



Tourism Consultation

旅游咨询



Learning Objectives

Knowledge:

1. Master the vocabulary, useful expressions and sentences related to travel agencies;
2. Learn to introduce tourism products to the guests.

Skills:

1. Be able to deal with travel inquiries;
2. Be able to answer the guests' questions at the travel agency.

Capabilities:

1. Improve the ability to make immediate responses according to circumstances;
2. Take the career responsibility of a tour guide.



Lead-in

Rank the correct SOP of the travel inquiry.

- A. Present brochures promptly when the guests are interested.
- B. Introduce the travel packages concisely.
- C. Greet the guests warmly, seat them and offer them tea or coffee.
- D. Ask for the guests' needs.

E. Have a thorough understanding and knowledge of tourism products.

F. Bid a farewell politely.

Correct procedure: _____

I. Background Knowledge 背景知识

Tourism Consultation

Travel agencies combine all the components of a tour, including accommodation, transportation, restaurants, attraction visits, guiding services, etc. to sell to the public. They make arrangements of travel tickets (air, rail, road, and sea), travel documents (passports, visa, health certificates, etc.), accommodation, entertainment, and other travel-related services from suppliers. They may also secure travel insurance, exchange foreign currency for travelers, transfer passengers and luggage between terminals and hotels, arrange reservations for special-interest activities such as religious pilgrimages, conventions and business travels, incentive and educational tours, ecotour and gourmet tours, sporting or adventure trips, etc.

Travel agencies play an important role in the travel sector business. Some most important features of the travel agency business are as follows:

1. An important link between the clients and travel suppliers.
2. Image-builder.
3. Ensuring rapid travel services.
4. Providing authentic and reliable travel information.
5. Establishing a good relationship with clients and vendors.

Planning a trip can be easier through an online travel agency than handling each aspect of the planning separately. Consumers can book hotels, air travel, rental cars, and more through a single site and booking everything together sometimes results in discounts. By inputting a destination, a range of dates, and other preferences, consumers will see a list of options.

Online Travel Agency (OTA) occupies the tourism market with its features of convenience, efficiency, high response and personalized service, especially because of the frequent usage of smart phones. Today consumers are on-the-go and the advantage of

a booking system and the reservation solutions provided by OTA is that it offers instant payment and booking confirmation.

OTA is an online company which allows consumers to book different travel services directly via its website. It links customers to hotels, flights, car hire companies and more. Travelers can check for hotel reviews, search for interesting places nearby and even look at different pictures taken by travelers for a review before they decide to travel there. The well-known online travel agencies include Priceline, TripAdvisor, Expedia, Agoda, and Booking.com. Priceline and Expedia are the two largest OTAs in the world.



Ctrip is the biggest Online Travel Agent in China, which officially changed its corporate name from Ctrip to “Trip.com Group” after purchasing the American travel social platform Trip.com brand. The group operates a family of travel brands, which mainly consists of Trip.com, Ctrip, Skyscanner, and Qunar. In fact, 70% of Ctrip’s users are Free Independent Travelers (FITs). Ctrip users can use the platform to book everything from hotels and flights to entertainment, dining out and travel services. Other online platforms include Fliggy, Tuniu, and Tongcheng.

Receiving tasks is an important work procedure of tour guide service. After receiving the tasks from the travel agency, the guide should be prepared to receive the guests, which includes being familiar with the reception plan, reconfirming the arrangement and preparing for meeting the tour group. The pre-reception work refers to all kinds of work from the moment the guide accepts the reception plan from the travel agency, which should be double-checked to make sure the whole journey goes well.

Notes

1. Priceline, TripAdvisor, Expedia, Agoda, and Booking.com. 中文通常译为普莱斯林、猫途鹰、亿客行、安可达以及缤客网，均为国际知名旅游预订网站。Priceline

是美国人 Jay Walker 在 1998 年创立的一家基于 C2B 商业模式的旅游服务网站，是美国最大的在线旅游公司。在 Priceline 网站，最直观的可选项就是机票、酒店、租车、旅行保险。Booking.com 是全球最大的酒店预订网站；而 Agoda 在亚洲地区，因为价格的明显优势，成为新、马、泰、日、韩游客的首选，也是知名度和使用率最高的订房网站之一。Agoda 和 Booking.com 隶属于 Booking Holdings（原 Priceline Group）。

2. Ctrip, Skyscanner, and Qunar 携程集团旗下主要有携程旅行、天巡网、去哪儿网。

3. Fliggy, Tuniu, and Tongcheng 国内旅游预订网站，中文名称为飞猪、途牛、同程。

Words and Expressions

component [kəm'pəʊnənt] *n.* 组成部份，成分，部件

accommodation [əˌkɒmə'deɪʃ(ə)n] *n.* <美> 住宿，膳宿；<英> 住处，办公处

document ['dɒkjumənt] *n.* 文件，公文，文献；证件

passport ['pɑːspɔː(r)t] *n.* 护照

visa ['viːzə] *n.* 签证

supplier [sə'plaɪə(r)] *n.* 供应商，供应者

insurance [ɪn'ʃʊərəns] *n.* 保险；预防措施

currency ['kʌrənsɪ] *n.* 货币

terminal ['tɜːmɪn(ə)l] *n.* 起点站；终点站

religious [rɪ'lɪdʒəs] *adj.* 宗教的；笃信宗教的，虔诚的

pilgrimage ['pɪlgrɪmɪdʒ] *n.* 朝圣；(去重要地方的) 出行

gourmet ['ɡʊrmeɪ] *n.* 美食家；*adj.* 菜肴精美的

authentic [ɔː'θentɪk] *adj.* 真实的；*n.* 真实性

vendor ['vendə(r)] *n.* 卖主，小贩

input ['ɪnpʊt] *v.* 输入(信息)；*n.* (计算机的) 输入信息

Online Travel Agency 线上旅行社

on-the-go *adj.* 忙个不停的；活跃的

Free Independent Travelers 散客

platform ['plætfɔ:(r)m] *n.* 平台；讲台；计算机平台

arrangement [ə'reɪndʒmənt] *n.* 安排，筹备；商定，约定；整理

II. Situational Dialogue 情景对话

Dialogue 1 Tourism Consulting

A = the clerk of CITS B = the leader of the British Confucius Institute

A: Good morning, sir. Welcome to China International Travel Service. What can I do for you?

B: I'd like to look at some travel packages.

A: No problem. Here is our travel brochure. Well, where are you going?

B: Can you tell me the popular sightseeing route?

A: Since you are from Britain, I recommend Changsha-Shaoshan, a two-day and three-night tour. Shaoshan is Chairman Mao's hometown, which is one of the hottest places of interest in China. There are thousands of people visiting it every day. And being the capital city of Hunan, Changsha owns a lot of places of interest which have historical significance.

B: I admire Chairman Mao very much. I have heard a lot about him.

A: Here are several brochures for you.

B: Could you please tell me if the price you have offered in the brochure covers all the expenses?

A: Yes, but it does not include the items at your own expense. Would you like to go over the itinerary?

B: Yes, please.

A: On the first day, the tour group will have a full day tour to Changsha City, including visiting Yuelu Academy, Orange Island, the Museum of Hunan Province and Xiang Embroidery Museum. On the second day, a bus will take you to Shaoshan to visit the former residence of Chairman Mao and Statue Square in the morning, and the Dishuidong in the afternoon. Then you'll go back to Changsha.

B: How about dining?

A: Two special lunches, in the Changsha Fire Palace Restaurant and the Restaurant of Mao's, which are famous restaurants and the food is quite delicious.

B: Sounds interesting. How much should I pay for this package?

A: 568 CNY, not including the items at your own expense.

B: OK, I'll take it. Thank you and you are really helpful.

A: Wish you a nice trip.

Notes

1. Confucius Institute 孔子学院。

2. Yuelu Academy 岳麓书院。

3. Dishuidong 滴水洞，位于韶山风景名胜区，是国家AAAAA级旅游景区，1966年毛主席回韶山居住和工作过的地方，有“西方神秘山洞”之称。

Dialogue 2 Planning a Trip

A = travel agent B = customer

(Customer's conversation about the travel arrangements and the services provided by travel agents.)

A: Welcome! How can I help you?

B: I would like a short holiday somewhere.

A: I recommend one of these destinations. Let's look at this pamphlet, shall we?

B: Sounds good.

A: How about Sanya?

B: That sounds interesting. Can you please tell me about the food, the culture, the activities, and the destinations?

A: Seafood is very popular. Tourists enjoy diving and snorkeling. Sanya is one of the top honeymoon destinations for newlyweds.

B: Great! Let's make a plan.

A: Thank you. This will be your itinerary. Day 1: Taste local seafood. Day 2: Enjoy diving and snorkeling. Day 3: Stay at beaches and have spas.

B: How much will it be?

A: The package comes to \$500.

B: Can I pay with my credit card?

A: Of course.

B: Here is my credit card.

A: Thank you. Here is your receipt. Enjoy!

Notes

1. pamphlet 小册子。类似表达还有 booklet、brochure、leaflet 等。
2. snorkeling 浮潜之旅，潜游。

Dialogue 3 Tailor-made Tour

A = travel agent B = customer

(A travel agent is receiving a customer who is inquiring information about tailor-made tour.)

A: Good afternoon. Can I help you?

B: Yes, I want to travel with my family in the summer vacation. But I am not interested in any of your package tours, since all of them have such a tight schedule. I wonder whether you have anything special for customers like me.

A: Certainly. We cater to all age groups and to different tastes, including independent backpackers, couples, families, and student groups. We specialize in creating private tours, customized according to your own needs and interests.

B: It seems that you know what I'm looking for.

A: Do you have anything special in mind?

B: I would just like a place where my family can enjoy the natural beauty and delicious local food. What's more, I want somewhere less crowded and cool to have a rest. What do you suggest?

A: Have you ever been to Dongdaihe?

B: No. I've heard of Beidaihe before.

A: Not far away from Beidaihe. It's located in Liaoning Province. The place is a beautiful combination of seaside scenery, natural beauty and a slow tourism experience. I highly recommend it.

B: I wonder whether there are good hotels.

A: Yes, there are a lot of fine hotels along the beach and most of them enjoy a fantastic sea view.

B: Sounds interesting. Could you book hotel rooms for us?

A: Certainly. We can also offer tour-guide service and local transportation if you like. Our travel adviser can offer a one-on-one service and design the itinerary just for you.

B: Great! I would like to discuss the itinerary with my wife.

A: No problem. Here is the brochure. Could you add me on WeChat? It's convenient to contact me if you need more information.

B: OK. Goodbye.

A: Have a nice day!

Notes

1. Tailor-made Tour 定制游。

2. Dongdaihe 东戴河旅游景区, 位于辽宁省葫芦岛市绥中县, 是中国最早的皇家海洋, 曹操观沧海原址, 碣石遗址群。

III. Practice 练习

1. Listen to the dialogue and fill in the blanks.

A = Travel Agent B = Andrea

(Andrea is speaking with a travel agent officer and consulting about tourism routes.)

A: Good morning, World Tours. My name is Jamie. How can I help you?

B: Good morning. This is Andrea Brown. I want some information (1) _____ in the USA. Could you send me a brochure and introduce some main spots?

A: Of course. I'll get the brochures in the post to you, but can I give you some information over the phone? What kinds of things do you want to do (2) _____?

B: I'm interested in going to California with my family. I've got two children and we want to hire a car.

A: OK. We have a couple of self-drive tours there visiting different (3) _____ in California. The best one begins in Los Angeles and there's plenty of time to visit some of the theme parks there, for example, Disneyland.

B: That's something on my children's list, so I want to include that.

A: Good. Then you drive to San Francisco. From San Francisco you can drive to Yosemite Park where you spend a couple of nights. You can choose to stay in a lodge or



(4) _____.

B: I don't like the idea of staying in a tent. It would be too hot.

A: Right. And the tour ends in Las Vegas.

B: OK. So how many days are the trips and how much do they cost?

A: The self-drive tour through California lasts twelve days and covers 2 020 kilometers. The cost is \$525 per person. That includes accommodation, car rental and a flight

(5) _____.

B: OK. Well, thank you very much. I'll be in touch when I've had a chance to

(6) _____.

A: I'm pleased to help. Goodbye.

B: Bye.

Notes

Yosemite National Park 约塞米蒂国家公园，位于美国西部加利福尼亚州内华达山脉，1984 年被列入联合国教科文组织世界自然遗产名录。

2. Please choose the correct words for the sentences.

agency accommodation tour group depart brochure

(1) Please recommend a _____ package to us.

(2) Welcome to our travel _____.

(3) How many people are there in your _____?

(4) We will _____ on Jul. 23rd.

(5) Which _____ do you prefer, motel or resort?

(6) Our _____ is printed on environmentally friendly paper.

3. Discuss the advantages and disadvantages of Package tour & DIY tour, and fill in the table.

	Package tour	DIY tour
Advantages		
Disadvantages		

4. Role play.

(1) The guest wants to have a four-day group tour to Beijing. Please develop a dialogue in group. You should use the words and phrases below.

flight ticket tour package 20% discount group tour the Summer Palace

(2) The guest has learned the tour package on the Internet and are interested in a five-day package to Shanghai. Please develop a dialogue in group. You should use the words and phrases below.

Breakfast by air Shanghai Oriental Pearl TV Tower five people local food

IV. Chinese Story 中国故事

Introduction to China

The People's Republic of China is in the eastern part of the Asian continent, on the western Pacific rim. It is a vast piece of land, covering an area of 9.6 million square kilometers. China is approximately seventeen times the size of France, 1 million square kilometers smaller than all of Europe, and 600 000 square kilometers smaller than Oceania (Australia, New Zealand, and the islands of the south and central Pacific). In addition to over 18 000 kilometers of coastline, China share borders with Afghanistan, Bhutan, Myanmar, India, Kazakhstan, North Korea, Kyrgyzstan, Laos, Mongolia, Nepal, Pakistan, Russia, Tajikistan, and Vietnam.

When inhabitants of eastern China are greeting the dawn, people in western China still face four more hours of darkness. The northernmost point in China is located at the midpoint of the Heilongjiang River, north of Mohe in Heilongjiang Province. The southernmost point is located at Zengmu Reef in the Nansha Islands, approximately 5 500 kilometers away. When northern China is still gripped in a world of ice and snow, flowers are already blooming in the balmy south. The Bohai Sea, Yellow Sea, East China Sea, and South China Sea border China to the east and south, together forming a vast maritime area. The Yellow Sea, East China Sea, and South China Sea connect directly with the Pacific Ocean, while the Bohai Sea, embraced between the two “arms” of the Liaodong and Shandong Peninsulas, forming an inland sea.

A bird's eye view of China would indicate that China's terrain descends in three steps

from west to east.

The top of this three-step “staircase” is the Qinghai-Xizang Plateau. Averaging more than 4 000 meters above sea level, it is often called the “roof of the world”. Rising 8 848 meters above sea level is Mt. Qomolangma, the world’s highest peak and the main peak of the Himalayas.

The second step includes the Inner Mongolian, Loess, and Yunnan-Guizhou Plateaus, and the Tarim, Junggar and Sichuan Basins.

The third step is the plains of the Yangtze River and of northern and eastern China. These areas are the country’s most populated areas and the agricultural center of the country.

Rivers generally flow from west to east into the Pacific Ocean except a few in southwest China that flows to the south. The nation’s largest rivers originate on the Qinghai-Xizang Plateau and thus have a high drop. With a length of 6 300 kilometers, the Yangtze River is the longest river in China. The Yellow River, the second longest river in China, is also the birthplace of ancient Chinese civilization.

China has a marked continental monsoonal climate characterized by great variety. Northerly winds prevail in winter, while southerly winds reign in summer. The four seasons are quite distinct. The rainy season coincides with the hot season.

As a large united multi-ethnic country, China is composed of 56 ethnic groups, or Minzu (民族), usually translated as nationalities. Within China, the Han is the majority (more than 92%), and the remaining 55 nationalities are the minorities.

To ensure that the 56 Chinese ethnic groups live together in harmony, the Chinese government introduced a series of policies, including the ones to secure the equality and unity of ethnic groups, giving regional autonomy to ethnic groups and promoting respect for the faith and customs of ethnic groups. Together with the Han people, the Chinese ethnic groups are making great efforts to build a prosperous China.

China enjoys great language diversity. Putonghua is the official language of China and is taught in schools all over China. But there are many dialects. Cantonese, for example, is spoken in Guangdong, Guangxi, Hong Kong, and Macao. Some around Shanghai, Zhejiang and Jiangsu speak the Wu dialect. These dialects are very different from Putonghua.

China boasts a huge depth of culture developed in a long and relatively isolated history, including Confucianism and other philosophies, tea culture, martial arts, poetry, calligraphy, the imperial legacy, and many others.

China has no unifying religion, but people hold a wide range of beliefs, from atheism or ancestor worship to one of the four major religions: Buddhism, Taoism, Islam, and Christianity.

Guided by the theory that “lucid waters and lush mountains are invaluable assets”, China is making great progress in ecological conservation. China is committed to the joint construction of the Belt and Road Initiative and the development of a Community of Shared Future for Mankind. China’s goal is to create a better world and deliver better lives for all people.

It is necessary to present a real and authentic China to the foreigners, and it is a responsibility for tour guides to tell Chinese stories well.

V. List of Terms 专业词汇

outbound tour	inbound tour	self-drive tour	package tour	visitor arrivals	checked luggage
pamphlet	convention	OTA	gourmet tour	snorkeling	diving
former residence	travel insurance	sightseeing route	reception plan	time difference	tailor-made tour
credit card	backpacker	slow tourism	entry visa	DIY tour	FIT
cater to	tourist generating country		tourist destination country		certificate of tour guide

VI. Useful Sentences 常用句型

1. Inquire the Guest's Idea 咨询游客想法

Is there anything special you want to see?

Do you have any places in mind?

When do you plan to set off?

2. Express Travel Preference 表达旅游偏好

I'm interested in seeing the Great Wall.

I'd like to take a one-day sightseeing tour around the city.

I read in your travel brochure about your tours to Xi'an.

Do you have a brochure introducing this tour?

Would you please tell me something about the city?

Can you give me more details on what's included in the package?

3. Tourism Information Introduction 介绍旅游信息

We have three basic tours.

We have two tours each week, leaving Monday and Thursday mornings.

The coach leaves at 8:00 am, in front of our office. The drive takes about six hours, with two stops to see some sights.

That's in the all-day tour.

That's a tour of all the most famous places.

It's called the Venice of the East because of its network of canals.

It's world-famous especially for its landscape gardens.

4. Buy a Ticket 购买机票

I'd like to reserve two seats for a trip to New York.

Will that be a one way or round trip?

How much is a round-trip ticket?

It's \$819. Will you pay by WeChat or by Ali Pay?

Here's my Visa Card. Can we get an aisle seat please?

You can choose your seat when you check in.