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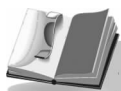
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Chapter 1

Travel Agency





Part 1 Dialogues on work procedures for a tourism consultant of a travel agency

旅行社旅游咨询顾问工作流程

Cindy 是星之旅旅行社的一名旅游咨询顾问。Cindy 的咨询服务范围极其广泛, 主要包括旅游交通、饭店住宿、餐饮服务、旅游景点、旅游产品种类及各种旅游产品的价格等。Cindy 面对打电话来咨询的客户耐心细致, 全面解答其对旅游线路的问题, 正确传达旅游线路的详细信息及特色, 然后根据客户个人情况, 提供有针对性的各类相关旅游信息。此外, Cindy 还需要与客户联络, 提供最新的旅游产品、特色线路, 拓展与老客户的业务、维系客户资源。

Task 1 pre-work

Sentence patterns

- ① Which island do you plan to visit?
- ② How many days do you want to stay?
- ③ Can you give some recommendations?

Situation: *Cindy, a tourism consultant working in Star Tour Service, is giving guidance and assistance to David, a client calling for some tourism information.*

Cindy: Hello, Star Tour Service. Can I help you?

David: Yes. Do you have any information about island tours?

Cindy: Yes, we do. Which island do you plan to visit? And how many days do you want to stay there?

David: Mm, I have no idea about foreign islands. Can you give some recommendations? And I'll just have six days off. So I hope it won't take too long to stay on the plane.

Cindy: OK, I see. We offer six-day tours to islands such as Maldives, Bali, and Phuket Island, and within eight hours' flying you can arrive at these resorts. The detailed description and scenery photos of these islands are available on our website. If you like to leave your e-mail, I can send the information to you.

David: Thank you.

Task 2 in work

Sentence patterns

- ① What's the difference?
- ② I think I'll choose...
- ③ Would you like to try...?

Situation: *Cindy is assisting David when making decision on his island tour.*

Cindy: For a six-day tour to Maldives, I recommend two islands—Lily and Kani.

David: Why do you recommend them and what's the difference?

Cindy: Well, both are package tours, suitable for family vacation that you prefer. Lily Beach Resort is private and more comfortable than Kani. Kani is in the charge of Club Med, which is famous for its service of several languages and various activities.

David: OK, let me see. I think I'll choose Kani. Although its beach villas do not look very natural, there are G.O.s, who can speak French and take care of my kids while my wife and I are taking massage.

Cindy: That sounds great. Would you like to try both beach villas and water villas?

David: No, just beach villas. That's big enough for a family of four.

Cindy: OK, I see.

Task 3 post-work

Sentence patterns

- ① ... is offering an off-season discount.
- ② Thank you for telling me this.

Situation: *Cindy is offering David some new information about the Kani island tour.*

Cindy: Hi, David. This is Cindy from Star Tour.

David: Hi, Cindy.

Cindy: I'm gonna tell you some good news. Kani Beach Resort, which we talked about last time, is offering an off-season discount in August. The original \$ 2600 for a six-day tour is \$ 1800 now.

David: Really? That's nice. Thank you for telling me this.

Cindy: You are welcome.

David: I'll talk about it with my wife, and then call you back.

Cindy: OK, wait for your call. Good-bye.

David: Bye.



Part 2 Readings

Intensive reading

Travel Consultant Responsibilities

By Rachel Morgan

Although Internet travel websites have made it easier for individuals to plan their own vacations or trips, travel **consultants**—also known as travel agents—still provide valuable services, particularly for clients traveling internationally. Agents must have a **thorough** understanding of business, geography, **marketing** and the travel industry. Clients depend on their travel consultants to make their trip or vacation go as **smoothly** as possible.

Evaluating Destinations

Clients expect their travel consultant to have thorough knowledge of a

destination. While studying travel **literature** and guides is important, some travel agents take on the responsibility of **personally** visiting destinations to **evaluate** their **suitability** for tourists. They examine the attractions and entertainment **available** in the city or country. Consultants also visit restaurants, **resorts** and hotels to determine their quality. They may consult with other travel agents or clients to find out detailed information about destinations and hotels or attractions they **recommend**.

Travel Guidance and Assistance

The **primary** responsibility of a travel consultant is to provide guidance and **assistance** for clients. This goes beyond just the essential tasks of securing discounts and arranging travel, hotel accommodations or tour **participation**. Consultants educate their clients about all aspects of their travel destination. This includes information about the location's culture, laws, climate and travel **regulations**. Consultants must know about **immunization** requirements as well. They also must prepare travelers for their destination's **monetary** exchange rates. Agents advise clients about the most convenient or **efficient** ways of dealing with their travel finances. For example, the American Society of Travel Agents (ASTA) suggests that consultants make travel **arrangements** for locations that have a similar monetary value to the clients' home country. They also recommend that agents advise clients to choose vacation packages that allow them to pay in their home country's money **prior** to the trip.

Some travel consultants develop travel packages for their employer. This can allow clients to pay one **lump** sum for **transportation**, accommodations, entertainment, tours and meals at a particular destination. Agents investigate a destination and arrange for complete packages.

(341 words)



Words and Expressions

consultant [kən'sʌltənt]	<i>n.</i>	咨询师, 顾问
thorough ['θʌrə]	<i>adj.</i>	彻底的, 完全的, 细致的, 深入的
marketing ['mɑ:kɪtɪŋ]	<i>n.</i>	行销, 买卖, 营销(学)
smoothly [smu:ðli]	<i>adv.</i>	顺利地
destination [ˌdestɪ'neɪʃən]	<i>n.</i>	目的地
literature ['lɪtərɪtʃə(r)]	<i>n.</i>	文献, 著述

personally [ˈpɜːsənəli]	<i>adv.</i>	亲自
evaluate [ɪˈvæljuet]	<i>v.</i>	评估, 评价
suitability [suːtəˈbɪlɪti]	<i>n.</i>	适合性, 适用性
available [əˈveɪləbəl]	<i>adj.</i>	可用的, 可得到的
resort [rɪˈzɔːt]	<i>n.</i>	度假胜地
recommend [ˌrekəˈmend]	<i>v.</i>	推荐, 介绍
primary [ˈpraɪməri]	<i>adj.</i>	主要的, 根本的
assistance [əˈsɪstəns]	<i>n.</i>	协助
participation [pɑːtɪsɪˈpeɪʃən]	<i>n.</i>	参与
regulation [ˌregjʊˈleɪʃən]	<i>n.</i>	规章, 法规, 条例
immunization [ɪmjuˈnaɪˈzeɪʃən]	<i>n.</i>	免疫
monetary [ˈmʌnɪtəri]	<i>adj.</i>	货币的, 钱的
efficient [ɪˈfɪʃənt]	<i>adj.</i>	有效的, 效率高的
arrangement [əˈreɪndʒmənt]	<i>n.</i>	安排, 计划, 筹备
prior [ˈpraɪə(r)]	<i>adj.</i>	(to) 在……之前
lump [lʌmp]	<i>adj.</i>	总共的
transportation [ˌtrænsˈpɔːtɪʃən]	<i>n.</i>	交通, 运输

● Language points

1. While studying travel literature and guides is important, some travel agents take on the responsibility of personally visiting destinations to evaluate their suitability for tourists.

研究学习旅游书籍和旅游手册对于旅游咨询顾问来说是很重要的。此外, 有些旅游咨询顾问还承担起亲自参观旅游目的地的责任, 评估其是否适合游客旅游。

While 引导简化的时间状语从句, 句中 studying 的主语是 some travel agents.

2. For example, the American Society of Travel Agents (ASTA) suggests that consultants make travel arrangements for locations that have a similar monetary value to the clients' home country.

例如, 美国旅行社协会建议, 旅游顾问要为游客安排货币价值与游客本国币值相当的旅游地。

本句中 suggests 后为宾语从句, 且使用虚拟语气, 因此从句的谓语动词应为 should make, should 被省略, locations 后由 that 引导定语从句。

3. They also recommend that agents advise clients to choose vacation packages that allow them to pay in their home country's money prior to the trip.

他们还建议旅游顾问向客户推荐出游前可使用本国货币付款的度假套餐。

本句再次使用虚拟语气, recommend 后由 that 引导宾语从句, 从句中的谓语动词省略 should。

● Extensive reading

Asian Dragon Bay (Yalong Bay)

A sandy beach, blue sky, and beautiful scenery of the sea present a prime land — the Asian Dragon Bay (Yalong Bay) with a charming scene. The bay stretches from east to west, covers 50 square kilometers of sea area and there are five islands. The coastline along the bay is 20 kilometers long and the seaport is about 8 kilometers wide. It is one of the famous scenic spots in Hainan Province. Asian Dragon Bay also has comfortably climate, only 22°C (68°F). This incredible comfort climate would last 300 days per year.

Asian Dragon Bay boasts the five essential elements of modern tourism: sea, sands, sunshine, green plants and fresh air. The scenery is amazing, with endless rolling hills, quiet gulfs, clear blue sea and silvery sand beaches. It is honored as “Oriental Hawaii” with fantastic scenery. Home to several well-preserved coral reefs with tropical fish of varied kinds, colors and shapes, the ocean here is crystal clear, allowing visitors to view underwater sights up to 10 meters (33 feet) deep from the surface. The unique state-level tourist resort is characterized by its tropical environment — the resort holds seaside parks, deluxe villas, conference centers, top-end hotels, golf-courses and so on. In recent years, with the perfection of facilities, thousands of travelers are attracted by its unique charm to swarm to this ideal place for vacation.

In the centre of Asian Dragon Bay square stands a Totem Pole of 27 meters (about 88.6 feet), on which the God of Sun, and Gods of Wind, Rain, and Thunder as well as those legendary animals such as Dragon, Phoenix, Kylin and Fish are engraved. The design of this square embodies the Chinese civilization of 5,000 years and has received recognition in winning the Luban Prize, which is awarded to the top level design of architecture in China.

With an area of 3,000 square meters (about 3,558 square yards), Shell Hall of Asian Dragon Bay is located in the central square of the resort. And with the shell as its theme, the Shell Hall is a comprehensive exhibition hall combining exhibition and shopping. When traveling through the hall, visitors will be surrounded by natural wonders.

In the north of Asian Dragon Bay is the site of Butterfly Valley, which is classified into five halls that present the most precious species of butterflies in China and other countries as well.

Sun always shines; general sea wave, beautiful seashore, and mountains with no pollution make Asian Dragon Bay quite different from other bays in Asia. Today, Asian Dragon Bay is a well-known tourist resort and becomes quite popular.

(438 words)



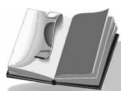
Words and Expressions

scenery ['si:nəri]	<i>n.</i>	景色
prime [praɪm]	<i>adj.</i>	最佳的
coastline ['kəʊstlaɪn]	<i>n.</i>	海岸线
incredible [ɪn'kredəbl]	<i>adj.</i>	不可思议的
oriental [ɔ:'ri:əntl]	<i>adj.</i>	东方的
fantastic [fæn'tæstɪk]	<i>adj.</i>	极好的
reef [ri:f]	<i>n.</i>	珊瑚礁
tropical ['trɒpɪkl]	<i>adj.</i>	热带的
deluxe [də'lʌks]	<i>adj.</i>	豪华的
perfection [pə'fekʃən]	<i>n.</i>	完善
swarm [swɔ:m]	<i>v.</i>	聚集, 蜂拥
Totem Pole		图腾柱
Legendary ['ledʒəndəri]	<i>adj.</i>	传说的, 传奇的
engrave [ɪn'greɪv]	<i>v.</i>	雕刻
embody [ɪm'bɒdi]	<i>v.</i>	象征
species ['spi:ʃi:z]	<i>n.</i>	物种
top-end		高端的

● Tips for useful travel resources

The vast field of China gives birth to many beautiful mountains and rivers. The Yangtze River, the world third longest, enjoys great fame because of the numerous

historic relics(遗迹) found along its banks and the beautiful legends about this vital waterway. Holding enchanting(迷人的) riverside scenery, Li River gathers the most astonishing natural beauty of northeast Guangxi province. Qinghai Lake, the largest inland salt lake in China, has the Bird Island as its most charming part. In addition, Asian Dragon Bay (Yalong Bay) has top beaches for summer holiday.



Part 3 Exercises

I . Communicative task.

Work with a partner, and make a dialogue between a travel consultant and a client who is calling for some information about a five-day trip to seaside. Use as many words and expressions in Part I Dialogues as you can.

II . Put the following terms into Chinese.

- | | |
|--------------------------------|-------|
| 1. client & tourism consultant | _____ |
| 2. resorts & attractions | _____ |
| 3. package tour | _____ |
| 4. exchange rate | _____ |
| 5. lump sum | _____ |
| 6. secure discounts | _____ |
| 7. hotel accommodation | _____ |
| 8. monetary value | _____ |
| 9. G.O. | _____ |
| 10. off-season discount | _____ |

III . Answer the following questions.

- What are the two major responsibilities of a travel consultant?

2. How can a travel consultant gain thorough knowledge of a destination?

3. About which aspects may travel consultants educate their clients?

4. Why do some consultants develop travel packages for their employer?

5. What are the five elements of modern tourism existing in Asian Dragon Bay?

6. Why is Asian Dragon Bay honored as “Oriental Hawaii”?

7. Besides the beach, where else can tourists visit in Asian Dragon Bay?

8. What are engraved on the Totem Pole in the center of Asian Dragon Bay square?

IV . Translate the following sentences.

1. A travel consultant must have a thorough knowledge of marketing and travel regulations.

2. To make clients' trips go smoothly, travel consultants should make arrangements efficiently prior to their customers' tour participation.

3. Attracted by the picturesque scene, thousands of visitors swarm to this fantastic bay for vacation.

4. After the perfection of facilities, the resort holds serene sea, precious tropical fish, deluxe villas and top-end hotels.

5. 旅行顾问的职责之一是评估度假地的适合性。(evaluate, suitability)

6. 顾问建议客人以最便捷、高效的方式处理旅行财务问题。(convenient, effective)

7. 亚龙湾因极其美丽的景色而被称为“东方夏威夷”。(fantastic, be honored with)

8. 雕刻着神兽的图腾柱象征着中国五千年的文明。(engrave, embody)

V. Decide whether the following statements are true(T) or false(F) according to the information in the extensive reading.

1. _____ Asian Dragon Bay is a moon-like bay extending from north to south.
2. _____ Tourists can enjoy comfortable climate in Asian Dragon Bay in most time of a year.
3. _____ The crystal clear sea allows tourists to dive deep and watch well-preserved coral reefs.
4. _____ The Totem Pole on the Asian Dragon Bay square shows that the square is the top level design of architecture.
5. _____ In the Shell Hall, tourists can not only see shell exhibition but also do some shopping.
6. _____ Butterfly Valley displays only the most precious species of butterflies in China.

VI. Open question.



If you are a travel consultant, what are you going to do in order to make yourself a popular and outstanding agent?