



应用型

旅游外语专业系列教材



“十二五”职业教育国家规划教材  
经全国职业教育教材审定委员会审定

# 旅游英语应用文写作

## Practical English Writing in Tourism

赵慧◎编著



北京第二外国语学院  
旅游教育出版社

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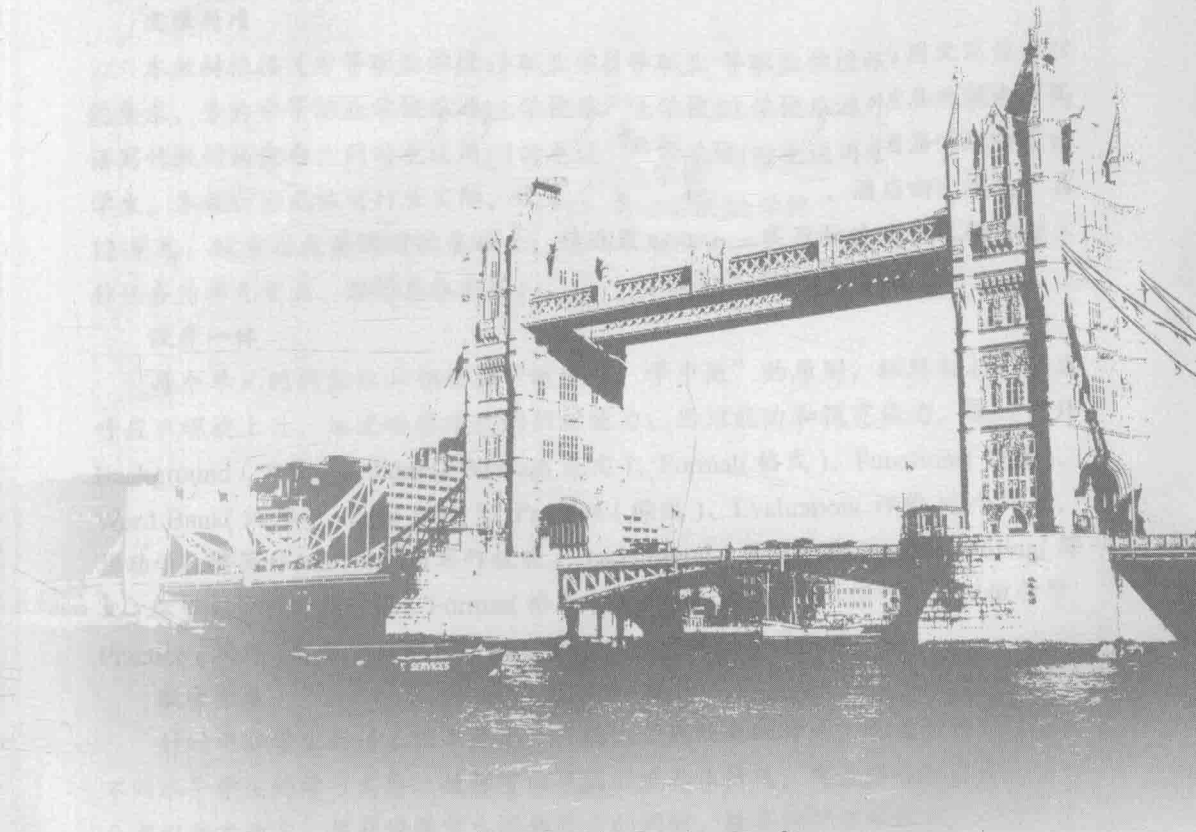
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# 前 言

《旅游英语应用文写作》是“应用型旅游外语专业系列教材”中的一种，入选教育部“十二五”职业教育国家规划教材。为体现专业技能课教材的思想性、科学性、前瞻性和实用性，本教材以课改理念为指导，以求职面试及旅游服务主要涉外岗位实际需求为主线，以主人公角色转换为串联，以典型工作任务为载体，以过程写作为模式，培养学生敬业爱岗、勤于思考、合作沟通的职业素养，提高英语应用文写作的职业技能，为终身学习奠定基础。

本教材呈现以下特点：

## 定位精准

本教材根据《中等职业学校旅游外语专业教学标准》对英语应用文写作课程的要求，专为中等职业学校旅游外语专业学生编写设计，填补了该层次该专业英语写作教材的空白，同时也适用于中等职业学校旅游管理专业和酒店管理专业的学生。本教材紧贴旅游行业实际，设置求职、旅行社、导游、酒店四大模块，共12单元。编者在大量调研的基础上，精选最贴近学生实习和就业需求的典型工作任务为单元重点，编排具体内容。

## 做学一体

每个单元的内容设计都遵循“做中学、学中做”的原则，环环相扣、前后呼应、螺旋上升，注重培养学生的辨析能力、思维能力和探究能力。通过设计 Background（背景）、Sample Writing（范文）、Format（格式）、Functions（功能）、Word Bank（词库）、Tips（贴士）、Practice（操练）、Evaluation（评价）8个环节，推动学生将写作知识内化为写作技能。Background（背景）和 Sample Writing（范文）环节都带有问题讨论，Format（格式）和 Functions（功能）环节均为以做带学，Practice（操练）环节兼顾巩固、拓展和探究，实现做与学融为一体。

## 教学分层

针对中职学生英语基础参差不齐、能力差别较大的特点，本教材内容能满足不同水平学生的学习需要。教师可以根据班级具体情况，有选择性地开展教学。全书以英文为主，旨在培养学生写作能力的同时，提高阅读理解能力。为明确工

作场景和任务要求，关键点都配有中文解释。除 Practice（操练）环节中第三题为开放性题目外，其他皆配有详尽的答案并以附录形式附于书后，以方便教学和自学。

### 评价多元

编者将评价视为学习的重要环节之一，实施多元评价，涵盖自评、他评和师评。既有描述性评价，又有量化评价。他评要求三位同学分别作评价，有意识地促进学生间沟通、互助、互学；同时强调评价后的改进稿，一方面避免评价成为“花架子”，另一方面可以收存开放性题目的自我成果。

### 量度适中

本教材内容适量，共设计了四个模块 12 个单元，适合一学期 36 参考学时的教学。各模块和各单元内容基本均衡，便于安排教学进度。在难易度把握上，尽可能减轻学生的学习负担，对较难的单元进行节选、改良等处理，以利于学生消化吸收。编排设计充分考虑中职学生的认知规律，做到学生可接受、有所得、能用上。

本教材由上海市商贸旅游学校英语高级教师赵慧编写。教材的成稿离不开编者 22 年中职英语教学实践的经验、9 年执教旅游英语专业课程的心得、下企业实践的素材积累以及对实习、毕业学生的广泛调研。感谢在本书编写和出版过程中旅游教育出版社给予的帮助和支持。

由于编者水平有限，书中难免存在疏漏和不足，恳请专家和广大师生能够提出宝贵意见，以便我们不断完善。

编者

2016 年 6 月

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# Module One

Unit 1

Job Application

## Job Hunting 求职



You will be graduating from a vocational school next year. Have you well prepared for job hunting?

你明年即将中职毕业，那么你为求职做好准备了吗？

**In this module, you will be able to (学完本模块，你将能)**

- write an application letter (写求职信) ;
- edit your résumé (编辑个人简历) ;
- give a self-introduction (做自我介绍) .



# Unit 1 Job Application Letters

## 求职信

Faced with job advertisements, can you write job application letters? An effective job application letter will bring you an opportunity for a job interview.

面对招聘广告，你会写求职信吗？要知道，一份好的求职信会给你带来面试的机会。



### I. Background

Li Xiaona is a vocational school student. She majors in Tourism English. She is good at English and typing. Now she is interested in the following job advertisement.

#### Receptionist

#### Full time

CRW Travel Agency is seeking a receptionist.

#### Responsibilities:

- receiving visitors;
- answering phone calls;
- delivering mails;
- processing documents and forms.

#### Requirements:

- excellent service attitude;
- good command of English, both oral and written;
- good computer skills;
- outgoing personality.

If interested, please send a letter to the following address:

上海市天目中路 918 号恒利广场 2506 室

Postcode: 200070

Words and Phrases

major ['meɪdʒə(r)]	vi. 主修
tourism ['tuərizəm]	n. 旅游
advertisement [ˌædvə'taɪzmənt]	n. 广告
receptionist [rɪ'sepʃənɪst]	n. 前台接待员
seek [si:k]	vt. 寻找
responsibility [rɪ'spɒnsə'bɪlətɪ]	n. 职责, 责任
deliver [dɪ'livə(r)]	vt. 递送
process ['prəʊses]	vt. 处理
document ['dɒkjumənt]	n. 文件
requirement [rɪ'kwaɪəmənt]	n. 要求
excellent ['eksələnt]	adj. 优秀的
attitude ['ætɪtju:d]	n. 态度
command [kə'mɑ:nd]	n. 掌握
skill [skɪl]	n. 技能
personality [ˌpɜ:sə'nælətɪ]	n. 个性

Questions

**Directions:** Discuss with your partner about the following questions. (请与同伴讨论下列问题。)

1. What position does Li Xiaona want to apply for?
2. Do you think she is qualified for this job?
3. What elements are necessary in an application letter?



## II. Sample Writing

No. 160 Zhongyi Rd.,

Shanghai 200135

Mar. 5<sup>th</sup>, 2016

CRW Travel Agency  
Rm. 2506, Hengli Plaza,  
No. 918 Tianmu M. Rd.,  
Shanghai 200070

Dear Sir or Madam,

I am responding to your ad in the China Post for a receptionist, and I am extremely interested in the position.

I am now studying in Tian Yang Vocational School. I will graduate this June. My major is Tourism English. I have a full-time internship at the TCE Travel Agency for nearly one year. My performance has been acknowledged by my superiors.

I love English and often take many English activities. I can type all kinds of documents and forms with high accuracy. I am an outgoing girl and have a high sense of responsibility. I think I am the right person for that position.

I am looking forward to hearing from you! My contact number is 138-9530-2146.

Yours sincerely,

*Li Xiaona*

Li Xiaona

### Words and Phrases

application [ˌæplɪˈkeɪʃn]	n. 申请
respond [rɪˈspɒnd]	vi. 回应
ad [æd] (=advertisement)	n. 广告
extremely [ɪkˈstriːmlɪ]	adv. 非常
internship [ˈɪntɜːnʃɪp]	n. 实习

求 职

performance [pə'fɔ:məns]  
 acknowledge [ək'nɒlɪdʒ]  
 superior [su:'piəriə(r)]  
 accuracy ['ækjərəsɪ]  
 position [pə'zɪʃn]  
 contact ['kɒntækt]  
 sincerely [sɪn'siəli]

n. 表现  
 vt. 认可  
 n. 上司  
 n. 准确 (性)  
 n. 职位  
 n. 联系  
 adv. 真诚地

Questions

**Directions:** Discuss with your partner about the following questions. (请与同伴讨论下列问题。)

1. Do you think Li Xiaona's application letter will catch the employer's eyes?
2. Why does Li Xiaona write her name twice?
3. What's the format of an application letter?

III. Format

**Directions:** Arrange the letter in the proper order. Write one number in each box. (请为求职信排序, 在每个框内填入相应的编号。)

Shanghai 200070

- 〈1〉 I am looking forward to hearing from you! My contact number is 138-9530-2146.
- 〈2〉 No. 918 Tianmu M. Rd.,
- 〈3〉 Li Xiaona
- 〈4〉 *Li Xiaona*
- 〈5〉 I love English and often take many English activities. I can type all kinds of documents and forms with high accuracy. I am an outgoing girl and have a high sense of responsibility. I think I am the right person for that position.
- 〈6〉 CRW Travel Agency
- 〈7〉 Mar. 5<sup>th</sup>, 2016
- 〈8〉 Shanghai 200135
- 〈9〉 Yours sincerely,
- 〈10〉 Rm. 2506, Hengli Plaza,
- 〈11〉 No. 160 Zhongyi Rd.,
- 〈12〉 Dear Sir or Madam,
- 〈13〉 I am now studying in Tian Yang Vocational School. I will graduate this June. My major is Tourism English. I have a full-time internship at the TCE Travel Agency for nearly one year. My performance has been acknowledged by my superiors.
- 〈14〉 I am responding to your ad in the *China Post* for a receptionist, and I am extremely interested in the position.



#### IV. Functions

**Directions:** Sort out the following sentences into the function boxes. Write the corresponding letters in each box. (请将下列句子按功能分类, 在每个功能框内填入相应的编号。)

##### 1. Positions

##### 2. Education

求职

3. Experience

[Empty box for experience]

4. Skills

[Empty box for skills]

5. Awards

[Empty box for awards]

6. Requests

[Empty box for requests]

7. Enclosures

[Empty box for enclosures]

- <1> I am now a student in the TAE Technical School, and I expect to graduate in June.
- <2> I won the first prize in School English Speech Contest.
- <3> I look forward to your early reply.
- <4> I can speak English well.
- <5> Please refer to my enclosed CV for details.
- <6> I have come to know that you have a vacancy for the post of cashier.
- <7> Please find my enclosed résumé for your reference.
- <8> At present, I am working with the VSC Company as a trainee.
- <9> I major in Marketing Management.
- <10> I was awarded the title of “Good Volunteer” last year.
- <11> I am enclosing my résumé to provide further details.
- <12> I have basic computer skills.
- <13> I would be grateful if you can let me know the result soon.
- <14> I am interested in applying for the salesman position advertised in today’s *China Daily*.

- 〈15〉 I shall appreciate the chance to have a job interview.
- 〈16〉 I took a part-time job as a salesman during the summer holidays.
- 〈17〉 A friend of mine who works in your company informed me of a secretary vacancy in your company.



## V. Word Bank

Job Titles	工作名称
marketing assistant	营销助理
tourist guide	导游
administrative clerk	行政办事员
secretary	秘书
cashier	出纳
receptionist	接待员
bellman	行李员
operator	计调员; 接线员
waiter/waitress	侍者, 服务员
doorman	门卫
reservationist	预订员
box-office clerk	售票员
usher	引导员



## VI. Tips

- \* State clearly the position you are applying for. Remember that the employer may have many job openings at any time.
- \* Show how your education, experience and skills meet the requirements.
- \* Use specific examples if possible.
- \* Describe the results of your skills.
- \* Briefly explain why you want this position.

- \* Check spelling and grammar.
- \* Keep your information up to date.



## VII. Practice

**1. Situation:** Chen Wei is a vocational student, majoring in Hotel Management.

In today's newspaper, he came across a job advertisement below.

He decides to write a job application letter to try his luck.

**Bellman**  
**CYJ Hotel Co., Ltd.**  
Bellman Must

- Be 175cm or above;
- Speak English well;
- Be able to provide good customer service;
- Have some experience, but not necessary.

If interested, please contact the following location.  
Rm. 201, 564 Changshen Rd. 201310  
Tel: 53081706

**Directions:** Chen Wei has completed his application letter. But now it is mixed up. Please arrange the letter in the proper order and put each number in the right place. (陈巍写好的求职信顺序乱了, 请为他的求职信排序, 将每个编号填入恰当的位置。)