious
 - B. warm-hearted
 - C. careful

4 Complete the sentences.

1. A travel agent can recommend a to the customer because it's cheaper than private travel.
2. When requested, travel agencies can buy for the customer.
3. A travel agent can offer customers a so that they can know better about the place they want to visit.
4. Travel agencies can help people who want to go abroad get a and a visa.
5. Budget is an important factor when a travel agent is arranging for customers.

Culture Corner

1. What is DIY travel?
2. What is the advantage of DIY travel?

DIY Travel

What is DIY travel? It refers to do-it-yourself travel. It means that travellers themselves can arrange their travel route, travel time, and all the other matters during their travelling without any tour guide and team leader. Nowadays this kind of travel model is more and more popular among young people. According to a recent survey, over 80% of young people prefer DIY travel to a group tour.

Why are they so fond of DIY travel? First of all, DIY travel gives travellers more freedom and space. Second, some people don't like being restricted. They want to select their own