



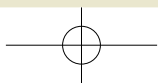
Business Liaison

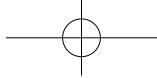


Unit Objectives

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





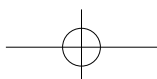
Warming-up

Task 1 Discuss in groups. List what you think the most popular tour destinations among Chinese people in the following countries.

 Britain	 America	 France
 Japan	 Thailand	 Australia

Task 2 Decide whether the following statements are about an international tour leader's responsibilities. Write T if it is, and F if it is not.

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 emigration 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 America 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 pamphlets in Chinese but also the museum had a Chinese web page. Moreover, some shop assistants and restaurant waiters spoke Mandarin, while many hotels provided Chinese TV channels.

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

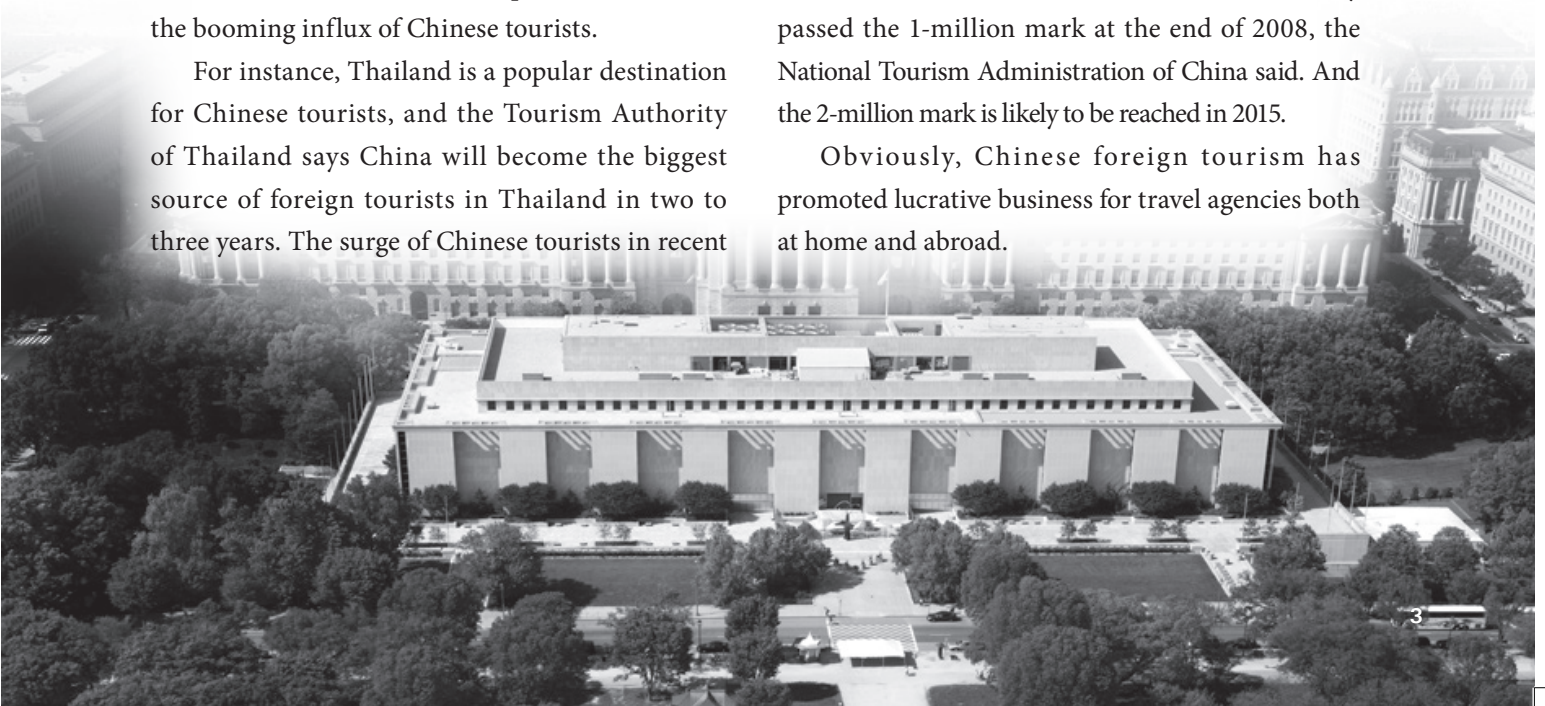
For instance, Thailand is a popular destination for Chinese tourists, and the Tourism Authority of Thailand says China will become the biggest source of foreign tourists in Thailand in two to three years. The surge of Chinese tourists in recent

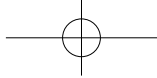
years has reshaped Thai tourism considerably. Thai tour companies now organize specific package tours to meet the demands of Chinese tourists.

Thailand is not the only country that is adapting to the arrival of large numbers of Chinese visitors. In Europe, France is one of the favorite destinations for Chinese tourists. "In 2010, the official figure for Chinese tourists in France reached 550,000," said Paul Roll, Managing Director of the Paris Office of Tourism. "We feel by 2020, when there are 100 million Chinese visitors globally, 1 or 2 million will come to Paris. So this obviously means that we need to get prepared."

America is another important destination for Chinese tourists. In 2008, seeing the big increase in visitors from China, America began to launch Christmas tours for Chinese citizens. As a result, the annual number of Chinese tourists to this country passed the 1-million mark at the end of 2008, the National Tourism Administration of China said. And the 2-million mark is likely to be reached in 2015.

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	China will become the 1. _____ in Thailand in two to three years. Thai tour companies now organize specific 2. _____ to meet the demands of Chinese tourists.
France	In 2010, the official figure for Chinese tourists in France reached 3. _____. By 2020, 4. _____ will go to Paris.
The United States	The annual number of Chinese tourists to America passed the 5. _____ at the end of 2008. And the 2-million mark is likely to be reached 6. _____.


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. The Tourism Authority of Thailand says China is now the biggest source of foreign tourists in Thailand.
- 4. In Europe, France is one of the favorite destination countries for Chinese tourists.
- 5. Seeing the big increase of visitors from China, America is also adapting itself to the booming influx of Chinese tourists.

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 group, 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?

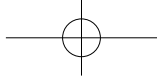
Wang Ming: Of course. I totally understand.

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.

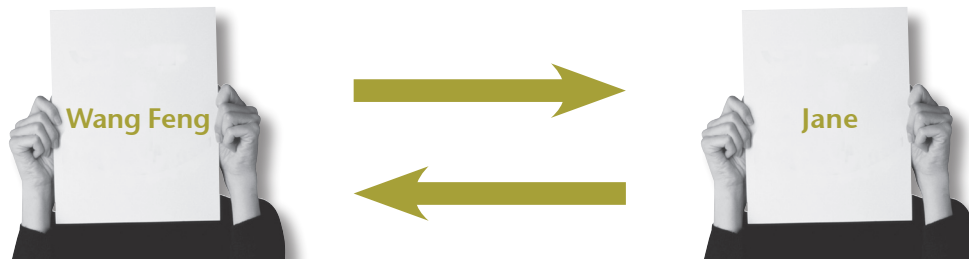


Wang Ming and Miss Smith are talking about 1. _____ of the tour on July 7th. Wang Ming forgot to tell Miss Smith that two of the tourists will bring their children. So there are 2. _____ on the list. Wang Ming also confirms the flight will arrive at 3. _____ the US local time. Wang Ming will send Miss 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... | ☆ Hello, this is... how can I help you? |
| ☆ Our company specializes in... | ☆ I'm so glad to receive your phone call. |
| ☆ We are hoping to make a cooperation on... | ☆ Which kind of tours are you interested in? |
| ☆ Could you send me some materials about...? | ☆ 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.



Jack

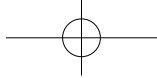
- Greet.
- Ask about the time and duration of the tour.
- Ask about the tourists' number.
- Ask if there is anything to pay special attention to.
- Promise to send the detailed tour arrangement.



Wang Feng

- Greet. Say that he'd like to arrange a tour.
- Tell the time and duration.
- Tell the tourists' number.
- Tell that there are four children in the group who may need special care.
- Express thanks.





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

Greet.

Agree.

Confirm the flight number and arrival time.

Explain the standard.

Jack

Greet. Hope to confirm some details in the tour arrangement.

Ask about the flight number and check the arrival time.

Ask about the standard of accommodation and meals.

Express gratitude.

Task 4 Work in group. 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	Sep. 20—Sep. 28
Cities visited	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 requirements	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, 2011

Dear Sir/Madam,

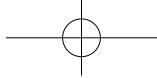
I am the Marketing Manager at China International Travel Service (CITS). CITS is a large state-owned key enterprises group which provides all-inclusive services in the travel industry. As outbound tourism is booming in China, we are planning to launch new summer tour products in America mainly for Chinese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

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.

- 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

- a. 国有企业
- b. 享有很高声誉
- c. 著名大学
- d. 销售部经理
- e. 集中
- f. 推出新的旅游产品
- g. 开发新产品
- h. 对……感兴趣

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, 2011—August 3, 2011)

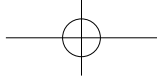
6. _____ Time: 3:00pm, July 21, 2011

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 the 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

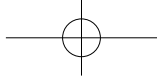
- Each group prepares an introduction to the tour, including both the oral presentation and some pictures of the scenic spots;
- Choose one student from each group to make the introduction;
- Answer questions concerning the tour from other groups.



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*



New Words and Expressions

Reading A

New Words

annual /'ænjʊəl/ *a.* 年度的，一年一次的
 citizen /'sɪtɪzən/ *n.* 公民；市民
 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
 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
 lucrative /'lu:kretɪv/ *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 /'ɒbvɪəsli/ *ad.* 显然地
 outlet /'aʊtlet/ *n.* 输出途径
 pamphlet /'pæmfɪt/ *n.* (通常免费赠阅的) 小册子
 reshape /rɪ:'ʃeɪp/ *v.* 重组；给……以新形式
 source /sɔ:s/ *n.* 来源；出处

surge /sɜ:dʒ/ *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
 be likely to 很可能
 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
 国立美国历史博物馆
 National Tourism Administration of China
 中国国家旅游局
 Thai /'taɪ/ 泰国的；泰语的
 Thailand /'taɪlənd/ 泰国
 Tourism Authority of Thailand 泰国旅游局

Reading B

New Words

all-inclusive /,ɔ:lɪn'klu:sɪv/ *a.* 全方位的
 enterprise /'entəpraɪz/ *n.* 企业
 explore /ɪk'splɔ:z/ *v.* 探讨，研究
 prestige /pre'stɪ:ʒ/ *n.* 威信，声望
 renowned /rɪ'naʊnd/ *a.* 著名的
 state-owned /steɪt'aʊnd/ *a.* 国有的

Phrases & Expressions

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



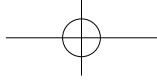
Vocabulary and Structure

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 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 brackets.

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. Earthquakes are _____ (like) to cause severe damages.
8. The poor guy _____ (obvious) didn't have any place to go.
9. They celebrate their wedding anniversary _____ (annual).
10. This is the _____ (Thailand) national costume 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 America in the mid-1990s.
 —Huang Meng, *a veteran reporter for a Chinese news outlet, still vividly remembers his first trip to America in the mid-1990s.*

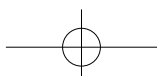
- Our travel agency, which is a state-owned enterprise, is enjoying a high reputation in China's tourism industry.

- 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.

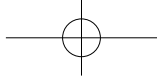
3. This evening on the moonlight island, you can enjoy the beautiful moonlight and join an exciting party.

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, by 2020, China _____
_____ (可能成为世界上第四大旅游客源国). (*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

Statue of Liberty



On October 28th, 1886, France gave the Statue of Liberty to the United States, a gift honoring freedom and democracy. It marked the friendship between the two nations. This friendship had developed during America's revolution against Britain. France helped the revolutionary armies defeat the soldiers of Britain. The war officially ended in 1783. A few years later, the French people rebelled against their own king.

The full name of the statue is Liberty Enlightening the World. It stands on Liberty Island in Upper New York Bay, not far from Manhattan

Island. Over the years, Americans shortened the name of the statue. They called it the Statue of Liberty, or Miss Liberty. The statue continued to welcome many immigrants arriving by ship until 1924, when the great wave of immigration to the United States was mostly over.

The Statue of Liberty is mostly made of copper. Once it was reddish-brown. But time and weather have turned it green. The statue wears a loose robe. She raises her right arm high in the air. Her right hand holds a torch—a golden light. Her left hand holds a tablet. It shows the date of the American *Declaration of Independence*—July 4th, 1776. The statue wears a crown on her head. The crown has seven points. Each of these rays represents the light of freedom. A chain representing oppression lies broken at her feet.

Today more than two million people visit the statue every year. Many people climb the 354 steps to the crown. Or they ride up to observation areas in an elevator. Many other visitors prefer to walk around the statue, enjoying looking up at it. And they study the story of the statue in a museum in the monument.



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.