



UNIT 1

单元流程说明

1. 本单元结合与国外旅行社接洽事务中的典型工作流程、工作场景，概述开拓出境旅游市场的工作；
2. 熟悉出境旅游业的影响：旅游行业从业者需了解近年中国出境旅游业的发展对国际旅游产业发展的影响 (Reading A)；
3. 业务合作：旅行社市场开发人员与国外旅行社通过邮件进行首次业务接洽 (Reading B)，并通过电话商讨合作事宜，共同开发设计旅游行程 (Listening & Speaking)；
4. 熟悉行程：领队需仔细阅读出境游的行程单，熟悉行程中的各项安排 (Writing)。



Warming-up

Task 1

Suggested Answers

Britain: Big Ben, Tower of London, Westminster Abbey, University of Oxford, University of Cambridge

America: Times Square, Wall Street, Statue of Liberty, Golden Gate Bridge, Hollywood Universal Studios

France: Eiffel Tower, Champs-Élysées Avenue, Pantheon, the Louvre, Provence

Japan: Fujiyama, Hokkaido, Kyoto, Tokyo, Osaka

Thailand: Phuket Island, Bangkok, Samui Island, Phattaya

Australia: Sydney Opera House, Great Barrier Reef, Gold Coast

Task 2

Key

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



Reading A

Background Information

National Museum of American History

The **National Museum of American History**, located in Washington D.C., opened to the public in January 1964 as the Museum of History and Technology. The Museum's area is approximately 750,000 square feet. In 1980, the Museum's name was changed to the National Museum of American History. It displays various objects that reflect the experience of the American people.

Task 1

Objective: Ss get to know about the current situation of Chinese outbound tourism.

Time: 10 minutes

Steps:

- ▶ Get Ss to go through the directions.
- ▶ Circulate in the classroom to offer help if necessary and write useful words on the board.
- ▶ Do a whole-class feedback, and get one or two Ss to give a brief report.

(Open)

Translation

中国游客改变世界旅游业

黄孟，一位中国新闻媒体的资深记者，至今仍清晰地记得他在20世纪90年代中期第一次到美国旅游的经历。进入国立美国历史博物馆时，他看到那里有为游客提供的免费介绍册，却没有哪一本是中文的。结果，因为不会说英语，他在迷宫一般的巨大展区里迷路了。

去年，黄孟再次去美国旅游。这次他发现博物馆里不仅提供中文宣传册，还有中文的网页。此外，一些商店的店员和饭店服务生会说普通话，很多旅馆的电视还播放中文频道。

在人数快速增长的中国游客中，黄孟的经历并不鲜见。随着人数的增长，旅游目的地国家改善其设施以接纳大批涌入的中国游客。中国游客正在影响世界旅游业。

例如，泰国是中国游客的热门目的地。泰国旅游局称，中国在未来两至三年内将成为泰国入境游的最大客源国。近年来中国游客急剧增加，在很大程度上重塑了泰国旅游业。现在泰国旅游公司正筹划具体的随团旅行方案以满足中国游客的需求。

泰国不是唯一为了适应大量涌入的中国游客而进行调整的国家。在欧洲，法国是中国游客最喜爱的目的地之一。“2010年，官方数据显示，抵法的中国游客达55万。”巴黎旅游办事处的常务董事保罗·罗尔说，“我们觉得，到2020年，全球将有一亿中国游客，其中有一百万到两百万会来到巴黎。因此，这显然意味着我们需要做好准备。”

美国是中国游客的另一个重要目的地。2008年，看到中国游客的大幅增加，美国开始推出针对中国公民的圣诞旅游。结果，据中国国家旅游局统计，至2008年年底中国赴美游客突破了年一百万的记录，且有望在2015年达到两百万。

显然，中国的出境旅游为国内、外旅行社带来了更多有利可图的商机。



Task 2

Objective: Ss scan the passage to find supporting details for main ideas.

Time: 10 minutes

Steps:

- ▶ Clarify the assignment for Ss.
- ▶ Ss work in pairs.
- ▶ Ss compare their work.
- ▶ Check the answers by getting individual Ss to read the answers aloud.
- ▶ Provide the points Ss have missed.

Key

1. biggest source of foreign tourists
2. package tours
3. 550,000
4. 1 or 2 million
5. 1-million mark
6. in 2015

Task 3

Objective: Ss skim the passage for specific information.

Time: 5 minutes

Steps:

- ▶ Ss work individually.
- ▶ Check the answers with the whole class by getting individual Ss to correct the false statements.

Key

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

Task 4

Objective: Ss get more information on the influence of Chinese outbound tourism.

Time: 10 minutes

Steps:

- ▶ Go through the directions with the whole class.
- ▶ Ss work in small groups to explore this topic.
- ▶ Circulate in the classroom while Ss are discussing and write useful words on the board.
- ▶ Ss write a brief report or make an oral presentation to the class.
- ▶ Make comments.

(Open)



Listening

Task 1

Objective: Ss can accurately write down the missing information in the conversation.

Time: 10 minutes

Script

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 interested in?

Wang Ming: Based on a recent market survey, we find that there is a large demand in China for educational and cultural 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 offer 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 summer vacation 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 discuss with 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.

Key

- | | |
|------------------|--------------------|
| 1. interested in | 2. cultural |
| 3. offer | 4. summer vacation |
| 5. discuss with | |

Task 2

Objective: Ss can understand specific information and decide whether the given statements are true or false.

Time: 10 minutes

Script

Wang Ming: Hello, this is Wang Ming at CITS.

Miss Smith: Hello, Mr. Wang. This is Susan Smith from the American Express Travel Agency.

Wang Ming: Oh, it's nice to hear from you! Did you manage to discuss the possibility of business cooperation with us with your manager?

Miss Smith: Yes, I have. We think it's a good idea and are happy to explore possibilities. But before we start designing tour itineraries, we'd like some information about the Chinese tourists you have in mind.

Wang Ming: Yes, of course.

Miss Smith: What are the dates of summer vacations in China?

Wang Ming: Generally, the summer vacation starts at the end of June and ends in early September.

Miss Smith: Which universities and colleges are most popular with Chinese students and teachers?

Wang Ming: Harvard, Yale and MIT are the names asked about most frequently.

Miss Smith: How many days would tourists expect to spend in America?

Wang Ming: Between 10 and 15.

Miss Smith: All right. Thanks for your information. We'll work on an itinerary and send it to you in the next few days.

Wang Ming: Thank you. Bye!

Miss Smith: Bye-bye!

Key

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

Task 3

Objective: Ss can find specific information from listening to answer the given questions.

Time: 10 minutes

Script

Wang Ming: Hello! Is that Miss Smith?

Miss Smith: Yes. Is that Mr. Wang?

Wang Ming: Yes. Miss Smith, I've got your email with your newly designed tours. Would you mind me asking you some questions about them?

Miss Smith: Of course not.



Wang Ming: I notice that both of the two tours include a one-day visit to MIT and Harvard. Are you sure we can manage to visit two universities in a single day?

Miss Smith: Yes, don't worry. Both universities are very close to each other. And the traffic isn't too bad.

Wang Ming: What kind of activities will the universities be able to provide?

Miss Smith: We can arrange meetings with some Chinese students studying at Harvard. They can talk about their life at Harvard.

Wang Ming: That would be wonderful! By the way, do your local guides speak Chinese?

Miss Smith: Of course, and some of them have experience working in China.

Wang Ming: Nice! I'll post these two tour products on our company website. I think they should be very popular.

Suggested Answers

1. It's about the newly designed tours.
2. Because the two universities are very close to each other and the traffic isn't too bad.
3. Meetings with some Chinese students studying at Harvard.
4. They can speak Chinese and some of them have experience working in China.

Task 4

Objective: Ss can understand specific information and make correct choices for relevant questions.

Time: 10 minutes

Script

Miss Smith: Hello, Susan Smith at American Express Travel Agency.

Wang Ming: Hello, Miss Smith, this is Wang Ming.

Miss Smith: Oh, Mr. Wang, nice to talk to you again. How's the promotion of our new tours?

Wang Ming: They are quite popular! Actually, we already have a group of 20 booked to start a tour at the beginning of July. But, we'd like to make some changes to the meals.

Miss Smith: What changes?

Wang Ming: Could you arrange some special dinners with Western food? Many tourists say they'd like to try some American specialties.

Miss Smith: Er... I'm not sure. If we change the meal arrangements, the cost may change. If your tourists have already paid, it would be

better not to make any changes.

Wang Ming: But almost all the tourists are requesting that we make some special arrangements.

Miss Smith: What about this? The itinerary gives a free day of leisure. We could recommend some speciality restaurants in the area so they could go on their own.

Wang Ming: Em, yes, that may be OK.

Key

1. B 2. B 3. A 4. B

Task 5

Objective: Ss can record specific information in the conversation.

Time: 10 minutes

Script

Wang Ming: Hello! Wang Ming speaking.

Miss. Smith: Hello, Mr. Wang, this is Susan Smith speaking. I'm calling to confirm some details of the tour on July 7th.

Wang Ming: Yes, please go ahead.

Miss Smith: I remember last time you said there is a group of 20. But now we have 22 names on the list.

Wang Ming: Oh, I'm sorry. I forgot to tell you that two of the tourists will bring their children. So we agreed to add two more people.

Miss Smith: May I know the names of these two children? I'll have their names underlined so our national tour guide will be notified beforehand.

Wang Ming: Yes. The girl's name is Zhong Ling and the boy's is An Qi. And they are both 11 years old.

Miss Smith: The other thing is the arrival time of the group. The itinerary shows the group will arrive at 8:00 pm. But I can't find any flights from China at that time.

Wang Ming: Oh, sorry. I didn't consider the time difference. It should be 8:00 am your local time. Sorry for the mistake. I'll send you a new itinerary immediately and include the flight numbers.

Miss Smith: OK. Thank you.

Key

1. some details 2. 22 names
3. 8:00 am 4. a new itinerary



Speaking

Task 1

Objective: Ss know how to talk about business cooperation on the first contact.

Time: 15 minutes

Steps:

- ▶ Ss read Speaking Task 1.
- ▶ Ss choose the roles.
- ▶ Ss make a conversation.
- ▶ Ss role-play the conversation in class.

Task 2

Objective: Ss know how to talk about a specific tour arrangement.

Time: 15 minutes

Steps:

- ▶ Ss read Speaking Task 2.
- ▶ Ss choose the roles.
- ▶ Ss make a conversation.
- ▶ Ss role-play the conversation in class.

Sample

Jane: Hello! This is American Express Travel Agency. How can I help you?

Wang Feng: Hello! This is Wang Feng from CTS. I'm the Marketing Manager. I'm calling to consult the possibility of business cooperation with your company.

Jane: I'm so glad to receive your phone call, Mr. Wang. What kind of tour are you interested in?

Wang Feng: Well, based on a recent market survey, we find that there is a large demand in China for culture tourism abroad. We are hoping to make a cooperation on such tours in the US.

Jane: I think we have some tour products that may meet your requirements.

Wang Feng: Nice. Could you send me some materials about these tour products?

Jane: Certainly. Would you please leave your email address?

...

Sample

Jack: Hello! This is Jack at American Express Travel Agency. How can I help you?

Wang Feng: Hi! This is Wang Feng from CTS. Thank you for the materials about the tour products. We'd like to arrange a tour to the US.

Jack: Nice! When will the group come here and how long will the tourists stay?

Wang Feng: The tour group will set off at the end of this month, and they can stay for about 15 days.

Jack: How many people are there in the group?

Wang Feng: There are 26 people.

Jack: Is there anything special that we should pay attention to?

Wang Feng: Oh, yes. There are four children in the group. Maybe they need special care.

Jack: I see. Thank you for your information, Mr. Wang, and I will send you a detailed tour arrangement soon.

Wang Feng: Thanks. Bye!



Task 3

Objective: Ss know how to confirm some details in the tour arrangement.

Time: 15 minutes

Steps:

- ▶ Ss read Speaking Task 3.
- ▶ Ss choose the roles.
- ▶ Ss make a conversation.
- ▶ Ss role-play the conversation in class.

Sample

Wang Feng: Hello! This is Wang Feng from CTS.

Jack: Hi! This is Jack. Mr. Wang, I'm calling to confirm some details in the tour arrangement.

Wang Feng: Go ahead, please.

Jack: What is the flight number and the arrival time of the group?

Wang Feng: Well, the flight number is CA981 and it will arrive in New York at 1:00 pm on October 26.

Jack: I see. And what about the accommodation and meals?

Wang Feng: Well, they'd like to stay in three-star hotels and the average cost of each meal should be from \$8 to \$10.

Jack: OK. I got it. Thanks!

Task 4

Objective: Ss know how to make a brief report on a tour arrangement.

Time: 15 minutes

Steps:

- ▶ Ss read Speaking Task 4.
- ▶ Ss prepare a report.
- ▶ Ss make the report in class.

Sample

From September 20 to 28, we will arrange three tour groups to America for visit. The tour groups will visit four cities, Washington D.C., Boston, Philadelphia and New York. And the cost per person is 12,800 RMB. Tour Groups 1 and 2 have 22 tourists each. And Tour Group 3 has 20. There is one thing that needs special attention. Tour Group 1 has two old couples, and I think they need to be taken good care of. We should notify the tour leader beforehand.



Reading B

Translation

业务接洽邮件

发信人: wangming@cits.com.cn
收信人: travelservice@americaexpress.com
主题: 业务接洽
日期: 2011年3月1日

尊敬的先生/女士:

我是中国国际旅行社的销售部经理。中国国际旅行社是旅游行业内一家大型国有重点企业集团,提供全方位的旅行服务。由于出境游在国内迅速发展,我们计划针对中国学生和教师推出全新的夏日赴美旅游产品。

我们了解到贵公司——美国运通旅行社,在旅游行业经营多年,并享有很高的国际声誉。我们也知悉贵方曾策划安排了很多成功的旅游线路。因此,我们希望能与贵方合作,推广新的旅游线路,尤其关注对美国知名大学旅游感兴趣的客户群。

我们非常希望与贵方一起开发新的旅游产品,以求共同合作与发展。
期待您的答复。

此致

敬礼

王明
中国国际旅行社销售部经理



Task 1

Objective: Ss scan the passage to find the aspects mentioned in it.

Time: 5 minutes

Steps:

- ▶ Ss read Reading B Task 1.
- ▶ Ss tick off the aspects mentioned in Reading B.
- ▶ Check the answers with the whole class.

Key

- 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

Objective: Ss know some useful terms and phrases needed to understand the passage.

Time: 5 minutes

Steps:

- ▶ Ss read Reading B Task 2.
- ▶ Ss work individually and then compare answers with others.
- ▶ Check the answers with the whole class.

Key

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

Task 3

Objective: Ss can correctly understand a passage and translate it into Chinese.

Time: 30 minutes

Steps:

- ▶ Ss read Reading B Task 3.
- ▶ If necessary, pre-explain the difficult words or phrases in the passage.
- ▶ Allow enough time for Ss to read the passage.
- ▶ Ss work individually or in pairs to complete the translating task.
- ▶ Offer help if necessary.
- ▶ Choose two Ss to present their work.
- ▶ Check the answers and make necessary comments on their work.

Suggested Answers

欢迎访问我公司网站。我们是一家专门经营北美旅游服务的旅游管理公司，您可以在网站内获取大量公司服务的信息。无论您是需要一份别出心裁的旅行安排，还是更传统一些的商务差旅或个人休闲旅游，我们都能针对您的需求为您量身定制，让多彩的旅行梦想成为现实。



Writing

Task

Objective: Ss can correctly write a tour itinerary.

Time: 20 minutes

Steps:

- ▶ Ss read Writing Task.
- ▶ Ss work on the task individually.
- ▶ Offer help if needed.
- ▶ Comment briefly.

Key

1. Tour code
2. Travel agency
3. Tourist number
4. Route
5. Duration
6. Gathering for departure
7. Location
8. Itinerary



Project

This project is an integrated task that requires Ss to work together and go through the process of introducing a tour in America. Ss should know how to collect information on scenic spots in America. Ss are also required to plan a tour based on the collected information. Finally, Ss should make a brief introduction to the American tour.

Time: 30 minutes

Steps:

- ▶ Grouping. Divide the class into groups. There are several ways: Ss pick up their own partners; Teachers group fast learners with slow learners; Ss find their partners by drawing lots.
- ▶ Defining project. Go through the project with the class and clarify requirements.
- ▶ Timing & cooperation. Give Ss the deadline for completion and guidelines on working together.
- ▶ Appropriate time management and job division are likely to be serious problems at the beginning, where basic instructions from the teacher should come in. Make Ss fully aware that team work is the essential part of the practice. Remind them that different Ss have different work but everybody contributes to the project. They discuss first and then decide who will do what.
- ▶ Presentation. Ss present their evidence for completion. Ask them to hand in their work after studying the whole unit.

Notes:

- ▶ The project should be done as homework.
- ▶ Since it takes time and effort to complete a project, you can ask only two or three groups to do it each time. Then demonstrate their work in class and give your feedback. In this way, Ss learn from each other.



Self-evaluation

Objective: Ss can evaluate their language skills in accordance with the *Unit Objectives*.

Time: 5 minutes

Steps:

- ▶ Go through the evaluation list with Ss.
- ▶ Ss tick the boxes on the list alone.
- ▶ Ss compare their work with others.
- ▶ Ask several Ss to report their self-evaluation results.
- ▶ Comment briefly.



New Words and Expressions

Reading A

Paragraph 1

1. **introductory:** *a. said or written at the beginning of a book, speech, etc. in order to explain what it is about*

e.g. We also provide an introductory background to the forthcoming seminars.

As there was no official seal on the introductory letter, the doorkeeper didn't let them in.

Paragraph 3

2. **unique:** *a. being the only one of its kind*

e.g. The identification code of each product category is unique.

The structure of human brain is unique in the animal kingdom.

3. **adapt to:** *to gradually change your behavior and attitudes in order to be successful in a new situation*

e.g. He applied for a transfer because he couldn't adapt to his current work.

Children adapt to a new environment more easily than adults.

4. **influx:** *n. the arrival of large numbers of people or large amounts of money, goods, etc., especially suddenly*

e.g. The country simply cannot absorb this influx of refugees.

An influx of talented artists and designers has created exciting new shopping opportunities for visitors.

Paragraph 4

5. **surge:** *n. a sudden increase in amount or number*

e.g. The surge of the tide is scary.

These days, the weather has been very abnormal, with a surge in temperature.

6. **reshape:** *v. to change the way that something operates or develops*

e.g. How can the new technology reshape the company's management system?

They are trying to reshape the accounts department.

7. **meet:** *v. to do something that someone wants, needs or expects you to do*

e.g. The company says it is unable to meet the workers' demands for higher wages.

The service is tailored to meet your needs.

Paragraph 6

8. **launch:** *v. to make a new product, book, etc. available for sale for the first time*

e.g. This is a new car; they just launch it to the market.

The company researched the market demand and decided to launch their new product.

Paragraph 7

9. **lucrative:** *a. producing much money; profitable*

e.g. He inherited a lucrative business from his father.

Everybody is competing for this lucrative job, but he shows no interest.

Reading B

Paragraph 1

1. **all-inclusive:** *a. including everyone or everything, especially all the costs, charges, and services that make up the total price of something*

e.g. an all-inclusive vacation cruise

The ticket I booked is very cheap and it's an all-inclusive one.

Paragraph 3

2. **explore:** *v. to discuss or think about something carefully*

e.g. I'm going to explore the possibility of a part-time job.

We will explore the method further in the chapter.



Vocabulary and Structure

Task 1

Objective: Ss know the spelling and meaning of the vocabulary from this unit.

Time: 10 minutes

Steps:

- ▶ Ss read Vocabulary and Structure Task 1.
- ▶ Allow 5 minutes for Ss to do the task.
- ▶ Ss close their books and do the following: Ss work in pairs. One student reads the items randomly in the column on the right while the other writes down the words or phrases.
- ▶ Check the answers.

Key

- | | | | | |
|--------------|------------|-----------------|---------------|-------------|
| 1. unique | 2. influx | 3. considerably | 4. meet | 5. prestige |
| 6. lucrative | 7. veteran | 8. renowned | 9. enterprise | 10. launch |

Task 2

Objective: Ss grasp the vocabulary from this unit by changing parts of speech.

Time: 10 minutes

Steps:

- ▶ Ss read Vocabulary and Structure Task 2.
- ▶ Ss give the correct answers based on their understanding of each sentence and the words given in brackets.
- ▶ Ask Ss to work individually.
- ▶ Check the answers.

Key

1. vividly
2. exhibits
3. exploration
4. reshaped
5. considerably
6. introductory
7. likely
8. obviously
9. annually
10. Thai



Task 3

Objective: Ss can use the vocabulary from this unit in other contexts.

Time: 10 minutes

Steps:

- ▶ Ss read Vocabulary and Structure Task 3.
- ▶ Ss give the correct answers based on their understanding of each sentence and the words given in the table.
- ▶ Ask Ss to work individually.
- ▶ Check the answers.

Key

1. renowned
2. considerably
3. all-inclusive
4. focus
5. Obviously
6. meet
7. lucrative
8. adapt
9. state-owned
10. veteran

Task 4

Objective: Ss can express ideas in writing using the two models outlined for Task 4.

Time: 10 minutes

Steps:

- ▶ Read the models to Ss with an explanation if needed.
- ▶ Ss work in pairs.
- ▶ Check the answers.

Suggested Answers

A.

1. Our travel agency, a state-owned enterprise, is enjoying a high reputation in China's tourism industry.
2. His father, a famous writer, will come to our school to give a lecture.
3. He himself tells me that his brother John, a famous professor, is actually a very kind and modest person.
4. Tom, our monitor, is well familiar with the production process.
5. His hometown, a small village, has changed a lot in the past few years.



B.

1. He is not only a famous actor but also a famous director.
2. He is not only a good teacher but also a close friend to me.
3. This evening on the moonlight island, you can not only enjoy the beautiful moonlight but also join an exciting party.
4. The Americans and the British not only speak the same language but also share a large number of social customs.
5. The economic policy of a country influences not only its domestic economy but also international economy to some extent.

Task 5

Objective: Ss can use the vocabulary in this unit for translation.

Time: 15 minutes

Steps:

- ▶ Tell Ss that English and Chinese sentence structures are different.
- ▶ If necessary, rebuild the first Chinese sentence in accordance with the English sentence structure as an example.
- ▶ Ss work individually or in pairs and translate sentences with the words or phrases given in brackets.
- ▶ Check the answers and give necessary comment.

Suggested Answers

1. She can hardly adapt to the weather in the countryside.
2. I can't focus on my assignment due to the noise next door.
3. According to their estimation, by 2020, China is likely to become the fourth biggest tourist source country in the world.
4. My sister is a tour guide in a state-owned travel agency.
5. In case of a sudden influx of tourists, the local government has taken various measures to protect the local environment.