

# Unit 1 Outbound Tour Leader

## 出境领队

### 简介:

出境领队由旅行社指派来管理出境旅游的团队。从陪伴旅行团安全出发开始，一直到旅行团安全返回，领队要按照旅行社的合同严格履行职责。一名合格的出境领队要:

- 帮助游客办理登机手续
- 帮助游客办理入、出境手续
- 机上服务
- 配合地陪工作
- 处理旅途中的突发事件

### Reading

#### Intensive Reading

Section 1: Before reading

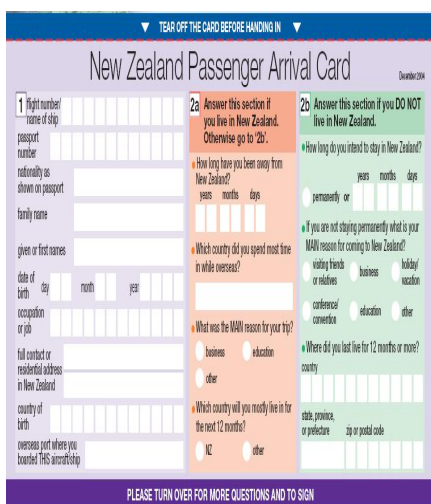
**Exercise 1: Please look at the pictures below and write the English expression of every picture.**



passport



visa



Arrival card



boarding pass

教学建议：学生看图片、讨论图片中各种证件的英文表达。教师可以提前收集相关证件资料，把实物带到课堂上。

**Exercise 2: Match the English phrases in Column A with the Chinese meanings in Column B.**

Column A	Column B
a. International departure	( b ) 国内航班出港
b. Domestic departure	( e ) 出境卡
c. Departure gate	( c ) 登机口
d. Departure time	( d ) 起飞时间
e. Departure card	( a ) 国际航班出港
f. Immigration Formalities	( f ) 入境手续
g. Luggage Claiming	( g ) 提取行李
h. Tax Refund	( i ) 行李安检
i. Security Check	( j ) 出境手续
j. Emigration Formalities	( h ) 退税手续

教学建议：此题为领队帮助游客办理登机手续、出入境手续等相关词汇。可以用词汇卡、小组游戏等形式加深学生对此部分词汇的记忆。

### After reading

#### Exercise 3: Answer the following questions according to the passage.

(1) There are two types of tour leaders, what are the differences between them?

Some tour leaders are endless seekers of new experiences jumping from country to country trying to see as much as possible during their career, while others find something, or indeed somewhere they love and decide to stick to it, becoming experts in their chosen field.

(2) How do you understand “A tour leader is a guide, babysitter, teacher, and entertainer all rolled into one?”

Students should have their own understanding. They may use examples, personal experience to illustrate their points.

(3) The roles of the tour leader are various, what are they?

A tour leader is a guide, babysitter, teacher, and entertainer all rolled into one. From briefing tourists on local culture, religion, history, or any other aspect of the region that takes their interest, to entertaining them over dinner, the tour leader has to assume many responsibilities.

(4) Tour leading is also very hard work, why?

Because usually a tour leader has to spend several months in a region leading back-to-back tours without a single day off. He'll be the first one up in the morning and the last one to get to bed at night, and when things don't go as planned (not necessarily due to any fault of the tour leader), the clients will look to him to voice their complaints. He will lose touch with friends and family back home, and become all too familiar with living out of a hotel room, and unpacking and repacking all his possessions into a single backpack on an almost daily basis.

(5) According to the passage, what are the advantages of being a tour leader? He can take non-paying trip; make a lot of friends and save money etc.

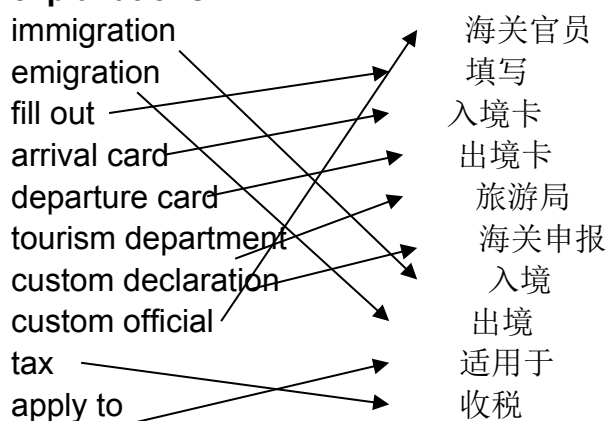
#### Exercise 4: Complete the following sentences with the words and phrases in the box, change the form when necessary.

1. tour itinerary
2. adventure
3. check in
4. stick to
5. exotic
6. unpack
7. complaint
8. tour leaders

教学建议：此部分着重培养学生对语篇的理解能力。在阅读文章的基础上，教师可以通过介绍一些相关案例，情境来加深学生的理解。使学生进一步明确出境领队的工作内容和职责。

## Extensive Reading

### Exercise 5: Match the words and phrases with their Chinese explanations.



教学建议：

1. 该部分可限定阅读时间，让学生练习速读和略读技巧，不必理解每字每句，理解大意即可。
2. 可以选择先看练习再读课文
3. 教师针对学生提出的疑点难点进行具体讲解，引导学生结合上下文语言环境猜测生词的含义。

### Exercise 6:

1. entering a country to live there.
2. leaving one's country to live somewhere else.
3. to leave ship or an aircraft.
4. information about the passengers.
5. the tourism department know what kind of travelers visit the country.
6. about the things they are bringing into the country.

## Writing

### Part One Words & Sentences

#### Exercise 7:

- (1) K
- (2) J
- (3) C
- (4) G
- (5) E
- (6) B

- (7) F
- (8) H
- (9) I
- (10) L
- (11) A
- (12) D

**Exercises 8:** Translate the following sentences.

1. Here is my passport and declaration form.  
这是我的护照和申报单。
2. How long will you plan to stay?  
您计划停留多久？
3. What is your purpose of the visit?  
您的旅行目的是什么？
4. We have nothing to declare.  
我们没有要申报的。
5. It's for my own use.  
这是我自用的。

**Exercises 9:** Fill out the Arrival Card according to the information below. Add some information if necessary.

教师韩梅梅女士，1976年2月4日北京出生，她持 G58766213 的中国护照于2010年5月6日去新西兰旅游，护照签发地在北京，有效期至2013年8月22日。她将乘 CA783 班机从北京飞往奥克兰。请为她填写入境卡。

TEAR OFF THE CARD BEFORE HANDING IN

## New Zealand Passenger Arrival Card

December 2004

<p><b>1</b> flight number/ name of ship</p> <p>passport number</p> <p>nationality as shown on passport</p> <p>family name</p> <p>given or first names</p> <p>date of birth    day    month    year</p> <p>occupation or job</p> <p>full contact or residential address in New Zealand</p> <p>country of birth</p> <p>overseas port where you boarded THIS aircraft/ship</p>	<p><b>2a</b> Answer this section if you live in New Zealand. Otherwise go to '2b'.</p> <p>How long have you been away from New Zealand? years    months    days</p> <p>Which country did you spend most time in while overseas?</p> <p>What was the MAIN reason for your trip? <input type="radio"/> business    <input type="radio"/> education <input type="radio"/> other</p> <p>Which country will you mostly live in for the next 12 months? <input type="radio"/> NZ    <input type="radio"/> other</p>	<p><b>2b</b> Answer this section if you DO NOT live in New Zealand.</p> <p>How long do you intend to stay in New Zealand? years    months    days <input type="radio"/> permanently or</p> <p>If you are not staying permanently what is your MAIN reason for coming to New Zealand? <input type="radio"/> visiting friends or relatives    <input type="radio"/> business    <input type="radio"/> holiday/ vacation <input type="radio"/> conference/ convention    <input type="radio"/> education    <input type="radio"/> other</p> <p>Where did you last live for 12 months or more? country state, province, or prefecture    zip or postal code</p>
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PLEASE TURN OVER FOR MORE QUESTIONS AND TO SIGN

Flight number: CA783

Passport number: G58766213

Family name: Han  
Given of first name: Meimei  
Date of birth: 04 02 1976  
Occupation or job: Teacher  
Full contact...: 188 Hobson Street, Auckland  
Country of birth: China  
Overseas port where you boarded THIS aircraft/ship: Auckland  
2b:  
How long do you...  
14 days.  
If you are not...  
Holiday vocation  
Where did you last...  
China  
Beijing 100000

**教学建议：**教师可以收集一些国家的入境卡，把重点信息给学生进行强化练习，可以提供案例和情境让学生填写入境卡。

## Career Salon

### 处理常见突发事件 (2)

#### 误机的处理

如果旅行团（或者游客）没有按照行程安排出发，那么就会发生误机或者耽误其它交通工具的事情。这种失误的原因可能是主观的、客观的或者是个人原因。

客观原因：可能是游客发生紧急情况、事故、生病或者是遇到交通阻塞或车辆故障。主观原因：可能是导游失误没有明确出发时间或出发时间太紧张。个人原因：游客不清楚航班或其它交通工具的时间进行了调整。

一旦发生这种问题，导游（领队）要积极采取以下措施：

- 1) 导游要立即向旅行社及相关部门汇报，并寻求帮助。
- 2) 导游尽早与机场（火车站，港口）取得联系，尽量让游客搭最近的航班出发或者安排包机（包车，船）或其它交通工具搭载游客去下一目的地。
- 3) 导游要对游客进行安抚。如果游客需要长时间停留，要给他们安排酒店和景点旅游。
- 4) 导游告知旅行社下一目的地以便尽快调整行程。
- 5) 导游要向游客道歉。
- 6) 导游对事件做书面报告并彻底调查事件发生的原因和责任。

#### 教学建议：

此部分主要是让学生熟悉如何处理应对旅行中的一些突发事件如航班延误。教师可以通过让学生观看情境录像，小组讨论，模拟演示等形式来提高学生的实际操作能力。

# Unit 2 Tourism Leisure and Shopping

## 旅游娱购

### 简介:

夜生活的休闲娱乐是旅游的必要条件，可以释放一天的紧张和疲惫，同时也丰富了游客的文化知识。旅行社应避免无聊的晚上，应尽量让游客到艺术表演中心或其他有趣的地方。中国这个拥有 56 个民族的国家，有大量各种艺术形式和娱乐活动。戏剧、杂技表演、民间舞蹈、武术、气功等尤其为外国游客所喜欢。购物也是旅游中必不可少的环节。游客一般都会购买本地商品作为纪念品送给亲戚朋友。

一个优秀的导游需要:

- 擅长英语听说
- 非常熟悉当地的典型艺术形式
- 擅长交际与翻译
- 擅长解释价格
- 有耐心，认真

### Reading

#### Part One: Intensive Reading

##### Before reading

**Exercise 1: Please look at the pictures below and write the English expression of every picture.**

Beijing Opera  
Chinese chess

Chinese martial art  
kite-flying on Qingming Festival

教学建议：学生看图片、讨论图片中各种活动的英文表达。

**Exercise 2: Talk with your partners and match the following items with its place.**

porcelain	Jingdezhen
four treasures in study	Huangshan
silk	Suzhou
Longjing tea	Hangzhou
jade	Hetian

教学建议：此题为导游介绍中国特色产品时的相关词汇。可以用词汇卡、小组游戏等形式加深学生对此部分词汇的记忆。

#### **Exercise4**

- E-1
- C-2
- A-3
- B-4
- D-5

#### **Exercise 5**

- (1)---para3
- (2)---para4
- (3)---para1
- (4)---Para2
- (5)---para5

#### **Exercise 7**

- (1) G
- (2) E
- (3) A
- (4) J
- (5) D
- (6) H
- (7) F
- (8) B
- (9) I
- (10) C

#### **Exercise 8**

1. 我能有幸邀请您参加晚宴吗?
2. 我希望您能抽空前来参加。
3. 接待会将在 12 月 24 日在大饭店举行。
4. 如能回信将不胜感激。
5. 请尽早在方便的时候确认能否参加。

**教学建议：**教师可以收集一些案例，把重点信息给学生进行强化练习，可以让学生掌握不同类型的邀请函书写。

#### **Career Salon**

##### **处理游客丢失**

了解情况，迅速寻找。发现旅游者走失，导游人员应立即向其他旅游者、景点工作人员了解情况并迅速寻找。地陪、全陪和领队要密切配合，一般情况下是全陪、领队分头去找，地陪带其他旅游者继续寻找。



向有关部门报告。经过认真寻找仍然找不到走失者，应立即向游览地的派出所和管理部门求助。

与饭店联系。在寻找过程中，导游人员可与饭店前台、楼层服务台联系，请他们注意旅游者是否已经回到饭店。

向旅行社报告。如采取了以上措施依然找不到走失的旅游者，地陪应向旅行社及时报告并请求帮助，必要时请示领导，向公安部门报案。

做好善后工作。找到走失的旅游者后，导游人员要做好善后工作，分析走失的原因。如属导游人员的责任，应向旅游者赔礼道歉；如果责任在走失者，导游人员也不要指责和训斥对方，而应对其进行安慰，讲清利害关系，提醒以后注意。

写出事故报告。若发生严重的走失事故，导游人员要写出书面报告，详细记述旅游者走失经过、寻找经过、走失原因、善后处理情况及旅游者的反映等

### **教学建议：**

此部分主要是让学生熟悉如何应对旅客丢失。教师可以通过让学生观看情境录像，小组讨论，模拟演示等形式来提高学生的实际运用能力。

# Unit 3 Tourism Recreation

## 旅游休闲

### 简介:

在旅游这个以服务行业中要想分得一勺羹，除了有丰富的工作经验之外，比如交通，住宿，休闲娱乐和旅行行程安排方面要有独到的见解，另外作为一名出境游导游或者全陪，需要做到以下几点：

- 具备良好的英语听说能力
- 非常熟悉目的地国家或地区的休闲娱乐
- 擅长与不同年龄段的群体沟通
- 与当地的导游建立良好的工作关系

### Reading

#### Part One: Intensive Reading

##### Section 1: Before reading

**Exercise 1: Please look at the pictures below and write the English expression of every picture.**

a self-drive tour  
group tour

a DIY independent traveler  
backpackers

教学建议：学生看图片、讨论图片中各种证件的英文表达。

**Exercise 2: Match the names of holiday in Column A with its meaning in Column B.**

Column A	Column B
a. adventure holiday	( d ) 露营假期
b. beach holiday	( j ) 打工度假
c. diving holiday	( h ) 自助旅游
d. camping holiday	( b ) 海滩度假
e. hiking holiday	( e ) 远足假期
f. skiing holiday	( a ) 探险度假

g. package holiday	( i ) 航海度假
h. backpack holiday	( c ) 潜水假期
i. sailing holiday	( g ) 跟团旅游
j. working holiday	( f ) 滑雪度假

教学建议：此题为度假类型等相关词汇。可以用词汇卡、小组游戏等形式加深学生对此部分词汇的记忆。

**Exercise 4: Answer the following questions after reading the passage.**

- (1) How to conquer the difficult time with kids when traveling?  
There are plenty of things you can do to help pass the time that only require your eyes and ears, such as playing games.
- (2) Can you explain the game “I spy with my little eye”?  
The second paragraph.
- (3) Can you explain the game “The Alphabet Game”?  
The third paragraph.
- (4) Can you explain the game “Who is next door”?  
The fourth paragraph.
- (5) Can you explain the games “20 questions” and “Count the cars”?  
The fifth and the sixth paragraph.

教学建议：此部分着重培养学生对语篇的理解能力。在阅读文章的基础上，教师可以通过介绍一些相关案例，情境来加深学生的理解。使学生进一步明确旅游的类型，并掌握一些针对儿童团的游戏。

**Exercise 5**

T F T T F

**Exercise 6**

- (1) b
- (2) d
- (3) c
- (4) d
- (5) a

**Exercise 7**

(1)-(5) g i j h a

(6)-(10) c d f b e

### Exercise 8

- 1.你能看看我下周的行程安排吗?
- 2.我看看能否安排部门会议。
- 3.你能把它排在安排中第一位吗?
- 4.恐怕我不能在上午完成它，因为我有一个重要的会。
- 5.按重要性将任务排序，删除不重要的条目。

### Career Salon

#### 如何处理旅游者生病

一般疾病的处理

1)劝说患病旅游者及早就医，安排休息。旅游者患一般疾病，导游人员要劝其尽早去医院看病，并劝其留在饭店内休息，如有需要，应陪同患者前往医院就医。

2)关心旅游患者的病情。如果旅游者留在饭店休息，导游人员要前去询问身体状况并安排好

用餐，必要时通知餐厅为其提供送餐服务。

3)向旅游者讲清就医费用自理。

4)严禁导游人员擅自给患者用药

(二) 突患重病的处理

1) 在旅行途中，旅游者突然患病，导游人员应采取措施就地抢救，请求机组人员、列车员或船员在飞机、火车、轮船上寻找医生并通知下一站急救中心和旅行社准备抢救。

2)若乘旅游车前往景点途中旅游者突患重病，必须立即将其送往就近的医院，或拦车将其送往医院，必要时暂时中止旅行，让旅游车先开到医院；还应及早通知旅行社，请求批示及派人协助。

3)在饭店有旅游者患重病，先由饭店医务人员抢救，然后送医院

**教学建议：**

此部分主要是让学生了解如何处理游客生病突发事件。教师可以通过让学生观看情境录像，小组讨论，模拟演示等形式来提高学生的实际交际能力。

# Unit 4 Travel Agent Abroad

## 境外地接

### 简介:

境外地接或导游在教育机构、宗教和历史场所、博物馆或者其他名胜古迹场所为旅行团体或个人提供帮助、信息、文化、历史和遗迹阐释等。导游应:

- 根据旅行社和游客签订的合同安排旅行和观光路线。
- 带领游客游览景点并把当地旅游资源介绍给他们。
- 安排餐饮、住宿、交通、购物和娱乐，并确保游客及财产的安全。
- 在旅行中耐心解答游客的问题并帮助他们解决难题。
- 把游客的意见和建议反馈给旅行社，如需要，在旅途中安排反馈会议。

### Before reading

**Exercise 1: List some basic preparations made by a local guide before he/she takes a tour group.**

Arrange the itinerary of visits and sightseeing	安排游览观光路线
Guide the tourists to and around the sites	带领游客游览景点
Arrange for meals, accommodation, transportation, shopping and entertainment	安排餐饮、住宿、交通、购物和娱乐
Answer tourists' questions	耐心解答游客的问题
Help tourists solve their problems	帮助游客解决问题

**教学建议:** 学生分组讨论，通过自己的旅行经历总结导游的工作职责。

**Exercise 2: Discuss with your partner: List some positive and negative adjectives to describe the qualities of a tour guide should/shouldn't have.**

Positive	Negative

friendly	unfriendly
patient	impatient
responsible	irresponsible
polite	impolite
smiling	serious
careful	careless
efficient	inefficient
.....	

教学建议：此部分的词汇可以通过复习否定前缀来引出。

### After reading

#### Exercise 3: Answer the following questions after reading the passage.

(1) What are the roles of tourism in a country?

Tourism is a comprehensive economic undertaking and it plays a very important role in a country's economic construction. At the same time it is also part of diplomacy work. For the country's economic construction, it is also a chance to earn foreign exchange.

(2) What qualities or services should a tour guide have?

"SERVICE" according to international concept contains 7 meanings involved in the acronym. "S" stands for SMILE meaning that the tour guide should provide smiling service. In other words, the tour guide is supposed to smile while rendering service to tourist; "E" represents EXCELLENT which indicates that service should be performed in an excellent way; "R" symbolizes READY which shows that the tour guide is constantly ready to serve the tourist; "V" stands for VIEWING which indicates that each tourism should be treated as a distinguished guest with his or her special needs; "I" shows INVITING which means that the tourist will want to return after she or he leaves the host country; "C" stands for CREATING which shows that the tour guide should create an amiable and harmonious environment for the tourist; and last but not least "E" indicates EYE which means each tour guide pays a close attention make the tourists feel that they are carefully and constantly concerned.

(此题可简单回答)

(3) What does "E" mean in "SERVICE"?

"E" represents EXCELLENT which indicates that service should be performed in an excellent way.

(4) Why can we say the role of a tour guide is similar to that of a diplomat?

The words and behavior of a tour guide directly influence the foreign visitors' mood in traveling. His/her duty is to try his/her utmost to make foreign visitors enjoy their trip

(5) What roles does a tour guide play during the trip?

A tour guide should be able to act as an attendant, publicity agent, investigator and defender while accompanying the foreign visitor.

教学建议：此部分着重培养学生对语篇的理解能力。在阅读文章的基础上，教师可以通过介绍一些相关案例，情境来加深学生的理解。使学生进一步明确一名优秀导游的职责。

### Extensive Reading

**Exercise 5: Answer the following questions after reading the passage.**

**(1) What information should be kept in mind when traveling abroad?**

You should keep in mind the following information including health and safety, travel documents, baggage, airport security, country advice and more.

**(2) Why should international travelers always be extra concerned about their health and safety?**

International travelers should always be extra concerned about their health and safety, because every region and country around the world has its own risks, customs and level of health care.

**(3) Crossing international borders requires many different kinds of documents. Please name some of them.**

For example, passport, visa and so on.

**(4) What is one of the first steps for many tourists traveling abroad?**

Clearing airport security is one of the first steps for many tourists traveling abroad

**(5) What should you do if you take a child on trip?**

It is important to consult a doctor, nurse or health care provider, or visit a travel health clinic to discuss your travel plans preferably six weeks before you and your child travel.

**Exercise 6: Match the words and phrases with their Chinese explanations.**



### Writing

**Exercise 7: Match the stages of working procedure of a tour guide. Fill numbers in the blank.**

- (1)
- (2)
- (4)
- (4)
- (2)
- (2)
- (2)
- (2)
- (3)
- (1)
- (4)
- (3)

**Exercise 8: Translate the following sentences.**

1. Research on the Tourists 充分了解客人
2. Make a Reservation in Hotel 预订饭店
3. Confirm the Plane, Train or Ship 订票
4. Arrive at the Meeting Sites on Time 按时到达集合地点
5. Make a Welcome Speech 致欢迎词
6. Assist the Tourists to Check In 帮助游客登记入住
7. Check the Luggage and Assist the Tourists to Their Rooms 检查并协助游客带行李进房间
8. Remind the Tourists to Take Their Valuables 提醒游客带好贵重物品
9. Give a Farewell Speech 致欢送词
10. Set the Account with the Officer 结账

**Exercise 9: Translate the basic working procedure of a tour guide into English.**

- 一、接待前的准备工作 Preparation
- 二、迎接服务 Meeting on Arrival
- 三、入店服务 Check In
- 四、核对、商定日程安排 Check and Confirm the Schedule
- 五、参观游览服务 On Tour Service
- 六、送站服务 Departure
- 七、后续工作 Post Tour Work

**教学建议：** 学生通过练习来掌握导游工作的流程。

**Career Salon**

***Dealing with Common Incidents (1)***  
**Handle Missing Tourist**



### 游客走失的处理

A tour guide works in an environment where all kinds of unpredictable accidents can raise .When a tourist is reported missing during a tour, how will a tour guide deal with such a situation?

First the tour guide should try to find out when and where the tourist was missing and be sure to take care of and arrange well for other tourists while trying to find the missing tourist.

Immediate efforts must be made to locate the tourist in the scenic spot where he or she lost.

Inquire of other people about some clues.

If fail to find the tourist, he should apply to the nearby police station or tourism administration authority for help.

Keep contact with the front desk of the hotel staff to notify whether the lost guest shows up in the hotel.

Report the incident to the travel agency.

He should be prepared to deal with possible problems arising from the event.

After finding the tourist, apologize to him and comfort him.

#### 教学建议:

此部分主要是让学生熟悉如何处理应对旅行中的一些突发事件如漏接游客。教师可以通过让学生观看情境录像, 小组讨论, 模拟演示等形式来提高学生的实际操作能力。

# Unit 5 Tourism Management

## 旅游管理

### 简介:

作为一名导游，在旅游中如遇到客户投诉、抱怨，不要慌张，要认真听取，礼貌对待，如果投诉自己能解决就自己解决，如果需要经理出面解决，则需要提前通知经理，并安排经理和游客面谈。下面是处理投诉的基本原则：

- 认真听取，礼貌对待
- 不要提高音调
- 不能表现出不礼貌或不关心游客投诉

### Reading

#### Part One: Intensive Reading

#### Section 1: Before reading

**Exercise 1: Please look at the pictures below and write the English expression of every picture.**

fatigue  
stomachache

fever  
first aid kit

**教学建议：**学生看图片、讨论图片中各种英文表达。教师可以提前收集相关资料，把相关案例带到课堂上。

**Exercise 2: Match the abbreviations in Column A with its full name in Column B**

Column A	Column B
a. ATA	( i ) World Travel and Tourism Council
b. PATA	( c ) International Hotel and Restaurant Association
c. IHRA	( j ) Universal Federation of Travel Agents Associations

d. SPTO	( g ) International Bureau of Social Tourism
e. IACVB	( d ) South Pacific Tourism Organization
f. WLRA	( f ) World Leisure and Recreation Association
g. BITS	( e ) International Association of Convention and Visitor Bureaux
h. IFTO	( h ) International Federation of Tour Organization
i. WTTC	( a ) American Travel Association
j. UFTAA	( b ) Pacific Asia Travel Association

**教学建议：**此题为帮助导游熟悉了解旅游组织机构相关词汇。可以用词汇卡、小组游戏等形式加深学生对此部分词汇的记忆。

### Exercise 3.

TFTTT

### Exercise 4.

1. The General Assembly
2. The Executive Council
3. The commissions
4. Specialized committees
5. The Secretariat

### Exercise 5.

**Answer the following questions after reading the passage.**

- (1) What might/could happen to tourists while they are traveling around?  
While traveling around with a busy sightseeing schedule, tourists may suffer from different kinds of illness.
- (2) Why should a tourist bring a small first aid kit?  
Some insects can bite through clothing if it is closely against the skin. And some insect carried diseases can even be dangerous.
- (3) Why can some traditional medicines be suggested to foreign tourists?  
Many traditional Chinese methods have been proved to be very effective and safe in treating certain illness.
- (4) What is medicated oil good for?

Medicated oil is good for both headache and insect bites. It is also helpful for other sickness.

(5) Give some examples of Chinese medicine that are also popular outside China.

Medicated oil and Yunnan White Medicine Spray, and so on.

**教学建议:**

1. 该部分可限定阅读时间，让学生练习速读和略读技巧，不必理解每字每句，理解大意即可。
2. 可以选择先看练习再读课文
3. 教师针对学生提出的疑点难点进行具体讲解，引导学生结合上下文语言环境猜测，提高阅读技巧。

### **Exercise 6**

- (1) d
- (2) c
- (3) c
- (4) a

### **Exercise 7**

- (1)-(5) g d a e h
- (6)-(10) i b j f c

### **Exercise 8.**

- 1.抱歉出售给您这台电视。
- 2.听到您的话我感到很抱歉。
- 3.我们会立刻处理并给您一个满意的答复。
- 4.处理这种情况我们有两种方式。
- 5.我们真的非常重视您的意见和建议。
- 6.我们会对出售给您的不满意产品进行赔偿并希望您能接受我们真挚的道歉。

## **Career Salon**

### **处理游客丢失证件**

证件，如护照、签证、旅行证、港澳同胞回乡证、台湾同胞旅行证明、我国公民的身份证等都是非常重要的证件，旅行时都必须随身携带。若不慎丢失证件，会遇到一系列麻烦，申请新证的手续复杂，要花很多时间，严重时会出现出境、回不了国。所以，旅游者和导游员对证件都要予以高度的重视。

对旅游者的证件，导游员的正确态度应是需要证件时随时收取，用完后立即归还，不得代为保管；旅游团离开本地前导游员要认真清点自己的物品，检查是否还保存有游客的证件；随时提醒旅游者保管好自己的证件。

当旅游者诉说他丢失了护照时，导游员首先是冷静地帮他回忆，详细了解情况，协助寻找。护照等证件确已丢失，导游员就得帮他领取新的证件。

丢失外国护照：由当地接待旅行社开具证明，失者持证明去当地公安局挂失；然后持公安局的证明去所在国驻华使、领馆申请新护照；领到新护照后再去公安局办理签证手续。

丢失中国护照：华侨丢失护照，由当地接待旅行社开具证明，失者持遗失证明到省、市自治区公安局或授权的公安机关报失并申请新护照，还须去侨居国驻华使、领馆办理入境签证手续。

丢失身份证：由当地旅行社核实后开具证明，失者持证明到当地公安局报失，经核实后开具身份证明，机场安检人员核准放行。

**教学建议：**

一名导游要知道如何处理游客证件丢失的紧急事件。可以让学生扮演不同的角色，并搜集材料，展示丢失证件后的处理过程。

# Unit 6 Hotel Meeting and Exhibition

## 简介: 酒店会议策划员

会议策划员和会议经理代表了一个多样化的群体。各自的职责不一，但是他们基本上负责整个指定的会议和活动的项目管理。会议的每一个细节，从最初的地点选择到桌布的颜色，都是他们的责任。

酒店会议经理的具体职责包括：

- 项目计划的开发和书写
- 编制工作计划和预算
- 查找会议地点
- 会议地点价格和建设的商讨
- 与地点负责人员和商家商讨合同
- 规划餐饮
- 为出席者安排交通
- 招聘员工或发言嘉宾
- 与嘉宾签署合同，满足他们的需求
- 编写、编辑有关会议宣传材料和项目
- 协调并组织项目大纲（讲义、教育材料）
- 与其他经理沟通，以达到会议目标
- 开会日当天到场支持
- 确保商家、地点员工按要求进行
- 总体会议管理和规划

## Section II: Intensive Reading

Before reading

**Exercise 1: Translate the following events into Chinese and add more.**

Events	Translation
Press Conference	记者发布会
New Product Launch	新产品发布
Award Ceremony	颁奖典礼
Wine Tasting	品酒会
Annual General Meeting	年会

After Reading

**Exercise 3: Match the following headings to the missing ones in the passage.**

1. C    2. A    3. D    4. B

**Exercise 4: Write down each abbreviation below stands for.**

1. B2B: business to business
2. ROE: return on events
3. RSVP: please reply
4. SEO: search engine optimization
5. CRM: customer relationship management
6. ROI: return on investment

### Section III: Extensive Reading

After Reading

**Exercise 5: Mark these statements True (T) or False (F) according to the passage:**

1. T    2. F    3. T    4. F    5. T

**Exercise 6: Answer the following questions briefly.**

1. To be convenient, practical and preferable
2. CSCs hold the historical data, keep abreast of planner needs and facilitate the introductions, conversations and transfer of information.
3. No, it's not a relay race. It's more a long-distance run because someone runs along with you, helping you move along from one location to the next.
4. It refers to the planner's personal point of contact.
5. CSC holds historical data, keep abreast of planner needs and facilitate the introductions, conversations and transfer of information.

### Section IV: Writing

**Exercise 7**

(1) Getting Started	( 1 ) Budgeting
(2) Planning your meeting	( 2 ) Preplanning
(3) Meeting details	( 3 ) Food & Beverage
...	( 3 ) Meeting Room Setup/Configurations
	( 3 ) Audiovisual Equipment
	( 2 ) Preparing for Unexpected Situations

	( 1 ) Booking
	( 3 ) Post-Meeting/Follow-Up
	( 2 ) Negotiating
	( 3 ) Contracts

### Exercise 8: Translate the words and phrases

Plan	计划
Budget	预算
Setup	安装
negotiate	谈判
contract	合同
configuration	配置
audiovisual equipment	视听设备
food and beverage	食物与酒水
follow up	跟进

### Exercise 9: Translate the following sentences

1. Determine the name of the company, the number of attendees (booked/confirmed), the kind, the date, the fees, the configuration needs and payment method.
2. Make sure all the equipment and facilities in the conference room meet the requirements.
3. Make sure all the meeting facilities are in set and clean.
4. Check the meeting banners and signs have the same time with the memo and are put in the assigned location.
5. Last check the attendees, table types and requirements.
6. Make sure the tea break area is well allocated.
7. Make sure the cloakroom is in set (confirm the number signs and racks' number)
8. Check the "Meeting in progress" sign is hung in the assigned place.



# Unit 7 Hotel Administrator

## 简介：酒店管理者

酒店管理者是酒店员工管理层中的一员。酒店经营管理项目有多种：客房，财务，餐饮和酒店管理。

一个合格的酒店管理者能够：

- 做影响酒店经营的重大决定，比如房价制定，建立信用政策和处理问题的最终权力
- 评价酒店各部门经理的表现
- 和中层经理们商讨新政策，举办员工大会和解决员工之间的问题

## Section II: Intensive Reading

Before reading

**Exercise 1: Can you name some famous companies according to the pictures?**

1. Adidas Group
2. PepsiCo Inc
3. BentleyMotors Limited
4. Nissan
5. Kering Group
6. Hermès
7. Apple Inc
8. International Business Machines Corporation
9. Starbucks Corporation
10. PepsiCo Inc

After Reading

**Exercise 3: Mark these statements True (T) or False (F) according to the passage.**

1. T 2. F 3. T 4. T 5. T

**Exercise 4: Search the Internet and find a case of reorganization in the company. Present the case study to the class. 略**

## Section III Extensive Reading

**Exercise 5: Mark these statements True (T) or False (F) according to the passage:**

1. F 2. T 3. F 4. T 5. F 6. T

**Exercise 6: Translate the following sentences.**

1. 坐落在美国佛罗里达州奥兰多市的沃特迪斯尼世界乐园，是一家具有独特经营风格的庞大的度假乐园。
2. 在夏季高峰期间，由于人群的急剧增加，乐园所需求的员工数量不止一倍，导致了增长和改变的问题异常复杂。
3. 在拜访乐园期间，我们被一个很小但很有意思的事实所吸引。
4. 迪斯尼乐园的组织结构经常快速变化，所以管理层为了让业务保持运行所能采用的唯一媒介就是那种能容易快速做出改变的的工具。
5. 我们并没有想表示出组织结构图标在黑板上比写在纸上要好的意思。

6. 教学建议：在做练习 1 的时候，教师帮助学生找出每个判断句中的关键词，然后定位到相应段落，再通过前后语境进行判断。

**Exercise 7: Translate the words and phrases into Chinese.**

Board of Director	董事长
President	总裁
General manager	总经理
Sales manager	销售经理
Marketing VP	市场部副总裁
Engineering VP	工程部副总裁
Operating VP	运营部副总裁
Finance VP	财务部副总裁
Human Resources VP	人力资源部副总裁

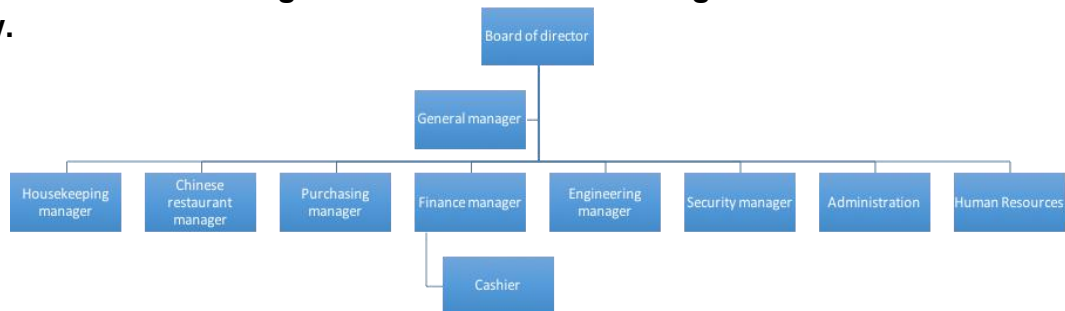
**Exercise 8: Match the following titles with their Chinese explanations.**

1. c 2. h 3. a 4. d 5. e 6. b 7. g 8. f

**Exercise 9: Translate the following sentences into Chinese**

1. 组织结构图是公司管理结构和汇报关系的以图表形式的展现。
2. 组织结构图可以提供丰富的信息，帮助内部成员了解公司的整体框架和相关策略。
3. 所有的组织结构图都具有相似的内容，以便内部和外部人员理解和解读。
4. 图表里包含了图形和线条，体现不同的工作单元和等级关系。
5. 尽管组织结构图可以手工制作，但绝大多数已经通过计算机软件来创作了。

**Exercise 10: Write an organizational chart according to the information below.**



# Unit 8 Hotel Management

## 简介：酒店经理

酒店行业的优秀经理必须拥有多项技能和掌握多种专业知识，以达到不同管理目标的要求。经理的职责广泛多样，但是酒店管理中有三个基本目标需要达到：

一个合格的酒店经理希望：

- 能让客人宾至如归
- 能让客人称心如意
- 能让服务效益相互兼顾

## Section II: Intensive Reading

### Before reading

**Exercise 1: Group discussion: Can you name some famous leaders in the world? What did they do to change the world?**

Suggested answer:

Leader	Contribution
George Washington	founded USA in 1776
Mao Zedong	founded China in 1949
Bill Gates	founded Microsoft corporation
Carl Benz	invented cars in 1885

**Exercise 2: Discuss with your partner: “What makes a good hotel leader?”**

Suggested answer: A good hotel leader must know how to manage the hotel very well, deal with customers' problems successfully and show people he/she is with professional and positive attitude.

### After Reading

**Exercise 3: In the passage, what are described as a good leader? Can you use one adjective to describe each leader's characteristic?**

- (1) They have a vision. (Visionary)
- (2) They share a vision. (Sharing)
- (3) They are committed to organizational learning. (Committed)
- (4) They are able to recognize, capture, and reward competence. (Capable)
- (5) They have the power of influence. (Influential)
- (6) They are described by their personality traits and their behaviors. (Unique)
- (7) They are risk takers. (Risk-taking)

- (8) They lead their companies through difficult times. (Persistent)
- (9) They have been successful. (Successful)
- (10) They deal effectively with change. (Effective)

**Exercise 4: Describe a manager or boss you have admired and explain why.**

Suggested answer: I admire the late former CEO of Apple, Steve Jobs. He was a genius in computer as well as design. He struggled to create products he thought unique and convenient for customers though he didn't finish college study. The history proves his products are all successful and pioneering in the market.

**Section III: Extensive Reading**

**After Reading**

**Exercise 5: Mark these statements True (T) or False (F) according to the passage:**

1. T.    2. F.    3. T    4. T    5. T

**Exercise 6: Answer the following questions briefly.**

1. Which companies are mentioned when Six Sigma were used in factories? (Motorola and General Electric)
2. Which hotel used the Six Sigma in 2001? (Starwood Hotels)
3. What does Six Sigma try to reduce in products and services? (Defects)
4. Which sigma range is acceptable by many firms? (Three-sigma)
5. What are the prime objectives? (to improve systems and delivery, increase customer satisfaction and reduce costs.)

**Exercise 7: Translate the words and phrases into Chinese.**

qualification	入职资格
initial screening	初期筛选
application form	求职表
background examination	背景检查
Physical examination	身体检查
Job offer	工作邀请

**Exercise 8: Translate the following sentences into Chinese.**

1. 工作申请是雇主要求所有申请该职位的求职者所填写的正式表格。
2. 一份漂亮的简历经常需要专业地设计，或者至少找专业人士看一遍。
3. 你在开始招聘程序之前需要召开策划会议。在会上，你需要有一份具体的日程并做出聘用满意员工的计划。
4. 事先决定谁来面试和考察应聘者的能力。
5. 每个面试官都要选出对求职者适合的问题和面试后的评测。

**Exercise 9: Translate the following chart into Chinese.**

## 招聘

选拔条件 — 招聘广告 — 接受应聘申请 — 应聘者分为 A 和 B 组

A 组适合工作 — 根据条件一次审核 — (合格) 面试应聘者 — 根据条件二次审核 — 二次面试 — 根据条件三次审核 — 面试合格

B 组不适合工作 / 不符合一次 / 二次 / 三次审核条件 — 发送感谢信或电邮