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# 前言

一直想编写一本有关实用商务英语方面的书籍以适应迈入 21 世纪的莘莘学子和那些有志于从事涉及商务英语工作的人们的需要,帮助他们奠定在商务英语方面进一步深造的基础,开拓他们的学术视野,增强他们对商务英语的兴趣以帮助他们熟练地使用英语,切实掌握国际经贸知识。这一想法终于付诸实施,这本《商务英语技能实战》会是一本实用的商务英语教材。

全书共 20 个单元,分上、下两册。上册 11 个单元,下册 9 个单元,每个单元围绕一个主题展开听、说、读、写、译 5 项技能训练,旨在培养商务英语爱好者和使用者的语言综合能力。每册 4 大版块:

1. 听力部分,介绍简单的商业背景知识,并提出相应问题。在听音前先给出新词词汇表。
2. 会话部分,该部分内容配合磁带录音,具体内容为简单的商务场景会话。
3. 阅读部分,着重介绍某方面的商务背景知识,知识性很强。在其后附词汇表,对阅读理解重点进行了详细的注释,后面是就文章内容提出的问题。
4. 写与译部分,注重写和译能力的培养,该部分主要为商务英语常用语的翻译练习(汉译英)。

在书的最后,附有听力文字材料和会话、常用语翻译答案及阅读译文。

本书内容包括旅游、欧元、股票、广告、企业文化、国际贸易、招聘、营销学、投诉、商务谈判等方面的 20 个课题,涵盖国际商务的诸多方面知识,文字规范易懂,实用性很强,是一本融语言学习和知识传授为一体的实用性很强的书籍。我们相

信 ,商务英语爱好者通过本书的学习 ,将在提高英语能力和把握相关知识方面获得双收益。

本书上册由东北财经大学国际商务外语学院卢长怀和孙红英主编。在本书编写的过程中 ,我们得到了我国商务英语方面的专家胡英坤教授大力帮助 ,在此我们表示衷心感谢。参加本书编写的还有徐荣博、王立和、卢秀清、杨艳华、贾茗葳、马静、赵艳玲 ,有了他们的大力支持和无私奉献 ,才有本书的顺利出版。

编者

2003 年 9 月

# 目 录

|        |                                           |     |
|--------|-------------------------------------------|-----|
| 戛戛戛戛戛戛 | 戛戛戛戛戛戛 介绍 .....                           | 1   |
|        | Transcript , Chinese Version & Keys ..... | 94  |
| 戛戛戛戛戛戛 | 戛戛戛戛戛戛戛戛戛 旅游与拜访 .....                     | 8   |
|        | Transcript , Chinese Version & Keys ..... | 97  |
| 戛戛戛戛戛戛 | 戛戛戛戛戛戛戛戛戛戛戛戛 商务约会 .....                   | 16  |
|        | Transcript , Chinese Version & Keys ..... | 100 |
| 戛戛戛戛戛戛 | 戛戛戛戛戛戛戛戛戛戛戛戛 投诉 .....                     | 23  |
|        | Transcript , Chinese Version & Keys ..... | 103 |
| 戛戛戛戛戛戛 | 戛戛戛戛戛戛戛戛戛戛戛戛 找工作 .....                    | 33  |
|        | Transcript , Chinese Version & Keys ..... | 107 |
| 戛戛戛戛戛戛 | 戛戛戛戛戛戛戛戛戛戛戛戛 在餐馆 .....                    | 42  |
|        | Transcript , Chinese Version & Keys ..... | 110 |
| 戛戛戛戛戛戛 | 戛戛戛戛戛戛戛戛戛戛戛戛 广告 .....                     | 50  |
|        | Transcript , Chinese Version & Keys ..... | 113 |
| 戛戛戛戛戛戛 | 戛戛戛戛戛戛戛戛戛戛戛戛 办公场所 .....                   | 59  |
|        | Transcript , Chinese Version & Keys ..... | 116 |
| 戛戛戛戛戛戛 | 戛戛戛戛戛戛戛戛戛戛戛戛 国际贸易 .....                   | 67  |
|        | Transcript , Chinese Version & Keys ..... | 119 |
| 戛戛戛戛戛戛 | 戛戛戛戛戛戛戛戛戛戛戛戛 文化冲击 .....                   | 75  |
|        | Transcript , Chinese Version & Keys ..... | 122 |
| 戛戛戛戛戛戛 | 戛戛戛戛戛戛戛戛戛戛戛戛 组织结构 .....                   | 84  |
|        | Transcript , Chinese Version & Keys ..... | 125 |

# Unit One Introduction

In business world , it is common for people from different countries to greet and introduce each other in English for business sake. So it is the first step to contact people by learning to say hello and make introductions to those you meet for the first time. 在商界 ,来自不同国家的人们通常要用英语问候、介绍 ,学会问候、作介绍是商务接触的第一步。

This unit looks at how we expect people to behave and respond during their first social contacts.

## Listening

耳听为实

**A. Listen to the following conversation and fill the missing parts in the blanks.**

听下面对话并填空。

暈 齧 憎 𪔐 𪔑 𪔒 𪔓 𪔔 𪔕 𪔖 𪔗 𪔘 𪔙 𪔚 𪔛 𪔜 𪔝 𪔞 𪔟 𪔠 𪔡 𪔢 𪔣 𪔤 𪔥 𪔦 𪔧 𪔨 𪔩 𪔪 𪔫 𪔬 𪔭 𪔮 𪔯 𪔰 𪔱 𪔲 𪔳 𪔴 𪔵 𪔶 𪔷 𪔸 𪔹 𪔺 𪔻 𪔼 𪔽 𪔾 𪔿 𪕀 𪕁 𪕂 𪕃 𪕄 𪕅 𪕆 𪕇 𪕈 𪕉 𪕊 𪕋 𪕌 𪕍 𪕎 𪕏 𪕐 𪕑 𪕒 𪕓 𪕔 𪕕 𪕖 𪕗 𪕘 𪕙 𪕚 𪕛 𪕜 𪕝 𪕞 𪕟 𪕠 𪕡 𪕢 𪕣 𪕤 𪕥 𪕦 𪕧 𪕨 𪕩 𪕪 𪕫 𪕬 𪕭 𪕮 𪕯 𪕰 𪕱 𪕲 𪕳 𪕴 𪕵 𪕶 𪕷 𪕸 𪕹 𪕺 𪕻 𪕼 𪕽 𪕾 𪕿 𪖀 𪖁 𪖂 𪖃 𪖄 𪖅 𪖆 𪖇 𪖈 𪖉 𪖊 𪖋 𪖌 𪖍 𪖎 𪖏 𪖐 𪖑 𪖒 𪖓 𪖔 𪖕 𪖖 𪖗 𪖘 𪖙 𪖚 𪖛 𪖜 𪖝 𪖞 𪖟 𪖠 𪖡 𪖢 𪖣 𪖤 𪖥 𪖦 𪖧 𪖨 𪖩 𪖪 𪖫 𪖬 𪖭 𪖮 𪖯 𪖰 𪖱 𪖲 𪖳 𪖴 𪖵 𪖶 𪖷 𪖸 𪖹 𪖺 𪖻 𪖼 𪖽 𪖾 𪖿 𪗀 𪗁 𪗂 𪗃 𪗄 𪗅 𪗆 𪗇 𪗈 𪗉 𪗊 𪗋 𪗌 𪗍 𪗎 𪗏 𪗐 𪗑 𪗒 𪗓 𪗔 𪗕 𪗖 𪗗 𪗘 𪗙 𪗚 𪗛 𪗜 𪗝 𪗞 𪗟 𪗠 𪗡 𪗢 𪗣 𪗤 𪗥 𪗦 𪗧 𪗨 𪗩 𪗪 𪗫 𪗬 𪗭 𪗮 𪗯 𪗰 𪗱 𪗲 𪗳 𪗴 𪗵 𪗶 𪗷 𪗸 𪗹 𪗺 𪗻 𪗼 𪗽 𪗾 𪗿 𪘀 𪘁 𪘂 𪘃 𪘄 𪘅 𪘆 𪘇 𪘈 𪘉 𪘊 𪘋 𪘌 𪘍 𪘎 𪘏 𪘐 𪘑 𪘒 𪘓 𪘔 𪘕 𪘖 𪘗 𪘘 𪘙 𪘚 𪘛 𪘜 𪘝 𪘞 𪘟 𪘠 𪘡 𪘢 𪘣 𪘤 𪘥 𪘦 𪘧 𪘨 𪘩 𪘪 𪘫 𪘬 𪘭 𪘮 𪘯 𪘰 𪘱 𪘲 𪘳 𪘴 𪘵 𪘶 𪘷 𪘸 𪘹 𪘺 𪘻 𪘼 𪘽 𪘾 𪘿 𪙀 𪙁 𪙂 𪙃 𪙄 𪙅 𪙆 𪙇 𪙈 𪙉 𪙊 𪙋 𪙌 𪙍 𪙎 𪙏 𪙐 𪙑 𪙒 𪙓 𪙔 𪙕 𪙖 𪙗 𪙘 𪙙 𪙚 𪙛 𪙜 𪙝 𪙞 𪙟 𪙠 𪙡 𪙢 𪙣 𪙤 𪙥 𪙦 𪙧 𪙨 𪙩 𪙪 𪙫 𪙬 𪙭 𪙮 𪙯 𪙰 𪙱 𪙲 𪙳 𪙴 𪙵 𪙶 𪙷 𪙸 𪙹 𪙺 𪙻 𪙼 𪙽 𪙾 𪙿 𪚀 𪚁 𪚂 𪚃 𪚄 𪚅 𪚆 𪚇 𪚈 𪚉 𪚊 𪚋 𪚌 𪚍 𪚎 𪚏 𪚐 𪚑 𪚒 𪚓 𪚔 𪚕 𪚖 𪚗 𪚘 𪚙 𪚚 𪚛 𪚜 𪚝 𪚞 𪚟 𪚠 𪚡 𪚢 𪚣 𪚤 𪚥 𪚦 𪚧 𪚨 𪚩 𪚪 𪚫 𪚬 𪚭 𪚮 𪚯 𪚰 𪚱 𪚲 𪚳 𪚴 𪚵 𪚶 𪚷 𪚸 𪚹 𪚺 𪚻 𪚼 𪚽 𪚾 𪚿 𪛀 𪛁 𪛂 𪛃 𪛄 𪛅 𪛆 𪛇 𪛈 𪛉 𪛊 𪛋 𪛌 𪛍 𪛎 𪛏 𪛐 𪛑 𪛒 𪛓 𪛔 𪛕 𪛖 𪛗 𪛘 𪛙 𪛚 𪛛 𪛜 𪛝 𪛞 𪛟 𪛠 𪛡 𪛢 𪛣 𪛤 𪛥 𪛦 𪛧 𪛨 𪛩 𪛪 𪛫 𪛬 𪛭 𪛮 𪛯 𪛰 𪛱 𪛲 𪛳 𪛴 𪛵 𪛶 𪛷 𪛸 𪛹 𪛺 𪛻 𪛼 𪛽 𪛾 𪛿 𪜀 𪜁 𪜂 𪜃 𪜄 𪜅 𪜆 𪜇 𪜈 𪜉 𪜊 𪜋 𪜌 𪜍 𪜎 𪜏 𪜐 𪜑 𪜒 𪜓 𪜔 𪜕 𪜖 𪜗 𪜘 𪜙 𪜚 𪜛 𪜜 𪜝 𪜞 𪜟 𪜠 𪜡 𪜢 𪜣 𪜤 𪜥 𪜦 𪜧 𪜨 𪜩 𪜪 𪜫 𪜬 𪜭 𪜮 𪜯 𪜰 𪜱 𪜲 𪜳 𪜴 𪜵 𪜶 𪜷 𪜸 𪜹 𪜺 𪜻 𪜼 𪜽 𪜾 𪜿 𪝀 𪝁 𪝂 𪝃 𪝄 𪝅 𪝆 𪝇 𪝈 𪝉 𪝊 𪝋 𪝌 𪝍 𪝎 𪝏 𪝐 𪝑 𪝒 𪝓 𪝔 𪝕 𪝖 𪝗 𪝘 𪝙 𪝚 𪝛 𪝜 𪝝 𪝞 𪝟 𪝠 𪝡 𪝢 𪝣 𪝤 𪝥 𪝦 𪝧 𪝨 𪝩 𪝪 𪝫 𪝬 𪝭 𪝮 𪝯 𪝰 𪝱 𪝲 𪝳 𪝴 𪝵 𪝶 𪝷 𪝸 𪝹 𪝺 𪝻 𪝼 𪝽 𪝾 𪝿 𪞀 𪞁 𪞂 𪞃 𪞄 𪞅 𪞆 𪞇 𪞈 𪞉 𪞊 𪞋 𪞌 𪞍 𪞎 𪞏 𪞐 𪞑 𪞒 𪞓 𪞔 𪞕 𪞖 𪞗 𪞘 𪞙 𪞚 𪞛 𪞜 𪞝 𪞞 𪞟 𪞠 𪞡 𪞢 𪞣 𪞤 𪞥 𪞦 𪞧 𪞨 𪞩 𪞪 𪞫 𪞬 𪞭 𪞮 𪞯 𪞰 𪞱 𪞲 𪞳 𪞴 𪞵 𪞶 𪞷 𪞸 𪞹 𪞺 𪞻 𪞼 𪞽 𪞾 𪞿 𪟀 𪟁 𪟂 𪟃 𪟄 𪟅 𪟆 𪟇 𪟈 𪟉 𪟊 𪟋 𪟌 𪟍 𪟎 𪟏 𪟐 𪟑 𪟒 𪟓 𪟔 𪟕 𪟖 𪟗 𪟘 𪟙 𪟚 𪟛 𪟜 𪟝 𪟞 𪟟 𪟠 𪟡 𪟢 𪟣 𪟤 𪟥 𪟦 𪟧 𪟨 𪟩 𪟪 𪟫 𪟬 𪟭 𪟮 𪟯 𪟰 𪟱 𪟲 𪟳 𪟴 𪟵 𪟶 𪟷 𪟸 𪟹 𪟺 𪟻 𪟼 𪟽 𪟾 𪟿 𪠀 𪠁 𪠂 𪠃 𪠄 𪠅 𪠆 𪠇 𪠈 𪠉 𪠊 𪠋 𪠌 𪠍 𪠎 𪠏 𪠐 𪠑 𪠒 𪠓 𪠔 𪠕 𪠖 𪠗 𪠘 𪠙 𪠚 𪠛 𪠜 𪠝 𪠞 𪠟 𪠠 𪠡 𪠢 𪠣 𪠤 𪠥 𪠦 𪠧 𪠨 𪠩 𪠪 𪠫 𪠬 𪠭 𪠮 𪠯 𪠰 𪠱 𪠲 𪠳 𪠴 𪠵 𪠶 𪠷 𪠸 𪠹 𪠺 𪠻 𪠼 𪠽 𪠾 𪠿 𪡀

introduce 增援介绍

accounts 灶掇财会

sales 焠援銷售

exactly 确切地，具体地

purchasing 焂援采买, 购买

employ 增減雇用

beginning 焜援开始

introduce sb. to sb. 将某人介绍给某人

in the Accounts Office 在财会办公室

marketing research team 市场调研组

in the Sales Office 在销售办公室

at the beginning of the year 在年初



Listen to the tape again and answer the questions.

再听一遍录音 ,回答下列问题。

- 1) What do British people do at the first time they meet you ?
- 2) Are British people really unfriendly and unapproachable ?



娓娓道来

娓娓道来

personnel 热爱人事  
Personnel Manager 人事经理  
the States 热爱美国  
New York 热爱纽约  
cream 热爱奶油  
sugar 热爱糖

杂音干扰 Jane introduces Mark , the client , to a new manager in the office .

Jane : Hello , Mark. Good to see you again. How are things ?

Mark : Just fine ,fine. And you ?

Jane : Oh , not too bad. Mark , do you know David Denison , our new Personnel Manager ?

David , This is Mark Knight. He is from the States. He works in New York.

David : Pleased to meet you Mr. Knight.

Mark : Please , call me Mark.

David : And I 'm David.

Jane : Have a seat , Mark.

Mark : Thank you.

Jane : How about some coffee , Mark ?

Mark ; Yes , please. Cream and sugar , please.

dismal 惨淡月冷



## 会话员

简 :你好 ,马克。很高兴又见到你。一切还好吧 ?

马克 :好 ,还好。你怎样 ?

简 :啊 ,还不错。马克 ,你认识大卫·丹尼森 ,我们人事部的新经理吗 ?大卫 ,这是  
马克·奈特。他是从美国来的。他在纽约工作。

大卫 :见到你很高兴 ,奈特先生。

马克 :请叫我马克。

大卫 :叫我大卫。

简 :请坐 ,马克。

马克 :谢谢。

简 :要喝咖啡吗 ,马克 ?

马克 :行。请加点奶油和糖。

## 会话员

简·威尔森 :你好 ,欢迎到邦德公司。

苏珊·汉米尔顿 :你好。

简·威尔森 :我叫简·威尔森 ,就叫我简吧——大家都这么叫。

苏珊·汉米尔顿 :很高兴见到你。我叫苏珊·汉米尔顿。

简·威尔森 :你已经在宾馆入住登记了吗 ?

苏珊·汉米尔顿 :登记了。我住的房间特棒 ,能望到海湾。

简·威尔森 :太好了。我们这儿的天气特好。希望它能持续下去。你们那边的  
天气怎样 ?

苏珊·汉米尔顿 :相当的阴冷 ,实际上 ,又冷又湿。下了飞机 ,到处都是阳光 ,真是太  
好了。



## 大开眼界

打招呼是向人们表示友好的方法。也是人们进行交谈和商务交往的开始。不同的国家有不同的风俗习惯 ,在中国和英国 ,打招呼的方法就有许多不同 ,了解中西方文化方面的差异对我们进行国际商务活动大有益处。下面这篇文章就介绍了中西方在打招呼方面的不同。

Greeting is a way of being friendly to someone. When we meet someone we know each other, we often greet him or her. It is a way of being polite. It is also a way of starting a conversation. Because different countries may have different customs and habits, there is a great difference between the Chinese and the British in greetings.

In English-speaking countries, for example, we often say "How are you?" as a greeting. This sounds like a question about a person's health, but we don't expect the person to tell us about their health. When they reply, he or she usually responds by saying "I'm fine, thanks." If he or she is not feeling very well, he or she can just say "Not very well, I'm afraid". A simple reply like this is enough.

When we are learning the appropriate ways of greeting in English, we should compare them with those ways of greeting in Chinese. Chinese people often greet each other like this "Have you eaten?" or "Where are you going?". But in English, such expressions might lead to misunderstanding. The British might regard these as an invitation to a meal or an invasion of their privacy. They don't recognize them as Chinese greetings.

Another important point about greeting is that family income, marriage and religious belief are kept private, not to be touched on even with your friends. Never ask the age of your new friend, especially when she is a woman. If you want to talk more with your friend, the weather and hobbies are the best topics.

greeting 问候, 招呼

custom 习惯, 风俗

respond 回答, 响应, 作出反应

appropriate 适当的

compare 比较, 相比, 比喻

misunderstanding 误会, 误解

invitation 邀请, 招待

invasion 入侵, 侵犯

privacy 独处而不受干扰, 秘密, 隐私

1. When we are learning the appropriate ways of greeting in English , we should compare them with those ways of greeting in Chinese. 句中的 compare...with 为一固定短语, 意为“把.....与.....相比”。全句可译为:我们学习用英语打招呼时,应对比用中文打招呼的不同之处。
2. But in English , such expressions might lead to misunderstanding. 句中的“ lead to ”是一个短语,具有“ 导致,促成 ”之意。全句可译为:但是在英语国家里,这样的表达法会引起误会。
3. Another important point about greeting is that family income , marriage and religious belief are kept private , not to be touched on even with your friends. 句中的“ to be touched on ”,具有“ 触及,接触 ”之意,此处意为“ 谈论,过问 ”。全句可译为:另外一点就是有关家庭收入、婚姻状况、宗教信仰等都是个人隐私问题,即便是朋友也不能过问。

精英计划精英计划 翻译下列句子

1. 本人 2001 年毕业于北京大学外语系,主修英语。日语流利,精通 IBM 个人电脑。爱好网球运动、美国文学及期货市场( future market )。
2. 我在大学四年学习期间获得了英语的全面知识。本人在市场营销( marketing )方面具有相当多的工作经验。因此,我相信我所掌握的技能可以胜任贵公司的工作。
3. 本人工作努力、性格开朗、爱社交,并且总是乐于帮助同事。
4. 我从 18 岁就开始工作了( 现在为 28 岁 ) ,因此我有着丰富的工作经验。我曾当过招待、售货员、建筑工人以及出纳员! 现在,我正在北卡罗来纳州立大学计算机科学系( Computer Science Department )任助教,同时完成理学学士( B.S. )学位,我将于 6 月毕业。
5. 本人具有六年流行服装零售店的销售经验。
6. 本人自信能胜任该职务的要求。本人有六年市场营销的经验,熟悉该行业,了解各竞争厂商,更希望有机会能在贵公司一展才华。

# Unit Two Visits and Travel

In the business world , it is very common for business people to involve in a lot of visits and travels since it is an important way for them to go out to look for their markets , customers ; to keep contact with their clients ; to expand their markets and to keep their business going smoothly and successfully. 在商界 ,拜访和旅行对商人来说是很平常的事 ,因为这是他们去寻求市场、顾客 ;与客户保持关系 ,扩大市场以及使他们的生意顺利地进展下去的一个重要方式。

This unit shows us several parts related with visits and travels of the business people.

## Listening

### 耳听为实

**A. Listen to the following conversation and fill the missing parts in the blanks.**

听下面对话并填空。

暈籜憎栗甞彗堑藻費驛繇邕

front desk 前台

reservation 预订

make a reservation 做预订

available 葬儀空着

moderately 葬體適中地

courtesy bus 免费接站车

flight 航班

酒店接待员 The receptionist of Holiday Inn Hotel is talking on the phone about room reservation.

Receptionist : Good morning ! This is the \_\_\_\_\_ of Holiday Inn. \_\_\_\_\_ for you ?

Receptionist : You are welcome. Goodbye !

check-in procedure 登机手续

passport 护照

receipt 收据数据

airport fee 机场建设费

aisle seat 过道座席

Li Hua : Hurry up , Mingzhi ! Come and get in line. It 's time for us to check in.

Ming Zhi : OK , here we are.

Agent : May I have your ticket and your passport , please ?

Li : Yes. Here you are.

Agent : Thank you. Have you paid your airport fee ?

Li : Yes. Here is the receipt.

Agent : Thank you. Would you like a window or an aisle seat ?

Li : I 'm traveling with my friend. Could we get two seats together?

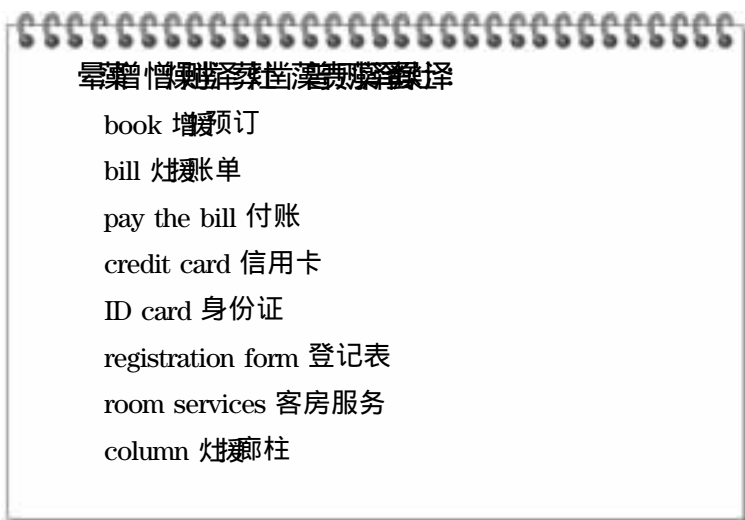
Agent : Yes. But I need your friend ' s ticket , passport and airport fee receipt.

Li : Mingzhi , hand in all the Agent needs.

Ming : Sure. Here you are.

Agent : Thank you. I can give you seats C and D in row 21.

Li : Thank you. That will be fine.



单词翻译: Mark Woodson arrives at Ambassador Hotel , standing in front of the reception desk .

Receptionist : Good evening. How can I help you ?

Woodson : I believe there is a room booked for me. The name is Mark Woodson. I telephoned your hotel to make a reservation earlier this week.

R : Yes , that 's right , Mr. Woodson. I have your reservation here with me. How long are you staying here ?

W : For three nights. I will be leaving on October 11<sup>th</sup> morning.

R : That 's what I have here. How are you paying the bill ?

W : By credit card. I 'll pay the bill before I leave.

R : That 'll be fine. May I have your ID card ? And will you fill in the hotel registration form ?

W : Sure , I 'll fill it in right away.

R : Here is your key. It 's on the 8th floor , number 8008. Do you need room services ?

W : No , thank you. Where is the elevator to take me up to my floor ?

R : Over there , behind the column. Dinner is being served in the main restaurant until 10 o 'clock.

W : Where is the restaurant ?

R : Down to the end of the corridor , over there , and then turn left.

W : Thank you. I 'll just go up to my room and have a shower before dinner. Goodbye !



## 互动练习

1) Work with a partner. Using your own information or a situation you imagine. Make appropriate changes and practice Conversation 1.

2) Work with a partner. Suppose you are checking in at a hotel, make appropriate changes and practice Conversation 2.

## 会话员

李华 : 快点, 明智。过来排队。开始办理登机手续了。

明智 : 好了, 来了。

服务员 : 请把机票和护照给我。

李 : 给, 在这儿。

服 : 谢谢。请问你付机场费了吗?

李 : 是的。这是收据。

服 : 谢谢。要靠窗的座位还是要靠过道的座位?

李 : 我是和朋友一起旅行。我们的座位能排在一起吗?

服 : 可以。我需要你朋友的机票、护照和机场建设费收据。

李 : 明智, 把工作人员要的东西全给他。

明 : 好的。给您。

服 : 谢谢。我给你们安排在 21 排 C 座和 D 座。

李 : 谢谢。就这样。

## 会话图

对话 2 :

接待员 : 晚上好。您要住宿吗?

伍德森 : 我在这已经预订了一个房间。名字是马克·伍德森。这周早些时候我打电话来预订的。

接 : 对, 有, 伍德森先生。您的预订在这。您要住多久?

伍 : 三晚。我将在 10 月 11 日早晨离开。

- 接 :对 ,是这样。您怎样付费 ?
- 伍 :用信用卡。我会在离开前结账。
- 接 :很好。请让我用一下您的身份证。再把酒店登记表填好。
- 伍 :好的。马上就填。
- 接 :这是您的钥匙。在 8 楼 8008 号。您需要客房服务吗 ?
- 伍 :不需要。上楼的电梯在那里 ?
- 接 :那边 ,在廊柱后面。主餐厅的晚餐到晚上 10 点钟结束。
- 伍 :餐厅在哪里 ?
- 接 :在那边 ,走到走廊尽头 ,向左拐。
- 伍 :谢谢。我先上房间洗漱一下再吃饭。再见。



大开眼界

人人都渴望去旅行 ,但是那些自己不能够实现这一愿望的人也许会发现 ,在旅行社工作——为他人安排旅行 ,也是件很有趣的事。通过阅读下面这篇文章 ,你会对旅游代理的工作有更深入的了解。

### 栽桑种柳学栽树

Everyone has an ambition to travel. But those who cannot do so themselves might find it interesting to work in a travel agency , arranging journeys for other people. David Smith does this , working in a small travel agency in an industrial city. Most of his work is concerned with holidays , both at home and abroad. Every autumn , the agency sends out hundreds of booklets , full of attractive colored photographs , describing the holidays that their customers will be able to have in the next year. Soon , people begin to come into the office to book their holidays ; perhaps a week 's skiing in Austria in January , perhaps a cruise to the Caribbean in February , perhaps a seaside holiday in Spain in May , or a tour of North Africa. David often has to advise people on what holidays will be suitable for them , and they always have a lot of questions. Last year , for example , a lady of eighty-two wanted to book for a mountaineering holiday in the Alps , and David had great difficulty in persuading her that it would not be suitable. In the end , she decided to go for a Mediterranean cruise instead.

Arranging journeys for people who have to travel abroad on business is often very