



UNIT

1

Business Liaison

Unit Objectives








After studying this unit, you are able to:

- know the development of China's outbound tourism industry
- get in touch with a foreign travel agency for business cooperation
- talk about arranging a tour abroad
- read and fill in a form for outbound tour arrangement



Warming-up

Task 1 Discuss in groups. List the most popular tourist destinations among Chinese people in the following countries.

 The UK	 The USA	 France
 Japan	 Thailand	 Australia

Task 2 Read the following statements and tick out the responsibilities of an international tour leader.

1. Contact the outbound travel agency to discuss the cooperation.
2. Decide the tour itinerary.
3. Lead the tour group to the airport to go through exit formalities.
4. Communicate with the local guide on behalf of the tourists.
5. Remind tourists to abide by the local regulations and to respect local religious beliefs, ethnic customs and habits.



Reading A



Task 1 How much do you know about Chinese outbound tourism? Talk with your partner briefly.

Chinese Travelers Changing the Landscape of World Tourism

Huang Meng, a veteran reporter for a Chinese news outlet, still vividly remembers his first trip to the United States in the mid-1990s. When he entered the National Museum of American History, he saw there were free introductory pamphlets for visitors. But none of the handouts was in Chinese, and as a result, he was lost in the huge maze of exhibits as he spoke little English.

Last year, Huang visited America again. This time, he found there were not only Chinese-language pamphlets but even the museum had a Chinese webpage. Moreover, some shop assistants and restaurant staff spoke Mandarin, while many hotels provided Chinese TV channels.

Huang's experience is not unique among the fast-growing numbers of Chinese travelers. As the number grows they are influencing tourism as the destination countries adapt their facilities to the booming influx of Chinese tourists.

China has become the world's largest outbound tourism market, ranking first in the number of outbound tourists and overseas tourism consumption. The speed and scale of China's tourism development has surpassed many other countries, which has become a "China phenomenon" concerned by the international

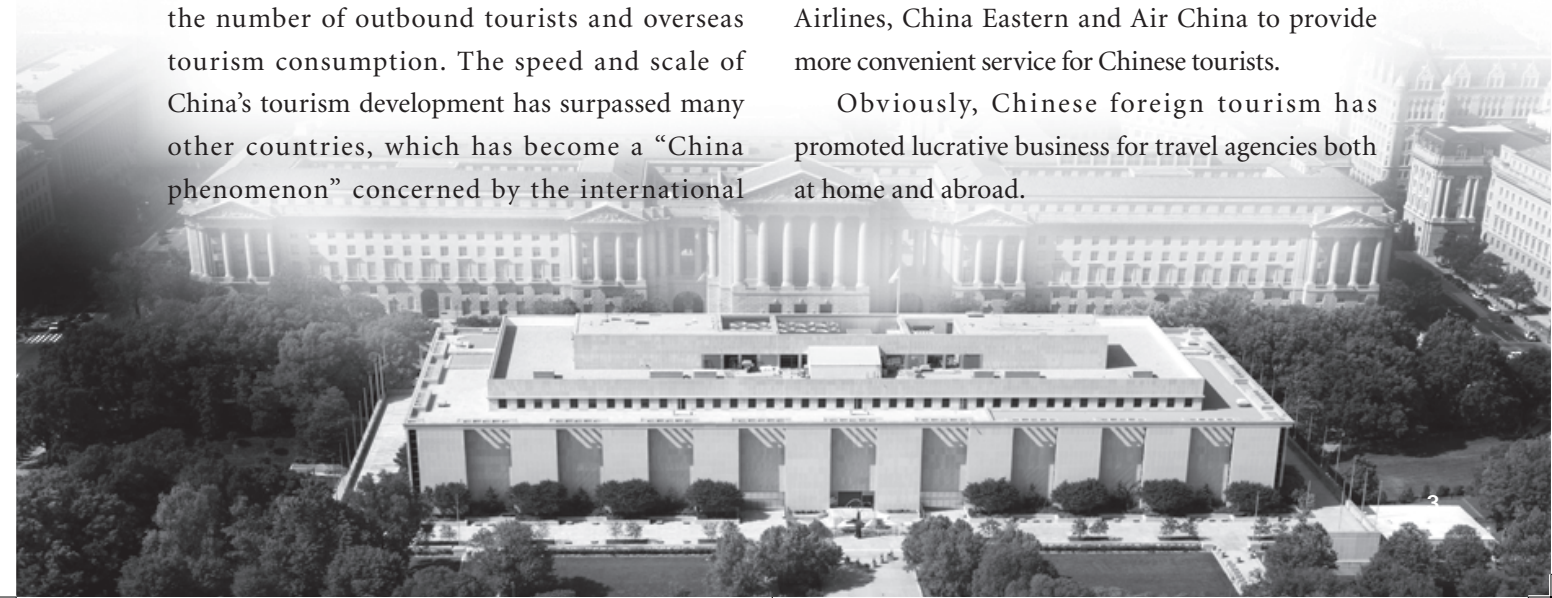
community. It has also become a window for more confident dialogue between China and the rest of the world, and a way for the world to understand modern, open, civilized, beautiful and flourishing China.

For instance, Thailand is a popular destination for Chinese tourists. China has become the biggest source of foreign tourists in Thailand. The surge of Chinese tourists has reshaped Thai tourism considerably. Thai tour companies now organize specific package tours to meet the demands of Chinese tourists.

Thailand is not the only country that is adapting to the arrival of large numbers of Chinese visitors. In Europe, one of the favorite destinations for Chinese tourists is France, receiving nearly 2 million visits each year. Paris Region Tourism Board signed an agreement with a Chinese online travel platform, building webpages to provide more information for Chinese tourists.

Australia is another important destination for Chinese tourists. Tourism Australia has long-term strategic marketing agreements with China Southern Airlines, China Eastern and Air China to provide more convenient service for Chinese tourists.

Obviously, Chinese foreign tourism has promoted lucrative business for travel agencies both at home and abroad.





Task 2 Complete the following table according to the passage.

Countries	Changes
Thailand	The surge of Chinese tourists has 1. _____ Thai tourism considerably. Thai tour companies now organize 2. _____ to meet the demands of Chinese tourists.
France	In Europe, France is one of the favorite 3. _____ for Chinese tourists, receiving nearly 4. _____ each year.
Australia	Tourism Australia has signed 5. _____ strategic marketing agreements with China Southern Airlines, China Eastern and Air China to provide more 6. _____ service for Chinese tourists.

Task 3 Decide whether the following statements are true (T) or false (F) according to the passage.


- 1. In the mid-1990s, none of the free introductory pamphlets for visitors in America was in Chinese.
- 2. Nowadays, all shop assistants and restaurant waiters can speak Chinese in America.
- 3. China is Thailand's biggest source of foreign tourists now.
- 4. In Europe, France is one of the favorite destination countries for Chinese tourists.
- 5. Australia has signed marketing agreements with some Chinese airlines.

Task 4 As China's outbound tourism emerges, many tour destination countries are making adaptation to welcome Chinese tourists besides those mentioned in the passage. Choose a country that you think is popular among Chinese tourists. Discuss in groups, and try to find some changes of tourism arrangement of this country.



Listening



Task 1  Wang Ming, the Marketing Manager of China International Travel Service Limited, is calling Susan Smith of the American Express Travel Agency to talk about business cooperation. Listen to the conversation and fill in the blanks with what you hear.

Miss Smith: Good morning, American Express Travel Agency.

Wang Ming: Good morning! This is Wang Ming from CITS. I'm calling to discuss the possibility of business cooperation with your company.

Miss Smith: What kind of cooperation are you 1. _____?

Wang Ming: Based on a recent market survey, we find that there is a large demand in China for educational and 2. _____ tourism abroad. So I wonder if it is possible for us to organize such tours in the United States.

Miss Smith: Mr. Wang, we do 3. _____ such tours. But only a few of the tourists we've had are from China.


Wang Ming: Maybe that's because your company doesn't advertise much in China. We can help with that. As the 4. _____ is almost upon us, many students and teachers are thinking about taking this opportunity to visit America on educational tours.

Miss Smith: Er... Mr. Wang, I think this is something I need to 5. _____ my manager. Could you leave it with me?

Wang Ming: Of course. I totally understand.

Miss Smith: Thank you. I'll call you back later today.

Wang Ming: Thanks a lot.

Task 2  Miss Smith is calling Wang Ming back to talk about business cooperation. Listen to the conversation and decide whether the following statements are true (T) or false (F).

- 1. The American Express Travel Agency has the intention of cooperating with CITS.
- 2. Generally, Chinese tourists prefer to stay in the US for ten days.
- 3. Generally, the summer vacation starts at the end of June and ends in early September in the US.
- 4. Harvard, Stanford and MIT are the three universities asked about by Chinese tourists most frequently.
- 5. Wang Ming will receive an itinerary from Susan Smith in the next few days.



Task 3 Wang Ming and Miss Smith are talking about tour products designed by the American Express Travel Agency. Listen to the conversation and answer the following questions.



1. What is the email Wang Ming has got from Miss Smith about?

2. Why does Miss Smith arrange the visit to MIT and Harvard in a single day?

3. What kind of activities will be arranged during the visit to Harvard?

4. What does Miss Smith say about the local guides?

Task 4 Wang Ming is talking to Miss Smith on the phone about arranging a tour to America. Listen to the conversation and choose the best answer to each of the following questions.



1. How many tourists want to start a tour to the US at the beginning of July?

- A. 12. B. 20. C. 14. D. 40.

2. Why does Wang Ming ask Miss Smith to make some changes to the meals?

- A. Because many tourists say they'd like to try some Chinese food in the US.
B. Because many tourists say they'd like to try some American specialties.
C. Because many tourists say they'd like to try some strange food in the US.
D. Not mentioned.

3. Why does Miss Smith suggest they not make any changes to the itinerary?

- A. Because if they change the meal arrangements, the cost may change.
B. Because American specialties are much more expensive than the others.
C. Because American specialties are difficult to get at the peak season.
D. Because the tourists won't pay the additional cost.

4. What is Miss Smith's suggestion to meet Wang Ming's request at last?

- A. Ask the tourists to pay more money.
B. Recommend some specialty restaurants on the free day.
C. Make a new itinerary.
D. Miss Smith has no idea.

Task 5 Miss Smith calls Wang Ming to confirm some details of a tour arrangement. Listen to the conversation and fill in the blanks with what you hear to sum up the main idea.

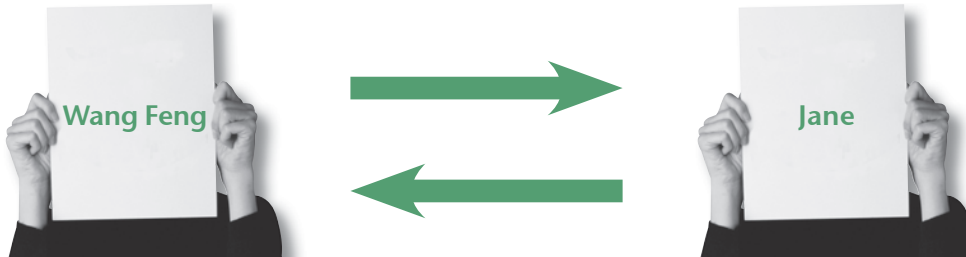


Wang Ming and Miss Smith are talking about 1. _____ of the tour on July 7. Wang Ming forgot to tell Miss Smith that two of the tourists will bring their children. So there are 2. _____ on the list. Wang Ming also confirms the flight will arrive at 3. _____ the US local time. Wang Ming will send Miss Smith 4. _____ immediately and include the flight numbers.



Speaking

Task 1 Work in pairs. Wang Feng, the Marketing Manager of CTS, is calling Jane, the Marketing Manager at an American travel agency to talk about business cooperation. Practice making a conversation with reference to the expressions below.






- ☆ Hello, This is... from...
- ☆ Our company specializes in...
- ☆ We are hoping to make cooperation on...
- ☆ Could you send me some materials about...?

- ☆ Hello, this is... How can I help you?
- ☆ I'm so glad to receive your phone call.
- ☆ What kind of tours are you interested in?
- ☆ We have some tour products that may meet your requirements...

Task 2 Work in pairs. Wang Feng is now talking to Jack about a specific tour arrangement. Practice making a conversation according to the following instructions.



 <div style="background-color: #e0f2f1; padding: 10px; border-radius: 10px; width: 80%; margin: 0 auto;"> <p style="text-align: center; color: #43a047; font-weight: bold;">Jack</p> <p>Greet.</p> <p>Ask about the time and duration of the tour.</p> <p>Ask about the tourists' number.</p> <p>Ask if there is anything to be paid special attention to.</p> <p>Promise to send the detailed tour arrangement.</p> </div>		 <div style="background-color: #e0f2f1; padding: 10px; border-radius: 10px; width: 80%; margin: 0 auto;"> <p style="text-align: center; color: #43a047; font-weight: bold;">Wang Feng</p> <p>Greet. Say that he'd like to arrange a tour.</p> <p>Tell the time and duration.</p> <p>Tell the tourists' number.</p> <p>Tell that there are four children in the group who may need special care.</p> <p>Express thanks.</p> </div>
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Task 3 Work in pairs. Jack is calling Wang Feng to confirm some details in the tour arrangement. Practice making a conversation according to the following instructions.




Wang Feng	Jack
Greet.	Greet. Hope to confirm some details in the tour arrangement.
Agree.	Ask about the flight number and check the arrival time.
Confirm the flight number and arrival time.	Ask about the standard of accommodation and meals.
Explain the standard.	Express gratitude.

Task 4 Work in groups. Suppose you are Wang Feng, and you have to make a brief report on a tour arrangement to your boss. Practice making a brief report according to the tour information below.



Time	Sept. 20—Sept. 28
Cities	Washington D.C., Boston, Philadelphia, New York
Fee	12,800 RMB/person
Visitors' number	Tour Group 1: 22 Tour Group 2: 22 Tour Group 3: 20
Special requirement(s)	Two old couples are in Tour Group 1, who may need to be taken good care of.



Reading B



Email for Business Liaison

From: wangming@cits.com.cn
To: travelservice@americaexpress.com
Subject: Business Liaison
Date: March 1, 2019

Dear Sir/Madam,

I am the Marketing Manager at China International Travel Service (CITS). CITS is a large state-owned key enterprises group that provides all-inclusive services in the travel industry. As outbound tourism is booming in China, we are planning to launch new summer tour products in America mainly for Chinese students and teachers.

We understand that your company, American Express Travel Agency, has been in the travel business for many years and enjoys high prestige internationally. We have also heard that you have arranged many successful tours. We therefore hope to work with you in promoting new tours especially focusing on people interested in visiting renowned universities and colleges in America.

We would be greatly interested in exploring with you new tour products. I look forward to hearing from you.

Yours faithfully,
Wang Ming
Marketing Manager at CITS



Task 1 The following are the aspects that may be included in an email for business liaison. Read the email and tick off the facts mentioned in it.

- 1. making a brief self-introduction
- 2. expressing the intention of business cooperation
- 3. arranging the time for future business contact
- 4. introducing the specific products for cooperation
- 5. giving the contact information

Task 2 Match the following terms and phrases with their Chinese meanings.

<ul style="list-style-type: none"> 1. marketing manager 2. state-owned enterprise 3. enjoy high prestige 4. be interested in 5. renowned universities 6. launch new tour products 7. focus on 8. explore new products 	<ul style="list-style-type: none"> a. 国有企业 b. 享有很高声誉 c. 著名大学 d. 市场经理 e. 集中 f. 推出新的旅游产品 g. 开发新产品 h. 对……感兴趣
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Task 3 Translate the following passage into Chinese.

Welcome to our website where you will find information about the many services we offer as a tour management specialist for North America. Whether you require an innovative program or a more traditional itinerary for business or leisure travel, we are here to cater to your every need and make your travel aspirations come to life.



Writing

Task The following is a form about a group's visit to the US. Complete it with the items below.

Gathering for departure	Travel agency	Itinerary	Route
Duration	Tour code	Location	Tourist number

The US Summer Visit

1. _____	AAESWC-11150
2. _____	CITS
3. _____	22
4. _____	Beijing—New York—Washington D.C.—Boston—Los Angeles —San Francisco—Beijing
5. _____	14 days (July 21, 2019—August 3, 2019)
	Time: 3:00 pm, July 21, 2019
6. _____	7. _____: Gate 6, Terminal 3, Beijing Capital International Airport
Tour leader:	Li Gang (Cellphone: 1898093####)

8. _____

Dates	Destinations	Activities
Jul. 21-22	Beijing—New York	Fly to New York; Flight No.: CA1055
Jul. 23	New York	Visit Times Square, Wall Street, Statue of Liberty, Broadway, Rockefeller Center
Jul. 24	New York—Washington D.C.	New York—Washington D.C.; Transfer to Washington D.C.; Visit the White House, National Mall
Jul. 25	Washington D.C.	Visit Lincoln Memorial, Washington Monument, Jefferson Memorial, Museum of Art, Space Museum
Jul. 26	Washington D.C.—Boston	Transfer to Boston; Visit Boston Common
Jul. 27	Boston	Visit MIT and Harvard
Jul. 28	Boston—Los Angeles	Transfer to Los Angeles
Jul. 29	Los Angeles	Visit Disneyland
Jul. 30	Los Angeles—San Francisco	Visit Universal Studios Hollywood; Transfer to San Francisco
Jul. 31	San Francisco	Visit Golden Gate Bridge, Palace of Fine Arts, Lombard Street
Aug. 1	San Francisco	Free visit
Aug. 2-3	San Francisco—Beijing	Fly to Beijing; Flight No.: CA8889



Project

Project Guidelines

This project aims to effectively introduce a tour in America. The whole task is divided into three steps. Step One is about collecting information on scenic spots in America. Step Two focuses on planning a tour based on the collected information. Step Three is to make a brief introduction to the American tour.

Please follow the *Task Description* to complete the project.



Task Description

1 Step One

- Divide the class into several small groups of 4-6 students;
- Search online for information on famous scenic spots in America;
- Share the collected information in groups.

2 Step Two

- Each group chooses several most-favored scenic spots based on the collected information;
- Each group makes an itinerary including these scenic spots.

3 Step Three

- Each group prepares an introduction to the tour, including both the oral presentation and some pictures of the scenic spots;
- Choose one student from each group to make the introduction;
- Answer questions concerning the tour from other groups.



Self-evaluation

Rate your progress in this unit.	D	M	P	F*
I know the development of China's outbound tourism industry.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know how to get in touch with a foreign travel agency for business cooperation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can talk about arranging a tour abroad.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can read and fill a form for outbound tour arrangement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Note: Distinction, Merit, Pass, Fail*



Reading A

New Words

considerably /kən'sɪdərəbli/ *ad.* 相当地
 exhibit /ɪg'zɪbɪt/ *n.* 展览品, 陈列物
 handout /'hændaʊt/ *n.* (发放的) 印刷品
 influx /'ɪnflʌks/ *n.* 大量涌入
 introductory /,ɪntrə'dʌktəri/ *a.* 介绍性的
 lucrative /'lu:kɹətɪv/ *a.* 赚钱的, 可获利的
 Mandarin /'mændərɪn/ *n.* 普通话
 maze /meɪz/ *n.* 迷宫, 迷津
 meet /mi:t/ *v.* 满足
 obviously /'ɒvviəsli/ *ad.* 显然地
 outlet /'aʊtlɪt/ *n.* 输出途径
 pamphlet /'pæmfli:t/ *n.* (通常免费赠阅的) 小册子
 reshape /ri:'ʃeɪp/ *v.* 重组, 给……以新形式
 source /sɔ:rs/ *n.* 来源, 出处

surge /sɜ:rdʒ/ *n.* 激增
 unique /ju:'ni:k/ *a.* 独特的, 唯一的
 veteran /'vetərən/ *a.* 经验丰富的, 老练的
 vividly /'vɪvɪdli/ *ad.* 清晰地, 生动地

Phrases & Expressions

adapt to 适应
 for instance 例如
 news outlet 新闻媒体
 package tour 随团旅行
 web page 网页

Proper Names

National Museum of American History
 美国国家历史博物馆
 Thai /'taɪ/ *a.* 泰国的, 泰语的
 Thailand /'taɪlənd/ *n.* 泰国

Reading B

New Words

all-inclusive /,ɔ:l ɪn'klu:sɪv/ *a.* 全方位的
 enterprise /'entəpraɪz/ *n.* 企业
 explore /ɪk'splɔ:r/ *v.* 探讨, 研究
 launch /lɔ:ntʃ/ *v.* 推出, 发行 (新产品或服务)
n. (新产品或服务的) 推出, 发行
 prestige /pre'sti:ʒ/ *n.* 威信, 声望

renowned /rɪ'naʊnd/ *a.* 著名的
 state-owned /steɪt 'əʊnd/ *a.* 国有的

Phrases & Expressions

business liaison 业务接洽
 focus on 集中于
 marketing manager 市场经理



Vocabulary and Structure

Task 1 Fill in the blanks with the words from Reading A and Reading B that match the meanings in the column on the right. The first letters are already given.

1. u _____ being the only one of its kind
2. i _____ the arrival of large numbers of people or large amounts of money, goods, etc., especially suddenly
3. c _____ much; a great deal
4. m _____ to do something that someone wants, needs, or expects you to do
5. p _____ respect based on a good reputation, past achievements, etc.
6. l _____ producing much money; profitable
7. v _____ very experienced and skilled in a particular activity
8. r _____ known and admired by a lot of people, especially for a special skill, achievement, or quality
9. e _____ business company or firm
10. l _____ to make a new product, book, etc. available for sale for the first time

Task 2 Fill in each blank with the appropriate form of the word given in the bracket.

1. I remember a few episodes from my childhood very _____ (vivid).
2. The museum had many _____ (exhibit) of oriental art.
3. Cave _____ (explore), as it has come to be known, is a relatively new sport.
4. The new foreign minister has _____ (reshape) the foreign policy of his country.
5. Jenny has aged _____ (considerable) since the last time I saw her.
6. We also provide a(n) _____ (introduction) background to the forthcoming seminars.
7. Obviously as a(n) _____ (market) manager, he'll be very involved in the promotion.
8. The poor guy _____ (obvious) didn't have any place to go.
9. We bought a cheap _____ (pack) tour to the city and stayed in a big hotel by the sea.
10. This is the _____ (Thailand) souvenir that I bought two years ago.



Task 3 Complete the following sentences with the words given below. Change the form if necessary.

veteran	renowned	focus	all-inclusive	considerably
meet	obviously	lucrative	adapt	state-owned

- The _____ Great Wall attracts tourists from all over the world.
- Conditions have improved _____ over the past few years.
- Our company provides _____ services in the travel industry.
- You should _____ your mind on your work.
- _____ he didn't understand the significance of the new bill until it went into effect.
- We should try our best to improve our services to _____ customers' demands.
- Everybody is competing for this _____ job, but he shows no interest.
- You should _____ to the new environment as soon as possible.
- Sinopec is a large _____ key enterprises group.
- He is a(n) _____ commentator for *China Daily*.

Task 4 Make sentences with the same pattern as is shown in the examples.

A. **Example:** Huang Meng, who is a veteran reporter for a Chinese news outlet, still vividly remembers his first trip to the United States in the mid-1990s.
 —Huang Meng, *a veteran reporter for a Chinese news outlet, still vividly remembers his first trip to the United States in the mid-1990s.*

- Our travel agency, which is a state-owned enterprise, is enjoying a high reputation in China's tourism industry.

- His father, who is a famous writer, will come to our school to give a lecture.

- He himself tells me that his brother John, who is a famous professor, is actually a very kind and modest person.

- Tom, who is our monitor, is well familiar with the production process.

- His hometown, which is a small village, has changed a lot in the past few years.



B. **Example:** This time, he found there were pamphlets in Chinese, and also the museum has a Chinese web page.

—*This time, he found there were not only pamphlets in Chinese but also the museum has a Chinese web page.*

1. He is a famous actor. And he is a famous director too.

2. He is a good teacher. Also, he is a close friend to me.

3. This evening on the moonlight island, you can enjoy the beautiful moonlight and join an exciting party.

4. The Americans and the British speak the same language. They also share a large number of social customs.

5. The economic policy of a country influences its domestic economy. And it influences international economy to some extent.

Task 5 Translate the following Chinese into English, using the words or phrases given in brackets.

1. She can hardly _____ (适应乡下的气候).
(adapt to)
2. _____ (我无法专心做作业) due to the noise next door. (focus on)
3. According to their estimation, China _____
(可能成为世界上主要旅游客源国). (be likely to, tourist source country)
4. My sister _____ (是一家国有旅行社的导游). (state-owned)
5. _____ (为防大批游客突然涌入), the local government has taken various measures to protect the local environment. (in case of, an influx of)



Supplementary Reading

Yellowstone National Park



Yellowstone National Park is the most well-known premier national park in the United States. Located mainly in the northwest corner of Wyoming, it includes small areas of Montana and Idaho as well.

Yellowstone National Park spans an area of 3,468 square miles (8,980 km²), comprising lakes, canyons, rivers, and mountain ranges. Yellowstone Lake is one of the largest high-altitude lakes in North America, and is centered around the Yellowstone Caldera, the largest supervolcano on

the continent. The caldera is considered an active volcano. It has erupted with tremendous force many times in the last two million years. Half of the world's geothermal features can be found in Yellowstone, fueled by its ongoing volcanic activities.

It's also the site of the USA's greatest concentration of geysers and hot springs, forming visible and spectacular links with such primeval forces during the Earth's formation. Yellowstone is also the oldest national park in the country. Here, more than two million acres of a high mountain-ringed plateau have been set aside for permanent protection as a natural preserve. It's been called the USA's finest and most diverse vacationland.

In addition to its superb Rocky Mountain scenery, the park is one of the world's principal wildlife preserves. Hundreds of species of mammals, birds, fish and reptiles have been documented, including several that are either endangered or threatened. Grizzly bears, wolves, and free-ranging herds of bison and elk live in the park. The vast forests and grasslands also include unique species of plants.

Yellowstone boasts numerous recreational opportunities for visitors, including hiking, camping, boating, fishing, and sightseeing. Paved roads provide quick access to the major geothermal areas as well as some of the lakes and waterfalls. During the winter, visitors often access the park through guided tours that use either snow coaches or snowmobiles.



Golden Gate Bridge

The Golden Gate Bridge is a suspension bridge spanning the Golden Gate, the opening of the San Francisco Bay into the Pacific Ocean. The structure links the city of San Francisco, on the northern tip of the San Francisco Peninsula, to Marin County. The Golden Gate Bridge has been called one of the world's most beautiful bridges. It is also one of the most visited places in the world. Experts say about nine million people visit the bridge each year. They say more than one billion vehicles have used the bridge since it opened in 1937.



The bridge has always been painted the color called “International Orange”. The color was chosen because it went well with the natural surroundings. It is also easier to see in the heavy fog that often covers the area.

Planning for the bridge began in the 1920s when the area around San Francisco was expanding. People living in the area needed another way to get to the city besides the small ferry boats. The bridge took 52 months to design and build, and was opened in 1937. It was the first really massive suspension bridge. It was designed to withstand winds of up to a hundred miles an hour.

You can either drive or walk across the bridge. The drive is the more thrilling of the two options, but the half-hour walk across it really gives you time to take in its enormous size and enjoy the view.