

北京联合大学“十三五”校级“产学合作”特色规划教材

Practical English

旅游实用英语写作

Practical English Writing for Tourism

刘志红 李燕琨 主编

Practical English



中国旅游出版社

北京联合大学“十三五”校级“产学合作”特色规划教材

Practical English

旅游实用英语写作

Practical English Writing for Tourism

刘志红 李燕琨 主编

Practical English



中国旅游出版社

责任编辑：郭海燕
责任印制：冯冬青
封面设计：鲁 筱

图书在版编目(CIP)数据

旅游实用英语写作 / 刘志红, 李燕琨主编. — 北京:
中国旅游出版社, 2019.9
ISBN 978-7-5032-6201-2

I. ①旅… II. ①刘… ②李… III. ①旅游—英语—
写作—高等学校—教材 IV. ①F59

中国版本图书馆CIP数据核字(2019)第030091号

书 名：旅游实用英语写作

作 者：刘志红, 李燕琨主编

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@mct.gov.cn

营销中心电话：010-85166536

排 版：北京旅教文化传播有限公司

经 销：全国各地新华书店

印 刷：北京明恒达印务有限公司

版 次：2019年9月第1版 2019年9月第1次印刷

开 本：720毫米×970毫米 1/16

印 张：15.75

字 数：200千

定 价：38.00元

I S B N 978-7-5032-6201-2

版权所有 翻印必究

如发现质量问题，请直接与营销中心联系调换

本书编委会

主 编：刘志红 李燕琨

编 者：（以姓氏笔画为序）

陈 洁 陈建华 李 峥 李 莹

李燕琨 刘志红 梁宝恒 王 楠

王英伟 杨 昆 张 洋

序

PREFACE

北京联合大学旅游学院旅游英语系主任刘志红教授带领她的团队，经过潜心研究，编写出《旅游实用英语写作》教材，在我国高校英语教学改革的道路上迈出了坚实而可喜的一步，值得祝贺。刘教授邀请我作序，我非常乐意，不仅因为我和刘教授多次在国内外语教学研讨会上谋面，而且我还应邀访问过北京联合大学旅游学院，亲身体会过旅游学院现代化的优美校园环境，整洁宽敞的办公室和热情好客的老师们，参加过该院的商务英语专业培养方案研讨。刘教授对英语教学的重视，勇于探索和改革的精神，致力于将旅游和英语结合，打造国内独具特色的旅游英语方向，都给我留下极为深刻的印象，也更加坚定了我过去十年来探索商务英语复合型人才培养的信心。

中国改革开放 40 年来，我国的国际旅游产业发展迅速，已经成为世界最大的国际旅游消费国，世界第四大旅游目的地国家。2018 年，我国的旅游业产值达 5.97 万亿元，比上年同期增长 10.8%；入出境旅游总人数达 2.91 亿人次，同比增长 7.8%；同比增长 10.5%。全年全国旅游业的综合贡献占 GDP 总量的 11.04%，实现旅游直接和间接就业 7991 万人，占全国就业总人口的 10.29%。国际旅游产业和服务贸易的不断增长与我国涉外旅游高端人才短缺，以及北京建设世界城市的战略不相适应。

北京联合大学旅游学院旅游英语系打破传统的理论讲解和知识传授模式，采取校企合作方式，与上海悠扬游轮商务、北京市公园管理中心、北京市外事办公室、中国青年旅行社等旅游相关单位通力合作，组织力量编写出《实用旅游英语写作》，不仅方向正确，也创新了英语教材编写的思

路和模式，对当前高校英语教学改革和复合型外语人才培养具有启示作用。该教材编写中引入“态度—技能—知识（ASK）”的现代旅游服务原则，并将该原则应用到教学资源库建设，同时突出“英语+”能力训练的实境性，在旅游实用英语类教材编写中尚不多见，符合教育部提出的产教融合的教育改革方向。

我国的外语教学40年来取得了辉煌的成就，面临新时代中国特色一流外语教学和人才培养，我们依然任重道远，需要更多像刘教授这样的探索者和实践者。我乐见此书写成，并与同道同行共勉。

是为序。

中国英语写作教学与研究专业委员会名誉会长
北京语言大学教授、博士生导师



2019年4月

目 录

CONTENTS

Unit One	Job Application in Tourism Industry	1
Unit Two	Curriculum Vitae in Tourism Industry	31
Unit Three	Letter of Reservation and Confirmation	52
Unit Four	Reply to Complaints	69
Unit Five	Advertising Literature in Tourism Industry	110
Unit Six	Tourism Publicity	131
Unit Seven	Itinerary and Travel Plan	158
Unit Eight	Contracts in Tourism Industry	188
Appendix	Documents and Forms in Tourism	213

Unit One

Job Application in Tourism Industry

Unit Objectives

- Attitude: Proper customer-oriented attitude of application letter
- Skills: Writing skills of cover letter-structure and contents
- Knowledge of jobs and duties in tourism industry

I. Lead-in

◇ **Work in pairs and discuss the jobs listed below, and then answer the questions.**

Car rental	Air hostess	Tour guide	Ferry and cruise companies
Catering	Hotels and accommodation	Tour operator	

1. Do these jobs belong to industry? Why?
2. Are you interested in these jobs? Why?
3. What sector of the tourism industry attracts you most?
4. Talk about the advantages and disadvantages of the 6 jobs. Put down your ideas in the following table.

	Advantage	Disadvantages
Car rental		
Tour operator		
Catering		
Hotels & accommodation		
Ferry and cruise companies		
Tour guide		

◇ **Group Work: What is your idea of a good job? Tick your choices and then discuss it with your partner.**

- | | |
|-----------------------------------|------------------------------------|
| _____ a chance to travel around | _____ friendly colleagues |
| _____ team work | _____ opportunities to learn more |
| _____ more flexible working hours | _____ chances to meet more people |
| _____ job stability | _____ paid holidays |
| _____ good salary | _____ benefits (commission, bonus) |

◇ Tick the skills that are required for each of the jobs.

Travel Sales Rep	Conference Event Coordinator	Administrative Assistant	Operations Manager
IT skills			
Language skills			
Leadership skills			
Financial skills			
Writing skills			
Supervisory skills			
Secretarial skills			

II. Language Focus

Golden Rules of Writing Cover Letters

When writing cover letters, you need to use a standard format. Remember that the address of the person you are writing to always appears on the left-hand side of the page and your own address is in the top right-hand corner. Put the date under your address.

Always make sure you start and end your cover letters correctly. If you are writing to Mrs. Lucy Carl, then you should start the letter with “Dear Mrs. Carl” and finish it with “Yours sincerely”. Note that ‘sincerely’ has a small ‘s’, not a capital letter. If the advertisement asks you to send your application to Melanie Simpson, how would you begin your letter? ‘Dear Melanie Simpson’? ‘Dear Mrs. Simpson’ is not really appropriate as she might not be married. It is probably safe to put ‘Dear Melanie Simpson’.

If the advertisement just says, ‘reply to J. Brown’? You should ring the company and find out J. Brown’s full name and whether this person is a man or a woman. Remember that letter etiquette costs you nothing, but it can really pay dividends and you may be the only person who has made the effort to find out. This could help to make you different from all the other applicants and being noticed is important if you are going to get invited for interview.

If the advertisement just states: ‘Write to the Human Resources Department’ or ‘Reply to Atlantis Travel’, it may not be possible for you to find out who will be dealing with your reply. In these cases, you will have to start your letter with ‘Dear Sir/Madam’ and finish the letter with ‘Yours faithfully’ with a small ‘f’.

Exercise

I. Read the text about writing cover letters and use the advice to complete sentences below.

1. The address of the person the letter is addressed to appears _____.
2. If you begin a letter with 'Dear Mrs. Healey' you should end with _____.
3. You should write your own address _____.
4. If your advertisement says, 'Reply to David Simpson' you should _____.
5. If an advertisement says, 'Reply to R. Simpson' you should _____.
6. If an advertisement says, 'Please send a curriculum vitae, known as(CV) + cover letter to Marketing Director, *China Travel*', you should begin your letter with _____, and end with _____.

II. A short cover letter should always accompany your CV. Organize the following advice into two categories. Yes or No

- a. Type your letter of application.
- b. Use interesting colored paper.
- c. Write at least two pages.
- d. Repeat what is already on your CV.
- e. Point out professional skills that you have required.
- f. Emphasize how you believe you meet the employer's needs.
- g. Tell the employer that you will call in to discuss your application.

Yes

No

III. Please read the following statements and judge true or false.

1. The writer's address goes in the top left-hand corner with the date below.

2. The name and address of the person they are writing or go below it on the right.

- _____
3. If you don't know the person's name, you write Dear Sir or Dear Madam and you should finish Yours sincerely. _____
 4. If you know the person's name you write Dear Ms Brown and finish Yours faithfully. _____
 5. It is unacceptable to use contracted forms in formal letter. _____
 6. In a personal letter you put your name, address, telephone number and e-mail on the right-hand or left-hand side of the letter. _____
 7. There are different ways of writing dates: 15 April 2017, April 15th, 2017, or 2017/4/15. _____
 8. Write in short paragraphs so that the letter is well organized and easy to read.
- _____
9. When you don't know the person you are writing to, close with your friend, followed by a comma. _____
 10. Remember to write your first name clearly after your signature. _____

Vocabulary Bank

A. Match the verbs with the nouns.

- | | |
|----------------------------|-------------------------|
| 1. make | a. costs |
| 2. arrange | b. decisions |
| 3. plan | c. holidays |
| 4. earn | d. salary |
| 5. deal with | e. commissions |
| 6. boost | f. emergencies |
| 7. schedule and coordinate | g. meeting |
| 8. organize | h. special events |
| 9. achieving | i. gross profit margins |

B. Match the words in the box with the definitions.

1

salary	overtime	tip	bonus
fee	perks	wages	commissions

- _____ 1. the extra thing, such as luncheon vouchers or free medical insurance, over and above the basic pay
- _____ 2. a small sum given to reward the services of people like waiters or taxi drivers
- _____ 3. money paid every month, but referred to as annual earnings paid to professional and managerial staff
- _____ 4. money paid to a professional person, e.g. a doctor or lawyer for advice given
- _____ 5. money paid to a manual worker, usually calculated hourly and paid weekly
- _____ 6. money added to pay, usually as a reward for good work
- _____ 7. money that is paid for extra hours of work
- _____ 8. money earned as a proportion of the goods or services sold by an individual

2

articulate	optimistic	dynamic	enthusiastic
numerate	considerate	accurate	computer-literate
diplomatic	energetic		

- _____ 1. is able to use information technology
- _____ 2. is good at figures
- _____ 3. thinks of other people's feelings

- _____ 4. feels confident about the future
- _____ 5. is precise, pays attention to detail
- _____ 6. shows a lot of enthusiasm and energy
- _____ 7. can speak fluently
- _____ 8. is discreet and tactful in delicate situations

III. From Reading to Writing

Sample I

Logical Order: Read the following letter and then put the shuffled paragraphs in correct order.

Mary Lee wants to apply for the advertised post of Operations Manager. Put the extracts from her application letter in the correct order.

- a. I have a very optimistic and personable personality and am used to dealing with people of all ages and levels.
- b. I look forward to hearing from you.
- c. I would like to apply for the position of the Front Office Receptionist, as advertised in the official website of China Youth Travel Agency on May 15th.
- d. Re: Front Office Receptionist
- e. Lee (Miss)
- f. Dear Ms. Willis
- h. I am 23 years old and am about to graduate from Beijing Tourism Institute with the major of travel management. Early this year, I worked for 3 months as a trainee in the inter cruise program.
- g. Your vacancy is of particular interest to me as my duties involved check-in, check-out, group rooming lists, making bookings and providing guests with a warm welcome, which I feel is important for this kind of post.
- i. I enclose a copy of my current CV for your information. Please contact me should you require any further details.
- j. Yours sincerely

--	--	--	--	--	--	--	--	--	--

Sample II

Teddy Moore wants to apply for the advertised post of hotel receptionist. Put the extracts from her application letter in the correct order.

Hotel Receptionist

Excellent entry level vacancy for outgoing personality at this three-star hotel

The person appointed will be the first point of contact for visitors, clients and suppliers. Good phone and computer skills are a must. In this full-time position, you will be part of a friendly and dynamic team, responsible for handling all front desk operations. Reply to Mrs. William, Manager, The Marriot Hotel, Stony Stratford, Beijing.

- a. I have a very pleasant, outgoing personality and am used to dealing with people of all ages and levels.
- b. I look forward to hearing from you.
- c. I would like to apply for the position of hotel receptionist, as advertised in the Hotel & Catering Reporter May 12th, 2016.
- d. Re: Hotel receptionist vacancy.
- e. T, Moore (Miss)
- f. Dear Mrs. William
- g. Enc. CV
- h. I am twenty-four years old and am about to finish a course in hotel administration. Earlier this year I worked for 3 months as a trainee in a small family-run hotel. Your vacancy is of particular interest to me as my duties involved taking phone calls, making bookings and providing guests with a warm welcome, which I feel is important for this kind of post.
- I. I enclose a copy of my current CV for your information. Please contact me should you require any further details.
- j. Yours sincerely

