**旅游职业英语听说实务1**

**教师参考书**

高等教育出版社

高等教育电子音像出版社

# Unit 1 Tour Guide

**Section I Introduction**

**导游员**

导游员是取得导游证，接受旅行社委派，在旅途中陪同游客，向游客提供向导，讲解及其他旅游服务的人。一个合格的导游员扮演着许多重要角色：

* 信息提供者；
* 知识传授者；
* 娱乐提供者；
* 东道主；
* 救援人员。

许多情况下，导游员提供了旅游者来到异国他乡后对此地的第一印象。其他情况下，导游员可能会负责向游客介绍当地的文化和历史遗迹。与此同时，许多导游员还负责游客的安全事项。总之，导游员的基本职责包括：

* 安排旅游行程。
* 安排游客的食宿、交通、购物、娱乐，保护游客的人身和财产安全。
* 为游客提供导游和讲解服务，介绍中国文化。
* 耐心解答游客的提问，协助处理旅途中遇到的问题。
* 向旅行社反映游客的意见和建议。

**Section II Imitation & Dictation**

**2. Directions:** Listen to the following dialogue and fill in each blank with a proper word given below. There is an extra word.

|  |  |
| --- | --- |
| A: Excuse me, are you Mr. Black? | B: Yes, I’m Tom Black from Boston. |
| A: How do you do? My name is Wang Li from China Youth **Travel** Service. | B: How do you do, Mr. Wang? |
| A: Welcome to China, to be exact, welcome to Beijing. | B: Thank you, Mr. Wang. Very nice to meet you.  (Shaking hands.) |
| A: Nice to meet you, too. How was your **flight**? | B: It was very pleasant. |
| A: I’m very glad to hear that. Is this your first **trip** to China? | B: No, I came to China last year, but this is my first time here in Beijing. |
| A: Beijing is a beautiful city, I hope you’ll enjoy your **stay** here. | B: Thank you. I’m sure I will. |
| A: Let me take the **luggage** for you. | B: Many thanks. |
| A: My pleasure, this way please, our car is waiting outside. | B: OK, thank you. |

**3. Listen to a passage and fill in the blanks with the words you hear.**

|  |
| --- |
| **Cultural Difference of Saying Hello**  An American studying in China had an appointment at noon. As he was getting on his bicycle, a Chinese friend passed by. “Chi Le Ma (吃了吗)？” The young Chinese asked. This, of course, is a common Chinese **greeting** around meal time and the American merely nodded with a smile, waved goodbye and went off. He realized that his friend’s **remark** was nothing more than a Chinese way of saying hello or hi. If the greeting had been put literally into English “Have you eaten yet?” or “Have you had your lunch?" It would have sounded rather unusual.  Actually, another foreign student who had not been long in China once complained “Why do you always ask me if I have my meals? I do have money for food.” To his way of thinking, people were **concerned** that he was not getting his meals properly because of lack of money. Clearly, he was **offended**.  Differences of greeting customs do exist, the more we learn about the differences, the better we will continue the **relationship** between cultures. |

**Section III Conversation & Presentation**

**1. Suggested answer for situational practice:**

(A: Annie L: Li Mei )

A：All my luggage is checked in. I'm all set to go.

L: I'm sure you're very excited to go home after such a long trip.

A: I sure am. I really appreciate all of your hospitality.

L: It was my pleasure. How do you feel about this trip?

A: I really enjoy the trip in Beijing. That’s a very beautiful city. And this is also a good opportunity for me to learn about China. Especially, I like Chinese food very much.

L: I hope you would come to Beijing next time. I will treat you all. And I'd like to give you a little something to take home.

A: Oh, thanks. This is beautiful Chinese calligraphy. What do these characters mean?

L: They mean long life. I remembered you liked the calligraphy at the Palace Museum, so I thought you might like it.

A: That's very nice of you. But I feel bad I didn't get you anything.

L: Don't worry about it.

A: If you have time around Christmas, please come to visit my family. I'll be able to show you around our city. And it’s time for me to go. Thanks again for everything.

L: Thanks for the invitation.

A: Goodbye!

L: Goodbye. Take care, and have a nice flight！

**2. Suggested answers for the questions**

1) Bidding farewell is the last chance to leave a good impression about you and your agency. It is a good opportunity to demonstrate your professionalism and to get suggestions for improvement. If anything undesirable happens at the last minute, it may ruin the entire pleasant experience of a tour.

2) Airport, railway station, seaport.

3) A farewell should be delivered in a clear, natural way.

4) The contents of the speech depend on the special features of a specific group, but the speech should be usually with beautiful memories and wishes.

**Suggested answer for situational practice:**

Ladies and gentlemen,

How time flies! Your trip to Beijing is drawing to a close. Tomorrow morning you will be leaving Beijing for New York by plane. Then allow me to take this opportunity to say goodbye to you. First of all, I wish to thank you for your cooperation and support in the past six days. I would like to tell you that it had been a great pleasure for me to work as your tour guide. I hope you have enjoyed these last few days as much as I have. You have kept good time on all occasions, which made things a lot easier for me. You have been very attentive when we had something to tell you. Also, you have been kind enough to offer us suggestions on how to be better tour guides. I’d like to add that you are the best group we’ve ever been with.

During your stay in Beijing, you visited the major scenic spots here. Some of you are deeply impressed by the Forbidden City, the ancient Chinese palace; some appreciate the Chinese-styled architectures which you may never see in Europe; others enjoy shopping at Wang Fujing Street. Six days ago, we met as strangers; today, we bid farewell to each other as friends. A Chinese saying goes, “A good friend from afar brings a distant land closer.” I hope you’ll take back happy memories of your trip to Beijing.

As you have probably observed, Beijing is developing very quickly. If you come back in the future, the city may have changed beyond recognition. Meanwhile, I will continue my humble job as tour guide. I hope to see you again in the future and to be your guide again.

Once again, thank you for your cooperation and support.

Bon Voyage!

**Section Ⅳ Career Salon**

**中国传统节日习俗**

中国传统节日是中国古代传统文化习俗的一部分。所有节日都有其独特的文化内涵，体现了文化精神和民族精神，在中国社会生活中扮演着重要角色。

**春节**

春节是在农历第一个月的第一天，这是中国最重要的节日。节日期间，人们不管距离多远都要从各地赶回家乡。除夕夜人们要准备各种美食和礼物。吃饺子、贴对联、放鞭炮是春节的习俗，人们相信这样会给全家带来好运安康。

**元宵节**

元宵节是在农历的一月十五日。人们上街看花灯。灯笼上有灯谜，猜对灯谜的人就能得到小礼物。元宵节的传统食品是元宵，一种包馅的美食。元宵的样子好像天上的满月，孩子们尤其喜欢吃。

**清明节**

清明节在每年四月的初四至初六。清明节是融悲伤和欢乐为一体的节日。清明节后，气温上升，降雨量增加，正是春耕和播种的好时候；而清明节也是一个纪念先人的节日。人们祭拜祖先和逝去的家人，表达对他们的思念。

**端午节**

端午节，农历五月的第五天，有两千多年的历史。人们吃粽子、赛龙舟。赛龙舟是节日的重要组成部分。民间传说认为，这些习俗是源于古人为了寻找投河自尽的伟大诗人屈原。专家们则认为，赛龙舟是一个半宗教半娱乐活动，可追溯至战国时期（公元前475-221）。

**七夕节**

七夕节在农历七月的第七天，被称为中国的情人节。人们在这一天吃巧果（一种面粉加糖的油炸食品）。晚上，天空中点缀着星星，银河横跨南北，银河两岸分别有两颗星彼此遥遥相望。那是牛郎和织女，中国有一个妇孺皆知、世代相传的关于牛郎和织女的美丽爱情故事。

**中秋节**

中秋节在农历的八月十五。八月十五恰在秋季中间，因此也被称为中秋节。月饼是中秋节的传统美食，有不同的馅料。 月饼圆圆的形状象征家人团圆。在中秋节的晚上，家家户户都吃月饼和赏月。

**Section Ⅴ Culture Salon**

**传统中国对联**

对联是两行韵律相连的诗。世界各地华人家庭的门上都能找到对联的踪影。

春节时家家户户贴在门边的对联被称为春联。春联是一种特殊的对联类型，是中国人欢度传统春节时不可缺少的。春联是在春节期间张贴，而对联的张贴则不限时节。每到春节期间，无论城乡，每个家庭都要精心挑选一副春联。

春联的内容往往是传统的，表达了人们对来年繁荣昌盛的希望和对美好的向往。通常，联传递对新年幸福和希望的期许，为节日添加更多的欢乐气氛。

对联由两部分组成，上联和下联。写或买春联时需记住几个要点：词的数量，上联下联的词类和句子结构必须相同；两联的内容必须是相互关联的；两联的音调和韵律要相同。此外，对联要垂直张贴，上联贴在大门右边，下联贴在大门的左边，横批贴在门楣上。

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|  |  |  |

上图中对联表达了：

横批（门楣上）：春天重回人间大地

上联（门右边）：春天来了，鸟儿鸣唱，花儿芬芳

下联（门左边）：冬天走了，山儿清灵，水儿秀美

上下联内容对仗工整，内容积极向上。

# Unit 2 Museum Guide

**SectionⅠ Introduction**

**博物馆讲解员**

博物馆讲解员是在美术馆或博物馆为游客提供讲解服务并组织游客参观游览的工作人员。初级讲解员在直接监督下主要完成日常销售和服务工作。有时他们还可能负责接待游客，安排游客参展，并保护游客安全。讲解员有时还负责记录游客出入记录，并协助安装和拆除展品。

主要知识及能力要求：

* 良好的视力（可矫正）；
* 热爱博物馆事业；
* 热情友好；
* 较强的语言表达能力；
* 良好的沟通能力；
* 面对不同年龄的观众能耐心周到地完成讲解任务；
* 能够处理大量信息的能力。

博物馆讲解员一般向游客介绍博物馆的整体概况，所需的信息以及在这里能享受到的愉快体验。公司仅允许有2-3小时的参观游览时间。一名博物馆讲解员必须在规定的时间制定好游览计划、行程以及午餐。同时，讲解员还应该估算出整个行程所需的大概费用，以此来决定向游客收取的费用。他应该制定好时间表，算好油费和门票费等。下面是一些关键因素：

* 游客从哪里开始形成和结束行程；
* 游客会参观哪些景点；
* 关于景点的描述，游客在景点内会看到哪些景观；
* 游客会在一个景点停留多久；
* 午餐时间多长；
* 用午餐的最佳地点；
* 不同景点间的车程。

**Section Ⅱ Imitation & Dictation**

**2. Directions:** Listen to the following dialogue and fill in each blank with a proper word given below. There is an extra word.

|  |  |
| --- | --- |
|  | |
| A: What is the name of this museum? | B: Beijing Museum for Cultural **Relics** Exchange |
| A: What’s the address? | B: It is **located** inside the Zhi Hua Temple. No.5 Lumichang Hutong, Dongcheng District |
| A: And the phone number? | B: 010-**65250072** / 65286691 |
| A: What are interesting things there? | B: Its rich **collection** of cultural relics now includes over 1,500 **artifacts**. |
| A:When is it open? | B: From 8:30 – 16:30. (closed on Monday) |
| A: How much is the ticket? | B: 20 yuan. |
| A: How can we get there? | B: Bus No.24,44,750,800, walk from the Lumichang stop. |
| A: Wish you a nice visit there. | B: Thank you. |

**3. Listen to a passage and fill in the blanks with the words you hear.**

|  |
| --- |
| **Museum Tour**  Beijing is a city of **museums**and you'll be amazed at what you can discover in Beijing's museums. Complement your visit to the museums in Beijing with pre-planned private tours, walks or talks ― a kind of a whistle-stop **tour**. For something deep and different, you can also request special behind-the-scenes **visits**, a special Beijing museum tour focusing on a wide range of subjects.  An **itinerary** for museum tours is both a travel route and the plan of the **journey**. Itineraries are to the prospective tourists and what product descriptions are to buyers. They give the first impression of the prospective tour, which has significant influence on their decision. |

**Section Ⅲ Conversation & Presentation**

**1. Suggested answer for situational practice:**

T: tourists G: tour guide

T: Hello, good afternoon.

G: Hello. I’m very glad to help you with your city tour.

T: We’d like to visit some museums in Beijing on weekends. Can you give us any recommendations?

G: Sure. What kind of museums would you like to visit?

T: We love Beijing very much, especially its local culture.

G: Let me check. How about Capital Museum. China?

T: What is it?

G: It ranks among the first class museums both at home and abroad, with its magnificent architecture, abundant exhibitions, advanced technology and complete functions.

T: It sounds good. Where is it?

G: No.16, Fuxingmenwai Street, Xicheng District, Beijing.

T: When is it open?

G: From 9:00 a.m. to 5:00 p.m.. No entry is allowed after 4:00 p.m. and it is closed on Monday.

T: How much is a ticket?

G: If you book a ticket in advance, it is free. If you don’t have a reserved ticket, you can spend 10 yuan and buy one.

T: Thanks. Could you tell me its telephone number?

G: 010-63370491.

T: How can we get there?

G: It’s quite convenient. Take Bus No. 1, 52, 728, get off at Gonghui Dalou Stop. Take Bus No. 114, 308, 337; get off at Muxidi East Stop. Take Subway Line 1, get off at Muxidi Station.

T: Thanks. Bye.

G: Have a nice day there. Bye.

**2. Suggested answers for the questions**

1) Beijing Museum of Traditional Opera is situated in the Beijing Huguang Gildhall Chamber at Hufang Bridge.

2) Yes. It is the 100th museum that are built and opened in Beijing.

3) It was built and officially opened on September 6th, 1997.

4) On display in the exhibition hall of Beijing Museum of Traditional Opera are the full, accurate and precious traditional opera documents, cultural relics, pictures and audiovisual materials.

5) The precious collections are: Wang Yaoqing and Mei Lanfang’s Accepting Congratulations, and the stage costumes of opera master Yang Xiaolou.

**Suggested answer for situational practice**

The Sydney Opera House is a multi-venue [performing arts centre](http://en.wikipedia.org/wiki/Performing_arts_center) in [Sydney](http://en.wikipedia.org/wiki/Sydney), New South Wales, Australia. Situated on [Bennelong Point](http://en.wikipedia.org/wiki/Bennelong_Point,_New_South_Wales) in [Sydney Harbour](http://en.wikipedia.org/wiki/Port_Jackson), close to the [Sydney Harbour Bridge](http://en.wikipedia.org/wiki/Sydney_Harbour_Bridge), the facility is adjacent to the [Sydney central business district](http://en.wikipedia.org/wiki/Sydney_central_business_district) and the [Royal Botanic Gardens](http://en.wikipedia.org/wiki/Royal_Botanic_Gardens,_Sydney), between [Sydney](http://en.wikipedia.org/wiki/Sydney_Cove) and [Farm](http://en.wikipedia.org/wiki/Farm_Cove,_New_South_Wales) Coves.

Designed by [Danish](http://en.wikipedia.org/wiki/Denmark) architect [Jørn Utzon](http://en.wikipedia.org/wiki/J%C3%B8rn_Utzon), the facility formally opened on 20 October 1973 after a gestation beginning with Utzon's 1957 selection as winner of an international design competition. The [NSW Government](http://en.wikipedia.org/wiki/Government_of_New_South_Wales), led by [Premier](http://en.wikipedia.org/wiki/Premier_of_New_South_Wales) [Joseph Cahill](http://en.wikipedia.org/wiki/Joseph_Cahill) authorized work to begin in 1958, with Utzon directing construction. The government's decision to build Utzon's design is often overshadowed by circumstances that followed, including cost and scheduling overruns as well as the architect's ultimate resignation.

Though its name suggests a single venue, the project comprises multiple performance venues which together are among the busiest performing arts centers in the world — hosting over 1,500 performances each year attended by some 1.2 million people. The venues produce and present a wide range of in-house productions and accommodate numerous performing arts companies, including four key resident companies: [Opera Australia](http://en.wikipedia.org/wiki/Opera_Australia), [The Australian Ballet](http://en.wikipedia.org/wiki/The_Australian_Ballet), the [Sydney Theatre Company](http://en.wikipedia.org/wiki/Sydney_Theatre_Company) and the [Sydney Symphony Orchestra](http://en.wikipedia.org/wiki/Sydney_Symphony_Orchestra). As one of the most popular visitor attractions in Australia, more than seven million people visit the site each year, with 300,000 people participating annually in a guided tour of the facility.

Identified as one of the 20th century's most distinctive buildings and one of the most famous performing arts centers in the world, the facility is managed by the [Sydney Opera House Trust](http://en.wikipedia.org/wiki/Sydney_Opera_House_Trust), under the auspices of the New South Wales Ministry of the Arts.

The Sydney Opera House became a UNESCO [World Heritage Site](http://en.wikipedia.org/wiki/World_Heritage_Site) on 28 June 2007.

**Section Ⅳ Career Salon**

**博物馆参观礼仪**

参观博物馆时要考虑如下几个方面。请记住，这些只是有用的引导。请向您计划要参观的博物馆咨询有关注意事项。

1.吃喝

第一个标准规则是禁止在博物馆画廊里吃喝。参观者被禁止携带任何食物或饮料进入博物馆。你可以在饭后来博物馆参观，看看博物馆内是否开有咖啡厅。参观之前，请在网站查询。此外，许多博物馆都不允许在博物馆画廊吃口香糖或糖果。

2.摄影和录像

可见光和不可见光都会损伤大多数展品。博物馆试图消除所有的自然光，并使用过滤器来防止室内灯具的损坏。今天，许多博物馆允许游客拍照，但是应该事​​先询问。一些博物馆不允许拍照或录像。

3.触摸

每间博物馆都试图确保其文物完好无损。参观者应注意不要接触艺术品和作品，因为我们的手和皮肤上的油脂会破坏博物馆的展品。请记住， “指纹是永久的。 ”很多博物馆会为游客提供互动区域，提供特别的节目，可能涉及积极参与或实践学习的机会。

4．嬉戏打闹

跑步、推搡、推挤的动作可能会损坏文物。许多博物馆都已成为学生户外教学的目的地或作为家庭度假的目的地。如果你打算带孩子去博物馆，请事先查询其网站。

5．噪音

人们参观博物馆有各种各样的原因。请尊重其他游客，避免大声喧哗、交谈、大笑、唱歌、吹口哨等。

6．素描/画图

博物馆可能允许游客素描。博物馆将提供关于什么可以和什么不可以的类型的标准。大部分博物馆只允许在画廊中使用铅笔。

7.吸烟

博物馆禁止吸烟。如果你要抽烟，请离开大楼。烟雾可能会损坏博物馆展品，尤其是绘画和其他纸文物。

8.宠物

博物馆不允许宠物入内。

除了上面列出的那些，博物馆还有许多特定的规则。如果他们发现游客违反了规则，博物馆会拒绝这些访客。遵循正确的博物馆礼仪有助于确保所有游客在博物馆获得一次有意义的经验。

**Section Ⅴ Culture Salon**

**中国石雕之乡**

中国石雕源远流长，早在汉、唐两代就世界闻名。工匠充分利用不同颜色的石材，通过熟练的技能雕刻各种杰作。最有名的建筑是莫高窟、云冈石窟、龙门石窟和麦积山石窟。在此期间，您还可以在皇宫和花园找到很多完美的石雕和石刻。显然，很久很久以前，中国人已经知道如何以石雕为饰。他们有丰富的经验，生产各种石雕制品来装饰家和花园。

曲阳早已被评为中国“雕刻之乡” 。早在汉代，曲阳石雕已成为中国宫廷装饰园林石及摆件石雕。在曲阳，有很多熟练的石雕工匠，他们研究和交流雕刻技艺，在此期间，他们还教他们的儿子或其他年轻人如何制作石雕。雕刻技艺一步一步传承并发展，他们从祖先那里继承了精湛的工艺。

他们的主要产品范围是西式雕刻雕塑、建筑雕刻、壁炉地幔和花园装饰品，如希腊式的石雕、石材壁炉、石雕喷泉、大理石雕像、石头动物、石狮子雕像、石头虎雕像、大理石抽象雕像、石柱、大理石柱、雕花壁炉、雕像雕刻壁炉、石材门套、大理石凉亭、石栏杆、大理石门、石凉亭、大理石栏杆、石桌、大理石雕像、大理石花盆、石花瓶等。

# Unit 3 Travel Consultation

**Section Ⅰ Introduction**

**旅游顾问**

旅游顾问是根据个人和团队的个性化需求，帮助制订旅游计划的旅游专家。有时候，对于那些想仔细规划自己的行程，计划在自己不熟悉的地方度过假期的游客，旅游顾问会为其提供一对一的服务。旅游顾问也会帮助团体游客，比如学校、教堂，设计旅游线路和行程。旅游顾问通常会帮助客户预订酒店，安排交通工具，推荐观光目的地并帮助游客处理等其他问题。专业旅游顾问还会帮助安排游学机会或者为艺术团预订会场。一些旅游公司会要求自己的旅游顾问除帮助游客安排行程外，还要承担一定的销售任务。

一些人擅长自己制定旅游计划， 另一些人则需要帮助，尤其是当这些人带有特定目的去旅游或者他们将带领一个团队前往目的地观光时。为一个多人团队安排行程是一项极具挑战的任务，许多人可能需要专业的旅游顾问来提供服务。在这种情况下，旅游顾问可能需要帮助游客预订那些通常不会推荐给一般大众的交通工具和酒店。这些信息的推荐能够帮助大的旅游团队更加方便和容易地一起出游。旅行途中，遇到任何困难，游客可以通过手机或电子邮件联系到旅游顾问，并寻求帮助。

旅游顾问包括如下岗位职责：

* 向考虑本地游、城际旅游和国际旅游的游客提供相关文献和信息，包括旅游线路、住宿、当地风土民情、有关费用和相关旅游法律法规的信息；
* 与客户沟通其需求，推荐合适的旅行线路；
* 帮助游客设计，准备旅游行程，对其进行估价；
* 帮助游客预订交通工具，酒店和其他事项；
* 确认订单，通知游客行李限重，关于保险，医疗，护照，签证和货币的要求；
* 处理旅行票据，住宿凭证等相关文件；
* 收取费用并保留交易记录；
* 如有需要，帮助游客更改行程安排和相关预订服务。

**Section Ⅱ Imitation & Dictation**

**2. Directions:** Listen to the following dialogue and fill in each blank with a proper word given below. There is an extra word.

|  |  |
| --- | --- |
|  | |
| A: How can I help you? | B:We’d like to have a city **tour** in Beijing. |
| A: What would like to visit? | B: Something special, not a mass tour group. |
| A: Traditional culture or local life in hutong? | B: Some famous **residence** of famous Chinese are preferred. |
| A: How about the Soong Ching Ling Memorial Residence? | B:Very nice. **Pick-up** point and time? |
| A: Your Hotel, between around 9:00am. | B:Finishing point and time? |
| A:Your Hotel around 4:00pm. Will you pay in **cash**? | B:No. **Credit** card. |
| A: Is there anything you want to know about the tour? | B:No. Thank you. How much is it? |
| A: Starting from US$40 per capital, including tickets and lunch. |  |

**3. Listen to a passage and fill in the blanks with the words you hear.**

|  |
| --- |
| **Qualifications for Providing a Pre-travel Consultation**  Much evidence has accumulated relevant to travelers’ health and forms the basis of pre-traveladvice. Providers of pre-travel **consultations** should possess a general knowledge of the evidence base, understand disease epidemiology as well as **routes** of transmission and preventive measures, and be able to explore and discuss the **risks** clearly with travelers.  The outcome of a pre-travel consultation likely depends on the expertise and communication skills of the provider, as well as the health beliefs of the **traveler**. In-person counseling by trained staff can effectively deliver some messages, in particular with regard to malaria risk and prevention. Familiarity with the traveler’s **destination,** its culture, infrastructure, and disease patterns generates credibility for the advisor. An advisor with a passion for travel and personal travel experience may ably infuse vitality into the consultation and impart sound and memorable information. |

**Section Ⅲ Conversation & Presentation**

**1.Suggested answer for situational practice**

T: tourist C: clerk at the counter

C: Hi, good morning. Can I help you?

T: Good morning. We’d like to visit some attractions in London.

C: What kind of places would like to visit?

T: Something different from mass tour groups, such as typical culture or real life.

C: OK. Let me check. How about Tower of London?

T: What is it about?

C: It is a historic [castle](http://en.wikipedia.org/wiki/Castle) on the north bank of the [River Thames](http://en.wikipedia.org/wiki/River_Thames) in [central London](http://en.wikipedia.org/wiki/Central_London), England.

T: What can see there?

C: You can discover the priceless Crown Jewels newly displayed in 2012, join an iconic Beefeater on a tour and hear their bloody tales, stand where famous heads have rolled, learn the legend of the Tower's ravens, storm the battlements and get to grips with swords and armour and much more!

T: Wow, it’s cool. We love them. We can explore British history there.

T: It’s really a good opportunity to learn and share world culture, especially your experience.

C: What else can we visit besides this?

T: Our tour will give you more chances to get insights of British traditional culture. St. Paul's Cathedral and Buckingham Palace are also included.

T: Very nice. We’ll take it.

**2. Suggested Answers for the questions**

1) Chinese Ethnic Culture Park( China Ethnic Museum ).

2) 56.

3) 161 feet.

4) The Tujia People's stilt-house, Mosuo People's wooden house, Hui People's cave house and Li People's ship-shaped house.

5) Water-Splashing Festival of the Dai People, the Mongolian's Nadam Fair, the Lisu People's Knife-Pole Festival, Miao People's Sister Festival and Yugur's Harvest Festival.

**Suggested answer for situational practice**

Known for being laid-back and liberal, San Francisco also stands out for being the most scenic of all major American cities. Located by a bay and with one of the world's best known icons as a backdrop, this cool, welcoming city is the home of counterculture, cable cars, and a cosmopolitan population spread through a number of panoramic hills.

Victorian houses, old-money mansions, and a few landmark skyscrapers make up its urban landscape, while great restaurants, an eclectic nightlife, and major cultural attractions are part of everyday life. Join the dot-com yuppies, hippies, gays, and an overall youthful social scene for one of the most carefree and pleasant city experiences in the American continent.

San Francisco is a great city for foodies, offering local Californian and ethnic cuisines, and a huge number of organic and vegetarian restaurants. The verdant surroundings and the ocean just around the corner provide many of the fresh ingredients, while the wine lists are often filled with top-quality California and international wines. You will need to book a table at the best restaurants, but if you don't, there's always a good bar for a drink while you wait to be seated.   
 Where to go depends on what you're craving: Mission District for Latin food, Chinatown for Asian, and North Beach for Italian.

(Extracted and revised from http://www.ucityguides.com/san\_francisco/)

**Section Ⅳ Career Salon**

**每个职员应该知道的8项电话礼仪**

1.拿起电话的时候说出你的名字。

当接听电话时，使用适当的问候语并说出自己的全名。例如： “这是布列塔尼琼斯…… ”或者 “这是杰克·琼斯。”

2．请注意你说话的音量。

人们需要一个安静的对话，如果你周围的人都在盯着你，你需要降低你的声音。

3．与别人见面时不要接听电话。

如果你在会议或吃饭时接听电话，你基本上是告诉别人你更在乎和别人的交流。如果您在会议期间等待一个重要的电话，没有办法重新安排，确保提前告知他人。

4．不要将手机放在桌子上。

这种做法显示与会的其他人是不值得你花时间的人。然而即使你实际上并不接电话，它也可以分散你的注意力。

5．遵守区域安静提示。

如果你在开会，你的电话响了是不礼貌的，会扰乱讲话人和在场的每一个人。最简单的方法是使用震动模式。

6．选择一个正常的铃声。

你需要考虑使用什么铃声，想想别人对它的反应。

7．让对方知道你是否将他们的声音放成免提状态。

如果你用手机扬声器接听电话，你必须尽快让他们知道还有谁和你一同待在房间里。

8．不要留太长的语音邮件。

节省时间是人们最关心的，信息快速、直接，就像你的电子邮件一样不浪费时间。你必须简洁地讲清楚，并让对方知道你为什么打电话。如果留下数字的话，一定要慢些说。

**Section Ⅴ Culture Salon**

**相声**

相声一般被认为是清末，特别是在咸丰皇帝和同治皇帝的统治时期形成的，其根源可以追溯到明代。相声开始是街头表演形式结合笑话故事、幽默戏谑、模仿或其他形式的表演艺术，如京剧，让观众发笑是其明确目的。

有些至今仍在表演的传统相声作品可以追溯到100多年前，在很多情况下，原作者已经不可考。在被称为“传统相声”的许多小品都经过了几代表演者的不断修改，保留了作品的整体结构或“包袱”，更符合现代人的审美情趣。

在1949年中华人民共和国成立后，相声进一步普及，广受大众欢迎。这种以前被视为比较低级的街头表演现在被视为工人阶级的艺术形式，而且标准的普通话表演也在全国推广了普通话。

随着电视在20世纪80年代的普及，相声成了每年央视春晚和流行表演艺术节目。

# Unit 4 Travel Marketing

**Section Ⅰ Introduction**

**旅游市场营销专员**

旅游市场营销专员隶属于市场部，负责策划营销活动，并将策划案通过电子邮件发送给客户，以此来为旅游公司创造最大的市场投资回报，并且帮助旅游公司实现营销计划中规定的收益目标。

重要岗位职责：

- 与营销服务团队共同确保营销活动在批准的预算内按期举行。

- 交流中应用最先进的市场营销技巧使影响最大化。

- 确保所有的交流和沟通都符合品牌定位和指导方针。

- 确保营销活动能够最大程度地影响到客户可以接触到的市场渠道。

- 从之前的活动中积累经验，改善后续活动。

- 在预算内重点突出机会较多的区域，并根据结果重新设计营销策略。

- 维护发展与外部供应商的关系，扩建营销团队。

**Section Ⅱ Imitation & Dictation**

**2. Directions:** Listen to the following dialogue and fill in each blank with a proper word given below. There is an extra word.

|  |  |
| --- | --- |
|  | |
| A: Do have a plan for an **overseas** trip? | B: Yes, for the coming Spring Festival. |
| A: What’s your plan for your trip? | B: Just try to get relaxed there. |
| A: Where do you prefer to spend your holiday? | B: South **Asia** or other island countries. |
| A: How long will stay there? | B: About two weeks. |
| A: We have recently designed new routes in the **Pacific** Ocean. | B: What are they? |
| A: Saipan, Hawaii, Maldives or other island countries. | B: Maybe Hawaii or **Saipan**. |
| A: Package tour or self-serviced? | **B:Packaged**. Thank you. |

|  |  |
| --- | --- |
| 3.**Listen to a passage and fill in** | **the blanks with the words you hear.** |

|  |
| --- |
| **Tips for Marketing at Travel Agency**  Find out through market research companies if your **customers** prefer information by email, Wechat, Weibo, online video or other means. Create a presence in that communication arena. Make sure your communication is relevant and helpful, full of useful information and not just focused on **self-promotion** or sending generic trip information to your customers. You don't want to be seen as a source of spam but of vital information. Not all that information should be **selling** either. Some should just be giving customers information that will help them make decisions. Make sure that the trips you plan meet the expectations of your customers. If they are looking for a luxury experience, don't focus on saving them money but on giving them a trip that fits their definition of luxury. The more relationship you build with customers, the more repeat **business** and word-of-mouth marketing you are likely to generate. That translates into **financial** success. |

**Section Ⅲ Conversation & Presentation**

**1. Suggested answer for situational practice**

C: Chinese tourists S: Salesman

S: Hello. Good afternoon.

C: Hello. We’re from China and we are very interested in London parks.

S: Sure. Please allow me to know something about you. Have you ever been to London?

C: No. But we have learned a lot from the TV, books and Internet, especially city life.

S: Oh, very nice. This year our company has opened a new program for expert tourists in different fields. I’m very pleased to be of help to you all.

C: What is it?

S: Insight city tour for landscape designers.

C: What we can do in it?

S: You can fully explore the English ancient and modern landscapes from outside to inside.

C: What do you mean?

S: Visitors will be entitled to have a close contact with the royal parks or other buildings.

C: Oh, really?

S: For expert tourists, it is a rare opportunity to further explore English culture.

C: When is it available?

S: February of 2016.

C: We look forward to it.

**2. Suggested answer for the questions**

1) expect to receive profits

2) Market research

3) seeks to understand the consumer, while product development aims to meet his needs

4) studying potential customer groups and selecting only certain groups whose needs and wants can be best met with a certain producer´s product.

5) promotion, advertising, pricing and distribution.

**Suggested answer for situational practice:**

Wuzhen or Wu Town is a historic scenic [town](https://en.wikipedia.org/wiki/Town_(China)), part of [Tongxiang](https://en.wikipedia.org/wiki/Tongxiang), located in northern [Zhejiang Province](https://en.wikipedia.org/wiki/Zhejiang_Province), [China](https://en.wikipedia.org/wiki/China). It lies within the triangle formed by [Hangzhou](https://en.wikipedia.org/wiki/Hangzhou), [Suzhou](https://en.wikipedia.org/wiki/Suzhou) and [Shanghai](https://en.wikipedia.org/wiki/Shanghai). Covering an area of 71.19 km2, Wuzhen has a total population of 60,000, of which 12,000 are permanent residents. Wuzhen is the permanent host place of the [World Internet Conference](https://en.wikipedia.org/wiki/World_Internet_Conference) since 2014.

Wuzhen is divided into six districts. These are: the traditional workshops district, the traditional local-styled dwelling houses district, the traditional culture district, the traditional food and beverage district, the traditional shops and stores district, and the water township customs and life district. Following an east-west-east circuit created by these six districts, visitors can enjoy traditional practices and cultures.

Wuzhen displays its history through its ancient stone bridges, stone pathways and delicate wood carvings.

(Extracted and revised from https://en.wikipedia.org/wiki/Wuzhen)

**Section Ⅳ Career Salon**

**商业谈判礼仪**

如果你经常要和别人谈判，如下提示可以帮你避免尴尬，给人留下好印象。

寒暄

正式谈判之前，要好好介绍自己，给对方信任感。最常见的方式就是握手。多了解对手的文化，谈判时尊重对方。

闲谈

谈判前后适当与对方进行闲谈非常常见。这可以使双方关系融洽，有助于建立长久贸易关系。

展示

如果你展示的内容会影响对方做出决定，一定要简洁，以事实为根据，容易让人懂。通常要向每一位参会者展示事实和数据。充分准备，随时回答提问，使对方尽量放松。

策略选择

当你要决定采取何种策略时，要考虑对手，这非常必要。谈判时直接表明立场，目的明确，倾听对方。

等待决定

一切告知对方后，就需要做出决定。要耐心，坦诚，不要固执己见。

**Section Ⅴ Culture Salon**

**太极拳**

在中国，太极拳是中国武术武当派的，也就是说，其运用内功。虽然武当派表明这些武术起源于所谓的武当山，但它只是用来区分技能、理论和“内家”，有别于少林“外家”（“硬”或“内部”）武术风格。

在20世纪初，杨少侯、杨澄甫、吴建全和孙禄堂第一次广泛宣传太极拳的健康益处，全世界对武术几乎没兴趣的人为了健康都在参加武术培训。医学研究证明太极拳可以替代其他运动，人们可以进行武术疗法。

据称，集中注意力进行运动，有助于内心平静和清晰。太极拳对健康有不少好处，有助于压力管理。一些传统学校还给太极拳的学员们教授中医知识。

其他一些形式的武术要求学生在练习时穿制服。一般情况下，太极拳学校不要求。老师都提倡穿宽松、舒适的衣服和平底鞋。

传统的太极拳大师编写了一套著作“太极经”，记录了太极拳的基本套路：要协调和放松关节，而不是利用肌肉张力以中和、产生或发起攻击。太极拳较慢，不断重复，逐渐培养平衡感，打开内循环（呼吸，身体发热，血液，淋巴液，蠕动等）。

# Unit 5 Travel Documents

|  |
| --- |
| Section Ⅰ Introduction |

**证照文件管理员**

证照文件管理员辅助处理证照文件准备的各项任务,包括移除缝合钉,标记页码,准备清单和文档目录等。该项工作直接面对客户。

岗位职责包含以下几方面，但不是仅限于此：

* 能够准确记录，在各自任务中，哪些文件在处理，那些已经完成或正在等待处理。
* 辅助处理文件扫描和后期准备工作。
* 如有必要，帮助完成质量监控任务或者仔细查看文件，查看文件需重新检查每一项页码标记记录，遗漏扫描件，空白页和更改页。
* 保持工作强度，在规定的日程内计划完成任务；如遇任何延迟或更改，及时向主管报告情况。
* 遵循所需工作，所需格式或现有格式要求的标准指令。
* 参加正式或在职培训。
* 保守申请人、公司秘密和商业敏感信息。
* 特定任务结束或者开始后，能够灵活地将工作重心前从一项任务转移到另一项任务。
* 有良好的团队协作能力；能够与各个层次雇员有效沟通。
* 能及时有效地完成多项任务。
* 能完成其他指定任务。
* 一定的计算机操作能力；熟练操作MS Windows 和MS Office 办公软件。
* 具备观看电脑屏幕和操纵扫描仪其的一般身体素质要求。至少能举起25磅重物。
* 信奉企业使命，愿景和价值观。通过以下行为表现： 能高质量地完成任务；有表现优秀的决心；爱岗敬业；有胜任岗位的能力；具有合作精神和创新精神；专注于工作；强大的工作动力；饱满的工作热情；相互信任和尊重；具有奉献和忠诚的品质；强大的责任感和主人翁意识。

**Section Ⅱ Imitation & Dictation**

**2. Directions:** Listen to the following dialogue and fill in each blank with a proper word given below. There is an extra word.

|  |  |
| --- | --- |
|  | |
| A: May I know your name? | B: Mr. Smith |
| A: What’s your destination? | B: Paradise Island, **Indonesia**. |
| A: And your **phone** number? | B: (86-10) 6526-51XX |
| A: How long will you stay there? | B: **December** 15- 20. |
| A: How many people are there in your group? | B: Three, my wife, son and me. |
| A: What kind of room do you prefer? | B: Double, ocean view, non-smoking, king-size bed. |
| A: What kind of food do you prefer? | B: Any kinds of food is fine, especially the local food. |
| A: Do you pay in cash or with credit card?  A: Here is the form to be filled in.  A: Do you have valid **passports**?  A: We’ll help apply for tourist **visas** within two weeks.  A: We look forward to seeing next time. | B: Credit card  B: Thanks.  B: Yes, we do.  B: Many thanks.  B: Me, too. |

**3. Listen to a passage and fill in the blanks with the words you hear.**

**Travel Documents**

|  |
| --- |
| Going abroad is exciting, but can be stressful, too. By arranging well a few things, such as travel documents, you'll greatly increase your chances of having a smooth, enjoyable vacation.  Travel documents are [**identity** document](http://en.wikipedia.org/wiki/Identity_document)s issued by a [government](http://en.wikipedia.org/wiki/Government) or international treaty organization to facilitate the movement of individuals or small groups of persons across [international boundaries](http://en.wikipedia.org/wiki/Border). [Travel](http://en.wikipedia.org/wiki/Travel) documents usually assure other governments that the bearer may return to the issuing country, and are often issued in booklet form to allow other governments to place [visas](http://en.wikipedia.org/wiki/Visa_(document)) as well as [entry and exit **stamps**](http://en.wikipedia.org/wiki/Passport_stamp) into them. The most common travel document is a [passport](http://en.wikipedia.org/wiki/Passport)  Also, other "important documents" should contain the following: Visa's, Yellow Card, Insurance **Papers**, any International Driver’s **license** or other important official certificates, your ATM cards, bank cards and traveler checks. Last but not the least, your Airline and travel **tickets.** |

**Section Ⅲ Conversation & Presentation**

**1. Suggested answer for situational practice**

C: Customer R: Receptionist

C: Good morning. I plan to enjoy my holiday in North America. I would like to have

information on visas and health documents to Canada.

R: No problem. But, we’d like to know your identity first.

C: Sure. I hold a Chinese passport.

R: Good. And how long would like to have your stay in Canada?

C: Just two weeks.

R: Now, let me check. Well, Mr. Lee, according to the Air Canada Travel Information, valid passports and visas are required for an international tourist.

C: What else do I need to prepare? How about the medical record or vaccination certificate?

R: You should hold a valid yellow fever vaccination certificate. And also it is recommended that you need a valid medical insurance during your stay there.

C: I have both. Quite good to know it all. I’ll get it ready before I start my journey.

R: Is there anything else I can do for you?

C: No, thanks. Bye.

R: Bye.

**2. Suggested answer for the questions**

1) Yes. Full details of the reason for your visit ― for example to see friends or family.

2) If you plan to stay in a hotel, you will need written confirmation of the hotel booking containing the dates of your proposed stay.

3) The letter should include contact details for the reference, proposed dates for your stay and details of where you will be staying during your visit.

4) Evidence of how you intend to finance your trip and support yourself for the duration of your visit, allowing for any unforeseen events such as illness. A detailed bank statement, covering a 6-month period immediately prior to your visa application, and showing sufficient funds to cover all costs, is required.

5) This evidence can take the form of a letter from a college specifying the date on which your course of study re-commences.

**Suggested answer for situational practice**

The Visitor visa (subclass 600) is for people who want to travel Australia as tourists, for business or to visit family. It is a temporary visa.

This visa has four streams:

**1. Tourist stream:** for people traveling to Australia for a holiday, recreation or to visit family and friends.

**2. Business Visitor stream:** for business people traveling to Australia for a short business visit. 3. **Sponsored Family stream:** for people traveling to Australia to visit their family.

4. **Approved Destination Status stream:** for people from the People’s Republic of China who are travelling in an organised tour group.

Please note:

• Travellers holding a Visitor visa (Subclass 600) cannot work while they are in Australia.

• Visitor visas can allow single or multiple entry – and permit a three (3), six (6) or twelve (12) month stay in Australia on each occasion.

• Applicants are able to indicate their preferred number of entries and stay period, however the decision maker will determine which is appropriate, taking into account an applicant’s personal circumstances.

• A 3 month stay meets the requirements of most Visitors to Australia. Granting a longer stay may be considered in certain circumstances, for example: for the parents of Australian citizens/permanent residents who have applied for permanent migration to Australia, but have not yet been granted permanent residency.

• Visitor visas are designed for people whose intention is to visit Australia for short periods. They cannot generally be used for staying in Australia longer than 12 months or cannot be used to establish ongoing residence in Australia.

**Section Ⅳ Career Salon**

**办公室礼仪**

我们大多人在办公室工作的时间多于在家的时间，工作时犯的最大错误之一就是没有意识到应当遵守的不同规则。总之，错误会影响你的晋升、涨薪，特别是办公室的形象。下面的15条应谨记在心。

1. 不要大声喧哗。不管你是在和同事说话还是打电话，注意说话的音量。不要侵犯他人的私人空间。

2. 不要打断同事。当你开会或与同事在大厅说话时，注意说话人是谁。要尊重对方。

3. 注意办公室闲聊的对象。你可以和同事成为朋友，但聊天对象应越少越好。不要喋喋不休。

4. 不要吃刺激味道食物，如金枪鱼或印度食品。麻辣食物的确味道不好闻，特别是在开放式办公室里。最好在家吃咖喱。

5. 注意香水用量。办公室同事可能会过敏。

6. 往来信件风格正式。不要使用俚语，公司会保留员工邮件长达数年，会经常查看员工邮件。

7. 分享荣誉。与他人分享荣誉是办公室的重要规则之一，因为你是团队的一员，更重要的是你会得到回报的。

8. 穿着适宜。向老板学习如何穿衣。

9. 电话静音。你的响铃会影响到其他同事，最好是震动。

10. 保持办公室整洁。办公桌干净，公共冰箱不久放食物，不长时间占用卫生间。

11. 不要与同事交流过多私人事情，有时候会对你不利。

12. 准时上下班。要让同事看到你非常注意工作时间。

13. 不要长时间打私人电话。偶尔打没问题，但要短且不影响他人，必要的话在外面接听。

14. 开会时不要拨弄头发，不要梳头，也不要化妆。

15. 非常不舒服时不要上班，在家好好休息，可以线上工作。

**Section Ⅴ Culture Salon**

**文房四宝**

毛笔：书法中的各种工具，中国的毛笔很特别。虽然是多种多样，毛笔主要有三种类型，白色的山羊毛、黑色兔毛和黄鼬毛。按功能，它们被分为三类： “硬”、“软”和“硬软结合”刷。笔杆可用竹、木、漆器、瓷器，还可用珍贵的材料，如珍珠母的镶嵌、象牙、玉石等。

毛笔有着悠久的历史：在史前文化时期，彩陶、甲骨、竹简和丝绸都曾是其书写材料。春秋和战国时期（公元前770 - 221年）和秦汉时期（公元前221年 - 公元220年）的坟墓出土一些古老的毛笔。在唐宋时期（ 618-1279 ） ，宣州成为全国毛笔制作中心，宣笔和诸葛笔是质量最好的。元代（ 1271-1368 ）后，湖州制笔业繁荣，湖笔取代宣笔。湖笔尖锐、整齐、圆和坚韧。

墨：墨是中国传统绘画和书法的独特颜料。起初，普遍使用天然墨或半天然墨。在汉代（公元前206 - 公元220年）人工墨出现。当时最有名的墨是愉麋墨，产在陕西千阳县。墨的原材料是松木、油和漆。

五代时期（907-960）油墨生产中心位于北方，然后到达了南方。最有名的南方墨是徽墨，产在今天的安徽省徽州。

纸：纸是中国最著名的发明之一。人们普遍认为，纸是在东汉（25-220）蔡伦发明的。然而，考古学家发现了西汉（公元前206-8）的纸张样品，如西安灞桥纸，中颜纸、金关纸和罗布淖尔西汉纸等。

东晋（317-420）之后，纸张被广泛使用，以代替传统的书写材料，如竹简和丝绸。此后，各种纸的生产方法层出不穷。   
 在唐宋时期，纸张生产行业蓬勃，优质的产品相继出现。清代（1644-1911）宣纸，产于泾县宣州（安徽），成为书画的特殊纸张，它被视为“纸王”。

砚：砚台是最重要的“文房四宝”。由于其质地坚实，砚台可以一代又一代流传下来。

在原始社会遗址，考古学家发现了简单的石墨板，需要用一个杵来研磨颜料。人工墨出现于汉代，杵逐渐消失。汉代有陶器、漆器和铜墨板以及石头砚台。其中石墨板，圆鼎形是最常见的。在魏晋南北朝时期（220-581），圆鼎瓷墨板是一种时尚。在隋唐（581-907）圆形腿辟雍墨出现了。

除了笔、墨、纸和砚，古代书法工具还包括一些配件，如笔架、笔筒、墨水盒、镇纸、印章及印章盒。原料可使用陶器、瓷器、铜、铁、漆、木、竹、石、玉石、翡翠、玛瑙和珊瑚。

# Unit 6 Hotel Concierge

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| **SectionⅠIntroduction** |

**酒店礼宾岗位**

酒店礼宾在酒店客服中起着非常重要的作用。Concierge这个词来自法语，意思是“掌握钥匙的人”。礼宾人员是为客人在酒店住宿期间提供信息和帮助的人员。

酒店礼宾岗位要求工作人员对旅游行业充满热情并具备充分认识。礼宾岗位要求高，工作节奏快，需要很好的时间管理和解决问题的能力。他们日常的工作要和各种不同背景和不同行业的人打交道，因此，成功的礼宾工作人员必须具有友善的性格，掌握一门或多门外语。

礼宾工作人员的工作重心是确保酒店客人的需求和要求得到满足，并使每一位客人对酒店留下良好的记忆。他们必须对酒店所在地有充分的了解。客人常常会向礼宾工作人员提出各种问题或要求，如寻求建议或问题解决方案。他们还常常为客人预订餐厅、演出门票等。客人还会要求礼宾人员安排出行交通工具，或提供外出游览指南。礼宾部必须与当地的商家或相关部门的人搞好关系，以便为客人提供更好的服务。

在许多人眼里，酒店礼宾人员几乎成了酒店的脸面，因此，礼宾人员的仪表和举止至关重要。很多商业人士和重要人物旅行时很依赖礼宾部的工作，因此，礼宾岗位受到很高的尊重。

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| **Section Ⅱ Imitation & Dictation** |

**2. Directions:** Listen to the following dialogue and fill in each blank with a proper word given below. There is an extra word.

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|  | |
| C: Good afternoon, sir. Welcome to our hotel. Are you **checking in** ? | G: Yes. |
| C: Let me help you with your luggage. | G: Thank you. |
| C: I’ll show you to the **Front Desk**. This way, please. | G: All right. |
| C: I’ll put your luggage over here. After you have checked in, a **bellman** will take you to your room. | G: I see, thank you. |
| *( After check-in )*  B: Good afternoon, sir. I’ll show you to your room. You have two **suitcases**. Is that right? | G: Yes, that’s right. |
| B: May I have your card, please? | G: Yes, here you are. |
| B: Thank you, sir. Your room is on the **third floor**. Please follow me. | G: OK. By the way, where could I get a brochure of the hotel? |
| B: You can get it from the Front Desk for free. And here we are. This is your room. May I put your suitcases here? | G: Sure. Just put them over there. Thank you for your help. |
| B: You are welcome. Hope  you’ll enjoy your stay here. See you. | G: See you. |

1. **Listen to a passage and fill in the blanks with the words you hear.**

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| **Bellboy**  A bellboy is a [hotel](http://en.wikipedia.org/wiki/Hotel) [porter](http://en.wikipedia.org/wiki/Porter_(carrier)), who helps [guests](http://en.wikipedia.org/wiki/Patron) with their [luggage](http://en.wikipedia.org/wiki/Luggage) while [checking in](http://en.wikipedia.org/wiki/Check-in) or out. The job's name comes from the fact that the hotel's front desk **clerk** rang a bell to summon(召唤) an employee, who would jump to attention at the desk to receive instructions. The term "porter" is used in the United Kingdom and much of the English-speaking world. "Bellboy" is an American English term. To fulfill the **tasks** perfectly, they usually get dressed in fine **uniforms** and possess a neat appearance which will give the best first impression on the arriving guests.  This employee traditionally was a [boy](http://en.wikipedia.org/wiki/Boy) or adolescent male. Today's bellboy must be quick-witted, good with people, and **outgoing**. Bellboys will meet a variety of different people each day and must have the social skills to deal with them. Duties often include opening the front door, moving luggage, [valeting](http://en.wikipedia.org/wiki/Valet) cars, calling cabs, giving directions, performing basic [concierge](http://en.wikipedia.org/wiki/Concierge) work, and **responding** to the guest's needs. They must be able to escort guests into their rooms while carrying luggage, or help move any baggage a customer needs. |

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| **Section Ⅲ Conversation & Presentation** |

**1. Suggested answer for situational practice**

C=Concierge G= Guest

G: We shall leave tomorrow morning. I’ve come to say goodbye.

C: I hope you enjoyed your stay.

G: It was great, thanks. We’ve had a good time.

C: Where are you going?

G: We’re going to Qingdao. Can you arrange a bus to send us to the airport?

C: Yes, I can. When does your plan leave?

G: At 9 am., but I’d like to get to the airport early in case of heavy traffic.

C: How many people are there in your group?

G: There are six.

C: It takes about one hour to get to the airport. When would you like to leave?

G: How about 6:30 am.?

C: That’s OK. A bus will wait for all of you at 6:30 tomorrow morning at the entrance.

G: That will be fine. Thank you.

C: You are welcome. Hope you have a good trip.

**2. Suggested Answers for the Questions**

1) Conrad Hilton opened its first hotel in 1919.

2) The Hilton Organization has gained a reputation for quality, value, integrity and strength.

3) Hilton Hotels Corporation includes more than 2 300 hotels in North America.

4) It tries to deliver outstanding products, services and experiences to each customer.

**Suggested answer for situational practice:**

Thank you for choosing to stay at Climer Hotel. We are delighted to have you as our guest and want you to have a pleasant, relaxing visit.

For your safety and security, your room number is not recorded on your room key. Please keep your key separate from this booklet, which has your room number recorded to your left.

To use your room key, insert it into the door slot, magnetic strip facing right with logo side up, pull it back out and turn the handle while the green light is flashing.

Your room key card will expire and be inoperative at noon on your departure date. Guests staying 7 days or more are asked to take their key card to the Front Desk for reactivation on the sixth day of their stay.

If you misplace your key card, or have difficulty using it, please contact the Front Desk.

For your security and safety you may be asked by a security officer to present your room key prior to boarding an elevator to your room.

Climer Hotel offers Video Check Out through the television. For your convenience, please press the Menu button on your remote control to utilize this service.

Enjoy your stay. We look forward to welcoming you back to Climer soon.

Sincerely,

Climer Management Team

**Section Ⅳ Career Salon**

**酒店服务礼仪**

酒店服务礼仪要求:  
 1. 着装规范。上班时按规定着工作制服，男女员工都应做到端庄大方，切忌奇装异服和

出格打扮。  
 2. 语言恰当。用语谦恭，语调亲切，言辞简洁。对内宾使用普通话，对外宾使用外语，尽

量做到听懂方言。  
 3. 礼貌迎送。客到有请、客问必答、客走道别。在迎送客人或与客人交流时，面带微笑，

真诚礼貌，恰当地使用尊称和各种手势。

经过旋转门时: 酒店工作人员应礼让客人、行动不便的人、老人及携带大件行李的人并

保持旋转门匀速运行，不得突然停止或改变速度。

乘电梯时：酒店工作人员应一只手引导客人，另一只手为客人按电梯按钮；注意为客人扶门，帮助行动不便及携带大件行李的客人；进出电梯不得拥挤；电梯内如果人多，工作人员应主动退出；工作人员不得在电梯内闲聊；除非引导客人，酒店工作人员应该使用工作电梯。

楼梯和自动扶梯：除非领路，酒店工作人员应礼让客人。上下楼梯时尽量帮助行动不便、带小孩和带行李的客人。

经过门口时，酒店工作人员应注意过往的人，在客人经过时为客人开门，注意门应该朝着客人去往的方向开；注意为身后的客人开门。

4. 主随客便。对需要特殊照顾，特别是有不同的宗教信仰和民族习惯的客人，尽量满足他

们的要求。接待客人预订事项主动热情、有条不紊，在办理入住、用餐等手续时，准确

填写、认真核实，以符合客人要求。提供整理房间等服务时先敲门，得到客人同意后才

能进入，如遇客房门口显示“请勿打扰”，不得随意进入。  
 5. 尊重私密。不能对外泄露客人的任何信息；不能乱动、乱翻客人的物品；不私自使用专

供客人使用的电话、电梯、洗手间等设施。

6. 面对客人的投诉，应态度诚恳，按规章热心帮客人解决问题，切忌急躁、争辩、怠慢，推卸责任。因故不能完成服务的，要耐心向客人解释并道歉。

7. 当发生火警、电梯事故、客人突发疾病或受伤、恐怖爆炸等紧急事故时，应沉着冷静，按照应急预案及时、得当地进行处理。

**Section Ⅴ Culture Salon**

**剪 纸**

剪纸是[中国](http://www.baike.com/wiki/%E4%B8%AD%E5%9B%BD)最为流行，并最具特色的[民间艺术](http://www.baike.com/wiki/%E6%B0%91%E9%97%B4%E8%89%BA%E6%9C%AF)之一，其[历史](http://www.baike.com/wiki/%E5%8E%86%E5%8F%B2)可追朔到公元六世纪。剪纸常用于[宗教](http://www.baike.com/wiki/%E5%AE%97%E6%95%99)仪式、[装饰](http://www.baike.com/wiki/%E8%A3%85%E9%A5%B0)和[造型艺术](http://www.baike.com/wiki/%E9%80%A0%E5%9E%8B%E8%89%BA%E6%9C%AF)等方面。

在过去，人们经常用纸做成形态各异的物像和人像，与死者一起[下葬](http://www.baike.com/wiki/%E4%B8%8B%E8%91%AC)或[葬礼](http://www.baike.com/wiki/%E8%91%AC%E7%A4%BC)上[燃烧](http://www.baike.com/wiki/%E7%87%83%E7%83%A7)。剪纸艺术一般都有象征意义；此外剪纸还被用作[祭祀](http://www.baike.com/wiki/%E7%A5%AD%E7%A5%80)祖先和[神仙](http://www.baike.com/wiki/%E7%A5%9E%E4%BB%99)所用供品的装饰物。

剪纸因其材料易得、成本低廉、效果立见、适应面广而受欢迎；更因为它适合农村妇女闲暇制作，既可作实用物，又可美化生活。全国各地都能见到剪纸，甚至形成了不同地方风格流派。

现在，剪纸更多用于装饰。剪纸可用于点缀[墙壁](http://www.baike.com/wiki/%E5%A2%99%E5%A3%81)、[门窗](http://www.baike.com/wiki/%E9%97%A8%E7%AA%97)、房柱、[镜子](http://www.baike.com/wiki/%E9%95%9C%E5%AD%90)、[灯](http://www.baike.com/wiki/%E7%81%AF)和[灯笼](http://www.baike.com/wiki/%E7%81%AF%E7%AC%BC)等，也可为[礼品](http://www.baike.com/wiki/%E7%A4%BC%E5%93%81)作点缀之用，甚至剪纸本身也可作为礼物赠送他人。

剪纸是由手工做成的，常用的方法有两种：[剪刀](http://www.baike.com/wiki/%E5%89%AA%E5%88%80)剪和刀剪。顾名思义，剪刀剪是借助于剪刀，剪完后再把几张（一般不超过8 张）剪纸粘贴起来，最后再用锋利的剪刀对图案进行加工。刀剪则是先把纸张折成数叠，放在由灰和[动物](http://www.baike.com/wiki/%E5%8A%A8%E7%89%A9)[脂肪](http://www.baike.com/wiki/%E8%84%82%E8%82%AA)组成的松软的混和体上，然后用小刀慢慢刻划。剪纸艺人一般是竖直握刀，根据一定的模型将纸加工成所要的图案。和剪刀相比，刀剪的一个优势就是一次可以加工成多个剪纸图案。

在农村，剪纸通常是由妇女、姑娘们来做。在过去，这是每个女孩所必须掌握的手工艺术，并且还被人们来品评新娘的一个[标准](http://www.baike.com/wiki/%E6%A0%87%E5%87%86)。而职业的剪纸艺人则常常是男人。

# Unit 7 Hotel Reception

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| **SectionⅠIntroduction** |

**酒店前台接待员**

酒店前台接待员在宾客住店期间，代表饭店与宾客打交道，工作职责包括确认客人的预定种类和居住天数,帮助客人填写入住登记表、安排客房，尽可能地落实客人的特殊要求，弄清宾客付款方式按检查步骤跟踪监管客人的信用，把客人和客房的有关信息分别记录在前厅栏目中，并将有关信息通知到酒店相关人员。

酒店前台接待员需具有较强的人际协调和沟通能力，较好的语言表达能力和英语听说能力；能熟练操作前台工作所需设备；仪态端庄，待人友善大方；做事严谨但不失灵活。

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| **Section Ⅱ Imitation & Dictation** |

**2. Directions:** Listen to the following dialogue and fill in each blank with a proper word given below. There is an extra word.

|  |  |
| --- | --- |
|  | |
| A: Your name? | B: Mr. Johnson. |
| A: What’s your address? | B: 19 Rainbow Road, Melbourne, **Australia**. |
| A: And your phone number? | B: (61-2) 626-5068. |
| A: You’ll stay…? | B: **March** 15- 20. |
| A: Room rates? | B: **$1160** per night. |
| A: What kind of room? | B: **Double**, ocean view, non-smoking, king-size bed. |
| A: You’ll pay in **cash**? | B: No. Credit card. |
| A: Here’s your room. It’s Room 1506. | B: Thank you. |

**3. Listen to a passage and fill in the blanks with the words you hear.**

In order to make sure a smooth hotel check in, guests usually **reserve** rooms in advance, which is generally done through telephone or  **Internet** . With regard to hotel staff, he/she should know how to fill out the reservation form correctly, rapidly and clearly according to the **information** from the guest.

A reservation form should consist of:

Personal information including the guest’s name, company, **nationality**, city, address, Fax, email etc.

Guests’ **requirements** including time for check-in and check-out, type of rooms, payment, special requests etc.

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| **Section Ⅲ Conversation & Presentation** |

**1. Suggested answer for situational practice**

R=receptionist David Brown=D

R: Good evening. Welcome to The Peninsula Palace Beijing. May I help you, sir?

D: Yes. I’d like to check-in, please.

R: Do you have a reservation with us, sir?

D: No, but is there any vacant room available now?

R: I am very sorry, sir, but our rooms are fully booked.

D: What a pity! Where am I going to find a room at this time of day?

R: Shall I find another hotel for you?

D: That would be fine. Please do and make it quick!

R: Certainly, sir. I’ll book you into another hotel in this area. Just a moment, please. Sir, I have made a reservation for you in Holiday Inn Hotel, which is within walking distance from our hotel.

D: Thank you. You are so helpful.

R: My pleasure. Hope we can serve you next time.

**2. Suggested answers for the questions**

1) A guest will form his first and deepest impression of a hotel in the place of the Reception Desk.

2) The Front Desk staff’s duties includeregistering guests, assigning rooms, distributing luggage, providing information and being responsible for the check-in/out.

3) Yes. The working efficiency of the Front Desk Staff is one of the key factors for realization of the hotel target.

4) They should be aware of the requirements from the guests and get prepared to solve all of their problems.

5) The staff should remind the guests of all the restrictions that they must follow.

**Suggested answer for situational practice**

* The clerk at the reception desk should always greet each guest with a smile. Be pleasant and business-like. You are selling yourself as much as you are selling the hotel and its services.
* Keep eye-contact with the guest.
* Find out the guest’s name immediately and use it at least three times during the conversation. Always use polite titles as “Mr.” or “Ms.” when addressing the guest.
* Find out if the guest has a reservation.
* Check the reservation in the computer and confirm the room information with the guest.
* Ask the guest to show his or her ID card or passport and to fill out the registration form.
* Assign a room to the guest and prepare the key to the room.
* Ask the guest to show his or her credit card for an imprint or to pay a deposit. Check the name of the cardholder and the validity.
* Confirm with the guest the departure date, room rate and other needs. Ask the guest to fill out room card and tell the guest the room number.
* Give the guest the room card and key to the room.
* Thank the guest and wish him/ her a pleasant stay.
* Give the guest registration form, credit card imprint and a copy of deposit receipt to the cashier.

**Section Ⅳ Career Salon**

**小 费**

小费（tips）是服务行业中顾客感谢服务人员的一种报酬形式。在许多国家，享受服务就付小费是很自然的事，它既能代表客人对服务人员付出劳动的尊重，也可以表达客人对服务工作的一种肯定和感激。从另一层面来讲，也体现了客人的文化修养。

小费大多都是客人酌情给的。在给小费之前，先看一下账单，看看其中是否已经包含小费。注意，政府工作人员是不允许接受小费的。

给小费的时机：小费是对高质量服务的回报。旅行中如果反复得到一个人的服务（如门卫），在离开时尽可以给其小费。如果你想确保在住店期间得到特殊服务，预先支付稍多一点的小费也是不错的。

随时准备好付小费的钱：口袋里随时备好几个一美元的硬币，你肯定不愿意在拖着行李的同时再费力的找零钱。将1美元或2美元整齐地折在一起装好。

不要求找零钱：要求接受小费的人找零钱是很尴尬的，如果因故没有备好零钱，那就先别给小费，如果事后能换来零钱再给小费也是可行的。

小费不是必给的：尽管在很多情况下是应该付小费的，但也不是规定必给的。给酒店工作人员或司机小费应该是自愿的，是客人对他们良好服务的回报。如果服务质量不好，就没有义务付小费。另外，如果别人给你提供了特别的个性化服务，要给相对较多的小费。虽然小费不是规定必给的，但是根据小费礼仪，除非服务特别不周到，一般应该给与一定的小费（至少是一个微笑或谢谢）。

**P.S.**: 小费源自18世纪的英国伦敦。当时一些酒店的餐桌上放着一只写有“保证服务迅速”（to insure prompt service）的碗，顾客将钱放入碗中，就能得到周到的服务。把上面几个英文单词的头一个字母联起来就成了tips，即小费。这种做法不断延续，便成为时下的付小费，作为对服务人员的一种感谢和报酬。小费的计算方法有三种：一是按账单金额的10％—15％左右计算，二是按件数计算，三是按服务次数计算。

在国外酒店里，一般站在柜台的固定服务员是不收小费的，来回走动或贴身服务的人员如（PORTER行李员，HOUSEMAID客房服务员等）是要给小费的。若是餐饮业，则一般给消费总额的10%至20%。在国外，对于开床的服务员，客人经常将小额纸币放在枕头底下（通常露出一角）。

对小费的收取应以酒店的管理制度为原则，若制度不允许，则应礼貌地向客人说明， “Thank you. It’s very kind of you, but I’m afraid we don’t accept tips.” 以免让客人误解或感到尴尬。

**Section Ⅴ Culture Salon**

**中国传统绘画**

中国传统绘画，又简称国画，古时称为丹青，泛指中华文化的传统绘画艺术，是琴棋书画四艺之一。它是用中国所独有的毛笔、水墨和颜料，依照长期形成的表现形式及艺术法则而创作出的绘画。

相对西方的绘画，中国的绘画艺术有着自己显明的特点。比如，中国的绘画艺术更能够表现作者的主观情感。而且我们通常会认为一幅好的绘画作品既是一幅好画又是一首好诗，正所谓“诗中有画”，“诗情画意”，即追求绘画的意境, 强调借助自然形象表现人的思想、情感、意趣、品格、精神，画中寓有诗意，因此，欣赏一幅中国画，又像是吟咏一首中国诗。所以，中国历史上很多伟大的画师同时也是杰出的诗人或书法家。画卷上的题字和落款不仅能使得人们更好地了解这幅作品的作者的情感和思想，更是为这幅作品增添了许多美感。

按照艺术的手法来分，中国画可分为[工笔](http://zhidao.baidu.com/search?word=%E5%B7%A5%E7%AC%94&fr=qb_search_exp&ie=utf8)、写意两种形式。[工笔](http://zhidao.baidu.com/search?word=%E5%B7%A5%E7%AC%94&fr=qb_search_exp&ie=utf8)就是用画笔工整细致，敷色层层渲染，细节明彻入微，用极其细腻的[笔触](http://zhidao.baidu.com/search?word=%E7%AC%94%E8%A7%A6&fr=qb_search_exp&ie=utf8)描绘物象，故称“[工笔](http://zhidao.baidu.com/search?word=%E5%B7%A5%E7%AC%94&fr=qb_search_exp&ie=utf8)”。而写意是用豪放简练的笔墨描绘物象的形神，抒发作者的感情。它要有高度的概括能力，要有[以少胜多](http://zhidao.baidu.com/search?word=%E4%BB%A5%E5%B0%91%E8%83%9C%E5%A4%9A&fr=qb_search_exp&ie=utf8)的含蓄意境，落笔要准确，运笔要熟练，要能得心应手，意到笔到。

从艺术的分科来看，中国画可分为人物、山水、花鸟三大画科，它主要是以描绘对象的不同来划分的。

在透视的方法上，中国画与西洋画也是不一样的。透视是绘画的术语，就是在作画的时候，把一切物体正确地在平面上表现出来，使之有远近高低的空间感和立体感，这种方法就叫透视。西洋画一般是用焦点透视，这就像照相一样，固定在一个立脚点，受到空间的局限，摄入镜头的就如实照下来，否则就照不下来。中国画就不一定固定在一个立脚点作画，也不受固定视域的局限，它可以根据画者的感受和需要，使立脚点移动作画，把见得到的和见不到的景物统统摄入自己的画面，如张择端的《[清明上河图](http://zhidao.baidu.com/search?word=%E6%B8%85%E6%98%8E%E4%B8%8A%E6%B2%B3%E5%9B%BE&fr=qb_search_exp&ie=utf8)》，反映的是北宋都城[汴梁](http://zhidao.baidu.com/search?word=%E6%B1%B4%E6%A2%81&fr=qb_search_exp&ie=utf8)内外丰富复杂、气象万千的景象。它以汴河为中心，从远处的郊野画到热闹的“虹桥”；观者既能看到城内，又可看到郊野；既看得到桥上的行人，又看得到桥下的船；既看得到近处的楼台树木，又看得到远处纵深的街道与河港。而且无论站在哪一段看，景物的比例都是相近的，这是中国的古代画家们根据内容和艺术表现的需要而创造出来的独特的透视方法。

# Unit 8 Hotel Marketing

**Section Ⅰ Introduction**

**酒店营销人员**

酒店营销是指营销人员为了使顾客青睐于[酒店](http://wiki.mbalib.com/wiki/éåº)的[产品](http://wiki.mbalib.com/wiki/äº§å)或服务所做的一切决定和采取的行动，包括发现顾客欲望，提供产品满足他们的[需求](http://wiki.mbalib.com/wiki/éæ±)，确定最好的[分销渠道](http://wiki.mbalib.com/wiki/åéæ¸ é)，向[潜在顾客](http://wiki.mbalib.com/wiki/æ½å¨é¡¾å®¢)传递信息，[推销产品](http://wiki.mbalib.com/wiki/æ¨éäº§å)，最后评估整个[营销](http://wiki.mbalib.com/wiki/è¥é)过程。酒店营销人员的工作内容包括做好酒店的公关销售工作，与客户保持业务联系，分析客户心理，了解客户对酒店设施的要求和各方面的需求，有针对性地进行销售；参加酒店举办的各种促销活动，开发新客户；利用销售技巧，广交各界人士，扩大酒店影响；将客户意见及时反馈到有关部门，为客户提供良好的服务。

酒店营销员要具有强烈的事业心和责任感，善于交际，待人热情有礼。

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| **Section Ⅱ Imitation & Dictation** |

**2. Directions: Listen to the following dialogue and fill in each blank with a proper word given below. There is an extra word.**

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|  | |
| S: Good morning, this is the Sales Department of ABC Hotel. What can I do for you? | J: Good morning. I am John Hilton from Star Travel Agency. I’m wondering if I could make an **appointment** with your sales manager? |
| S: I’m sorry but our manager is on a **business** trip to Tianjin and he will not be back until the day after tomorrow. | J: I have some problems with the travel group which is coming to your hotel next week. It’s an emergency case. Could you find any way to **contact** him or try to get someone to discuss with me the problems as soon as possible. |
| S: Oh, I see. Hold on a second and let me see if I can find another contact number for our manager. | J: Thank you for your help. |
| S: Here I get the **number** of the hotel that our manager is staying at. You can call his room number after 8:00 p.m. when he finishes his meeting. | J: It’s 022-567788, right? |
| S: Yes, that’s right. Could you leave your contact number for me in **case** our manager calls back? I will let him know as soon as possible. | J: Sure. Here is my number. I’m available all the time. |
| S: Nice talking to you. If you have any problems, you can call me again. | J: Thank you for all your help. Bye-bye. |

**3. Listen to a passage and fill in the blanks with the words you hear.**

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| **Promotion**  One of the hotel’s major administrative functions is the promotion of the hotel. Promotion involves making the **public** aware of the hotel and trying to attract customers. Promotion is carried out through **advertising** which is paid promotion, or by publicity and public relations, which are unpaid promotion. Advertising for any hotel is dictated by such **factor** as the nature of the operation, its market, and the different advertising media that are available. In general, resort hotels do more **direct** advertising than other kinds of hotels. They try to advertise in the area from which most of their customers come. The media used for advertising may range from matchboxes or ashtrays that the guests take home with them to display ads, in magazines and newspapers and to radio campaigns. Television advertising is so expensive that it is generally **restricted** to the major international chains. |

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| **Section Ⅱ Conversation & Presentation** |

**1. Suggested answer for situational practice**

**C=Caller S=Sales man**

S: Good morning, Sales Department . May I help you?

C: Yes. My name is Mr. Wang. Our company is going to hold a banquet to celebrate the 10thanniversary on May 18th and I would like you to do the catering, please.

S: Certainly, Mr. Wang. Can you give me some details, please?

C: Well, the banquet is on the 18th of May, as I said.

S: How many guests will be there?

C: About 300.

S: Thank you. Were you thinking of having Chinese or western food, Mr. Wang?

C: Chinese. What menu would you recommend ?

S: Would you like me to send you our range of menus so that you can compare? I’ll also include details of price per head and the function rooms so that you can choose to hold the reception in.

C: Good idea. Can you send that to me by fax, please?

S: Sure. I’ll try and send it to you today before 12.

C: That will be great, Thank you for your help.

S: You are welcome.

**2. Suggested answers for the questions**

1) It is situated to the east side of Century Park.

2) It is a drive of 40 minutes to the airport.

3) The hotel features 300 different types of rooms and suites

4) The hotel boasts a variety of recreational facilities, such as indoor-swimming pool, mini-golf, tennis court, gym, sauna, night club, etc.

5) Its restaurants serve excellent local delicacies and international cuisine.

**Suggested answer for situational practice**

In modern hotels, the Business Center plays an increasingly important role. It provides our guests with all kinds of comprehensive traditional secretary services ranging from document processing, internet access, printing, sending faxes, making conventions, meeting arrangements to communication with local authorities. It also helps to order courier carrier, book tickets and accommodations, and handle administrative matters, so the guests staying in the hotel can take advantage of the services here and make use of the comprehensive communications facilities and secretarial services. With the help of facilities in the Business Centers, hotel guests can cope with their business effectively and conveniently, which makes our hotels more attractive.

The Business Center is located on the administrative floor to meet the guests’ requirements quickly. For example, the guests on the administrative floors can check in and check out without going to the reception desk. It is really a necessary department in the hotel.

By the way, some smaller hotels don’t have business centers. Instead, they may have PCs and printers in the lobby or in some other communal area, where it can be noisier and more distracting to work than in business center. But high-end hotels may have a moderately equipped business center on one level and nicely- equipped one on the club or concierge level. The latter is available only to guests staying in the hotels, where rooms usually cost more.

**Section Ⅳ Career Salon**

**中国人用餐习俗**

不同于西方人的分餐习惯，中国人用餐时习惯于将一盘盘的菜放在桌子上大家共用。盛放肉类、蔬菜的餐盘都放在桌子中间，用餐者直接用筷子从公共盘子中取食。汤也是从公共汤碗中盛取。小盘子用来放骨头、壳或从公共餐盘中取来的不能一口吃完的食物。

中国人待客时会准备丰盛的食物。中国人为自己的饮食文化自豪，他们会尽力为客人准备各种不同的佳肴。而朋友之间用餐则点够为止。如果他们在餐馆请客时，如果关系是礼貌或半礼貌性的，他们会点比用餐人数多一个的菜量（比如四人，五菜）。如果是商务餐或正式场合，肯定会有大量的饭菜，几乎都吃不完。

典型的中餐通常是以冷盘开始，如煮花生、凉拌黄瓜等，之后是主菜，即肉类或蔬菜。喝完汤之后是主食，通常是米饭或面条，有时是饺子。中国人一般是主食在后，但是如果你想要米饭就着菜吃，就要早点告诉服务员。

要注意一点，中国人请客时，主人会用他们的筷子为客人夹菜。这是礼貌的表示，恰当的做法是客人欣然享用主人夹的菜，并表示很好吃。 如果你对此不习惯，就礼貌地表示感谢，将饭菜放在一边，或趁主人不注意时用米饭盖住即可。

进餐时遵照长者、尊者先开始，其他人依次开始的顺序。

**Section Ⅴ Culture Salon**

**饺 子**

饺子是中国的一种传统美食，中国的北方人都有节日期间吃饺子的习惯。在中国，饺子广受人们的喜爱。  
 饺子是中国新年餐桌上一道重要的食物。 由于饺子的形状类似于中国古代的金锭或银锭，因而象征着财富。在除夕之夜，人们都有和家人团聚一起包饺子的习俗。人们会在某个饺子里包进一个硬币，吃到它的人预示着在新年中将会有好运。 饺子在中国的其他节假日也是很受欢迎的食品，从而构成了中国文化传统的一部分。

饺子美味可口，可以根据个人的口味，采用不同馅料或进行不同组合，包出不同口味的饺子。通常，如果做饺子的话，就没有必要做其他食物。除非在特殊的日子里，一顿饺子也就足够了，这是饺子相对与其他食物的优势，不过就是制作过程比较长一些。包饺子是一项团队工作。通常，一家人都会参与到包饺子的工作中。有些人从小就学会包饺子，因而大多数中国人都知道怎么包饺子。

按照做法，饺子可分为水饺、蒸饺和锅贴。