

# Unit 1

## Business Travel and Reception

### 旅行与接待

#### Background Knowledge

Tourism industry can be divided into leisure tourism and business tourism. “Business Tourism is a form of tourism with the main purpose of commerce, combining business, travel and tourism.” Commercial hospitality plays a very important role in dealing with the process of receiving customer. It is an extension of the preparation for selling, but also the beginning of substantive contact with clients. Reception customer is defined as the substantive talks before the sales because staffs want to meet customer acquisition and mutual understanding process, it is a prelude to substantive negotiations.

旅游业可分为休闲旅游和商务旅游。“商务旅游是指以商贸活动为主要目的，把商业经营与旅行、观光结合起来的一种旅游形式”。接待客户在商务往来过程中起着非常重要的作用。接待客户是指在实际洽谈之前，销售人员努力获得客户接见并相互了解的过程，它是实际洽谈的前奏，又是销售准备过程的延伸。

#### Practice Materials

### Step 1: Warming Up

#### Dialogue 1

**Dennis:** You see. We have direct competition from Q.Q. Toy Import & Export Co. We have to make sure that the sales and marketing campaign for our product is the best we have ever done. So we are going to have to make an extra effort. We have brought the launch date

forward to January 20th. It will be very tight, but I am sure that we can make this deadline. Do you agree?

**Kate:** Yes.

**Dennis:** So, let's just outline what we are going to do. Kate, I think you should get the overseas sales people together as soon as possible.

**Kate:** Of course. I have arranged to go to see some of our overseas franchise holders next week.

**Dennis:** Very good. You'd better be on the first available flight. You ought to make sure that they understand how important this project is.

**Kate:** Should I attend the meeting in Washington as well?

**Dennis:** No. I don't think so, Kate. You could send another person.

**Kate:** Okay. Could I propose Edward? Edward is very capable and I think a little international business travel will broaden his horizons.

**Dennis:** Okay. But you ought to brief him very carefully.

**Kate:** Sure.

*(After a while, in Kate's office)*

**Kate:** Ah, Edward, are you interested in attending the meeting in Washington?

**Edward:** Yes, very.

**Kate:** I can't attend the meeting in Washington. I've proposed you as the most able substitute.

**Edward:** But I've never been on a business trip before!

**Kate:** It's easy enough. Ah, you don't have a corporate charge card. Cash is going to be a bit of a problem. We'll give you an advance against expenses. Just make sure you keep track of all your expenses. The accounting department will reimburse you for all your meals and travel expenses.

**Edward:** So the company will pay for everything?

**Kate:** Yes, but when you send in your expense report, you also have to file a report summarizing your trip. It's not just a big vacation, you know.

**Edward:** That sounds good. But what do you want me to do there?

**Kate:** I've already paved the way. You just have to give a presentation on what our products are. I will do the follow-up and close the sale.

**Edward:** Should I entertain any of the clients?

**Kate:** Certainly yes. I'll give you a full briefing before you go. You should buy Mr. Burton in Washington a meal. We owe him hospitality. In fact, he always pays for everything. When you get to Washington, the assistant of the sale manager will meet your flight.

**Edward:** How will I know who he is?

**Kate:** I'll make sure he's carrying a welcome board. Don't spend too much on room service. Get a receipt for everything.

**Edward:** Sure.

## Useful Vocabularies

competition	比赛，竞争
campaign	战役；运动；活动
launch	下水；发射；开始；上市；投放市场
available	可用的；有效的
international	国际的
broaden	变宽；伸广；扩展；开阔
horizon	地平线；眼界，视野
advance	预支
expenses	费用，开支
reimburse	偿还，付还
summarize	总结；概述
presentation	报告
entertain	娱乐；招待；怀抱
briefing	简要情况
charge card	付款卡；信用卡；签账卡；赊账卡
buy sb. a meal	请某人吃饭
owe sb. hospitality	欠某人的情
pave the way	铺平道路；做好安排
follow-up	后续
keep track of	了解
welcome board	接机牌
room service	客房服务
accounting department	会计部门
forward to	转发到；盼望，期待
franchise holders	特许经营权者

## Notes

1. We have to make sure that the sales and marketing campaign for our product is the best we have ever done.

我们一定要确保我们产品的销售和营销攻势是我们做得最好的一次。

2. We have brought the launch date forward to January 20th.

我们把上市日期提前到 1 月 20 日。

3. I have arranged to go to see some of our overseas franchise holders next week.

我已经安排了下周会见我们的海外特许经营权者。

4. Edward is very capable and I think a little international business travel will broaden his horizons.

爱德华很有能力，我认为有些国际商务旅行的经历会开阔他的视野。

5. You don't have a corporate charge card. Cash is going to be a bit of a problem.

We'll give you an advance against expenses.

您没有公司赊账卡，现金会有点小问题，我们会先预支费用。

6. You should buy Mr. Burton in Washington a meal. We owe him hospitality.

您应该请华盛顿的伯顿先生吃饭，我们欠他的情。

## Dialogue 2

**Harris Frank:** Excuse me, sir, but aren't you Mr. Yamamoto from Japan?

**Yamamoto:** Yes, that's right.

**Harris Frank:** I'm Harris Frank from Q.Q. Toy Import & Export Co. and I'm here just to meet you.

**Yamamoto:** How do you do? Mr. Harris Frank. It's very kind of you to meet me at the hotel.

**Harris Frank:** How do you do? Welcome to Virginia. Is this your first visit to here?

**Yamamoto:** Yes, it's my first time to Virginia. Thank you very much for collecting me.

**Harris Frank:** It's my pleasure. Don't mention it. Do you have a good rest?

**Yamamoto:** Yes, thanks. It's fine.

**Harris Frank:** It is good of you to visit us. Thank you for sparing the time. I know you have a busy itinerary.

**Yamamoto:** It's a pleasure, Mr. Frank. I enjoy coming to Virginia. And I am looking forward to my visit to your company.

**Harris Frank:** It's kind of you to say so. We'll do our best to make your visit worthwhile. You see, we aren't a very big company, but I think we are very efficient.

**Yamamoto:** How many people do you employ?

**Harris Frank:** About seven hundred full-time. But we take on casual staff when we need them. Would you like some coffee, Mr. Yamamoto?

**Yamamoto:** No, thank you. And, please call me Yagi.

**Harris Frank:** And you must call me Harris. So, shall we have a look around?

**Yamamoto:** That would be very nice.

**Harris Frank:** And then perhaps we could have some lunch. After, lunch, some of my senior managers will make a presentation to you. Would you like to leave your coat and briefcase here?

**Yamamoto:** Thank you.

**Harris Frank:** And this is our sales and marketing department.

**Yamamoto:** So this is the development workshop?

**Harris Frank:** Ah, yes. Most of our products start here and this is our latest product. You see. This is our new electronic toy, intelligent robot. We think it will be very successful.

**Yamamoto:** And what does he do?

**Harris Frank:** Say “hello”.

**Robot:** (*In Japanese*) Hello, Mr. Yamamoto. Welcome to Q.Q. Toy Import & Export Co.

**Yamamoto:** Ah, he speaks Japanese.

**Harris Frank:** He also listens. And by changing the chip he understands and speaks any language.

**Robot:** How are you fixed for lunch?

**Yamamoto:** Thank you, but I have another engagement.

**Robot:** Okay, another time, maybe.

**Harris Frank:** Well, Yagi, it’s time for lunch. What kind of food do you like? Italian Or French? There is a very good French restaurant close to the office.

**Yamamoto:** Whatever you recommend. I like eating all kinds of food.

**Harris Frank:** Then let’s go to the French restaurant. By the way, are you free this evening?

**Yamamoto:** Yes, I am.

**Harris Frank:** My wife and I are going to the theatre this evening. Would you like to join us?

**Yamamoto:** That’s very kind, but no, thank you. I love going to the theatre, but traveling makes me very tired. Tonight I must sleep.

**Harris Frank:** Okay. Here we are. And this restaurant specializes in French food.

**Yamamoto:** Ah, does it? It’s good. And the environment is really first-class.

**Harris Frank:** Would you please sit down. What would you like to drink before dinner? How about having a wine first to our appetite?

**Yamamoto:** Good. Please give me a glass of wine.

**Harris Frank:** Would you like to order a full course meal?

**Yamamoto:** OK. And I'll order dessert after the meal.

**Harris Frank:** No problem. Let's ask the waiter to order.

## Useful Vocabularies

import	进口
export	出口
Virginia	弗吉尼亚 ( 美国 )
spare	提供给某人
itinerary	路线
worthwhile	值得做的, 值得出力的
efficient	有效率的; 能干的
employ	雇用
briefcase	公文包
development	发展, 开发
workshop	车间, 工场
intelligent	[ 计 ] 智能的
robot	机器人
fixed	确定的; 安排的
engagement	约会
recommend	推荐; 介绍
specialize	专门研究; ( 使 ) 专用于
environment	环境
appetite	食欲, 胃口
dessert	餐后甜点
take on	雇用
casual staff	临时工
make a presentation	做演示

### Notes

1. Thank you very much for collecting me.  
非常感谢您来接我。
2. Thank you for sparing the time. I know you have a busy itinerary.  
感谢您抽出时间。我知道您行程很忙。
3. So this is the development workshop?  
这里就是研发车间吗?
4. By changing the chip he understands and speaks any language.  
通过更换芯片, 它可以说任何一种语言。
5. This restaurant specializes in French food.  
这家饭店专营法国菜。

## Step 2: Listening and Translation

### Model 1

提示: 下面一段对话中, 接待员和秘书接待客户怀特先生。请听录音, 模仿朗读者的语音和语调, 并熟记对话中使用的短语和句型。

**Receptionist:** Good morning. Can I help you?

**Mr. White:** Good morning. Is this MS Electronic Company Ltd.?

**Receptionist:** Yes, that's right. What can I do for you?

**Mr. White:** I'm from the CK Trading Company. I have an appointment with the sales manager at 11:00 clock. I'd like to talk about the contract of personal computers.

**Receptionist:** May I have your name, please?

**Mr. White:** Bob White. Here is my card.

**Receptionist:** Thanks, Mr. White. Take a seat, please. I'll tell the manager's secretary that you are here.

**Mr. White:** Thank you.

*(After a while)*

**Receptionist:** I'm sorry. Mr. White. The sales manager is talking with a client from India. Maybe he can meet you ten minutes later. Can you wait?

**Mr. White:** OK.

**Receptionist:** Would you please have a cup of coffee in the reception room?

**Mr. White:** Yes. Thank you.

(10 minutes later)

**Secretary:** Mr. White?

**Mr. White:** Yes, that's right.

**Secretary:** I'm the sales manager's secretary. Please come this way. I'll take you to his office.

**Mr. White:** Thank you.

## Model 2

提示：下面一段对话中，蒂姆到机场去接前来访问的史密斯先生。请听录音，模仿朗读者的语音和语调，并熟记对话中使用的短语和句型。

**Tim:** Excuse me! Are you Mr. Smith from Sydney?

**Smith:** Oh, yes, I am. You must be Mr. Tim from the ABC Company.

**Tim:** Yes. How do you do? Welcome to China!

**Smith:** How do you do? It's a pleasure to have an opportunity to visit Yun Nan.

**Tim:** Is this your first visit here?

**Smith:** Yes. I always wanted to come but I never had the chance.

**Tim:** I think you must be tired after such a long trip.

**Smith:** Oh, no. I am not tired at all. The service on the plane was excellent and I had a very pleasant journey.

**Tim:** I'm glad to hear that. Mr. Smith, shall we go to the restaurant first?

**Smith:** Okay.

**Tim:** Let me take your case. The car's just outside. Did you eat anything on the plane?

**Smith:** Yes, a bit of snacks.

**Tim:** What sort of food do you like? We have a good choice of restaurants here.

**Smith:** I'd like to try some Yun Nan local snacks.

**Tim:** Good. That's settled then. Let's go now.

**Smith:** Okay.

## Model 3

提示：下面一段对话中，张先生接待史密斯先生，并向他介绍日程安排。请听录音，模仿朗读者的语音和语调，并将中文部分口译为英文。

张先生：您好，史密斯先生，欢迎来到中国，旅途还好吗？

**Smith:** Hello, Mr. Zhang. I have a wonderful trip. And this place is also exciting.

张先生：我们已经为您预定了一个房间，是我们公司对面的一个五星级酒店。



**Smith:** Thank you very much. You are circumspect.

张先生：是我的荣幸。明天我给您打电话，以便把日程安排好，可以吗？

**Smith:** OK! Could you please depict the agenda mainly in advance?

张先生：当然可以。您在这儿待六到七天。两天会谈；一天去长城；两天是周末，安排一些娱乐活动；一天参观我们公司。顺便说一下，还会安排一些必要的会餐或宴会。

**Smith:** I see. That's good. Your Chinese are precisian.

张先生：谢谢您能这么说，现在让我把您直接送到酒店吧！

**Smith:** Thank you very much.

张先生：我很荣幸。

#### Model 4

提示：下面一段对话中，李芳接待史密斯先生，并向他介绍当天的安排。请听录音，模仿朗读者的语音和语调，并将中文部分口译为英文。

**Li Fang:** 您好，史密斯先生，欢迎来到云南。我是阳光能源有限公司的李芳，一路还顺利吧？

**Smith:** It was a bit long, all together about six hours.

**Li Fang:** 路程真是不近，您一定累坏了。

**Smith:** Yes, I feel a bit tired.

**Li Fang:** 我已经为您订了旅馆，您可以好好休息一下。下午 6 点我来接您，然后我们可以好好吃一顿。之后我们可以到处转转，看看夜景，那会非常令人激动。云南最近几年发展迅速，为了打造成一个旅游精品城市，云南已经做了很多改造工作，变化也很大。

**Smith:** That would be very nice, you're too kind.

**Li Fang:** 我们先去酒店放下您的东西。另外，接下来的几天里我会一直陪着您，如果您有问题或困难，请随时告诉我。

**Smith:** Sounds great. Thank you for your hospitality.

### Step 3: English-Chinese Translation

#### Text A

**Business Reception** Business Reception is one of the important elements to determine the success or failure of business activities. Welcoming and saying goodbye to the guests are the most basic forms and important part of the master to express feelings, reflecting courteous, especially to saying hello to guests, which can give guests a good first impression

and establish a good basis for further contact. The receptionist should have respect and friendly attitude toward guests, prepare necessary information before reception, and arrange calendar and meetings in order to leave a good impression on clients.

## Text B

**Make the Most of Business Trips** Now more than ever, business trips are a vital part of business life, so smart planning can help you make the most of your travel time. The following suggestions may help you a lot.

- Use a different means of communication. Such as phone, letter, video or teleconference.
- Delegate the assignment. Send someone else to represent you. This can be a valuable learning experience for junior associates to develop greater levels of maturity and expertise.
- Wait. If it's not urgent or if an important decision maker wouldn't be able to attend, schedule the trip for a more convenient time.
- Ask them to come to you. Try inviting the other party to come visit you. You'll save time and be more prepared to make a good presentation. If the trip is necessary, it can still enhance rather than detract from your productivity.

## Step 4: Chinese-English Translation

### 商务招待服装搭配

商务招待穿什么呢？关键就是衣着职业化。如果可以，整体效果可稍稍倾向于晚装。如果是男士，穿礼服、衬衫、皮鞋就可以了。要想和日常办公穿着有所区别，可以考虑穿有袖扣的法国袖衬衫。如果有与领带颜色相匹配的小方巾，可以插在西装外套上衣口袋里，再佩戴手表或表链进行装饰。

女士则有更多选择。连衣裙是允许穿的，但它们应专为商务会议场合而不是婚宴等场合而挑选，衣服的下摆应在膝盖以下。不要衣着暴露。对于商务接待，最安全的选择是西装裙配长筒丝袜和包住脚趾的高跟鞋。就像男士一样，要和每天在办公室的穿着有明确区别，整体效果要和活动相配。可考虑在西装外套下穿带花边的上衣，鞋子可以略带装饰，如皮革花、银扣或朴素的链子、扣子。搭配宝石项链是一个可爱的选择。耳环、耳坠虽好，但为了安全起见，最好不佩戴。珍珠或钻石首饰通常为最佳。

## Step 5: Supplementary Exercises

### Situation A

*One student reads the following text. Another student tries to be an interpreter.*

Britain's business travelers feel that investing in high speed rail should be a priority over expansion of capacity at the UK's airports. That is one of the major findings contained in a "business travel manifesto" released this week by the Guild of Travel Management Companies (GTMC). Nearly 70% of those who responded felt that high-speed rail should take precedence over airport expansion while 66% said they would switch from air to rail.

### Situation B

*One student reads the following text. Another student tries to be an interpreter.*

In October 2001, China announced to join APEC Business Travel Card Scheme, the senior management of major companies who hold a credit card can have a free passage in the Asia-Pacific Economic Cooperation (APEC) without a visa and a series of procedures. It helps entrepreneurs in the Asia-Pacific region to respond quickly to business opportunities and enhance the international competitiveness of the region.

### Useful Expressions

1. 安排	arrangement
2. 部门主管	head of department
3. 报销单	expense account
4. 东道主	host
5. 代表团	delegation
6. 额外津贴	perks
7. 公司信贷	company credit
8. 公司信用卡	corporate card
9. OCS	On Company Service 的缩写公司支付的其他业务活动
10. 高级的	senior
11. 公务签证	business visa
12. 高级代表团	top level delegation
13. 公司返还的差旅费	reimbursement
14. 高级副董事长	senior vice president
15. 豪华的	deluxe
16. 护照	passport
17. 活动日程	tentative itinerary

18. 航空积分里程	frequent flyer miles
19. 欢迎	welcome
20. 接待	receive
21. 经济的	economic
22. 考虑周到的	considerate
23. 旅程表	itinerary
24. 在旅行中生活	living out of a suitcase
25. 令人愉快的	enjoyable
26. ( 旅馆、饭店 ) 接待处	reception desk
27. 旅客入境登记表	disembarkation card
28. 每日定额	per diem rates
29. 面谈	face-to-face meeting
30. 潜在客户	potential customer
31. 荣幸	honor
32. 日程表	schedule
33. 时差	jet lag
34. 商务旅行	business trip
35. 收据	receipt
36. 手续	formality
37. 休息室	waiting room
38. 预支费用	cash advance
39. 业务拜访	sales call
40. 殷勤招待	hospitality
41. 延误	delay
42. 沿海的	coastal
43. 接待, 招待会	reception
44. 接待室	reception room
45. 接待员	desk clerk
46. 接待处, 招待所	reception centre
47. 接 ( 人 )	fetch
48. 接待人员	receptionist
49. 星级饭店	star-rated hotel
50. 机票	flight ticket



### 商务接待用语集锦

1. Excuse me, sir, but aren't you John Smith from USA Trading Company?  
对不起，先生，您是不是美国贸易公司的约翰·史密斯？
2. Pardon me. Are you Ralph Meyers from National Fixtures?  
对不起，请问您是国家装置公司的雷夫·梅耶史先生吗？
3. Welcome, Mr. Smith. It's my pleasure to have you here.  
欢迎您，史密斯先生，我很高兴在这里见到您。
4. I have long heard about you.  
久闻先生大名。
5. Please allow me to introduce myself.  
请允许我做自我介绍。
6. I'm Dennis. I am here to meet you today.  
我是丹尼斯，今天我到这里来接您。
7. We have been expecting your visit since you sent us fax informing us your date of arrival.  
自从您把来访日期传真给我们后，我们一直期待着您的到来。
8. I hope you will have a pleasant stay here.  
我希望您在这儿过得愉快。
9. It gives me such a great pleasure to meet you and your family here in Shanghai.  
能在上海接待您和您的家人，我深感愉快。
10. How was your flight? Was it comfortable?  
您坐的班机怎么样？还舒服吗？
11. Let me help you with the luggage (bag).  
让我来帮您拿行李（包）。
12. Mr. Wagner, do you have a hotel reservation?  
华格纳先生，您预订旅馆了吗？
13. I've already made a hotel reservation for you.  
我已经为您预订了酒店。
14. I have already booked a room for you.  
我已经为您预订了房间。
15. I've made a reservation at the hotel you used last time.  
我已预订了您上次住过的旅馆。

16. We've booked a western-style room for you.

我们已为您订了一间西式房间。

17. If you don't mind, we would like to accommodate you in Holiday Inn.

您要是愿意的话，我们想安排您在地处市中心的假日酒店下榻。

18. Upon your request, we have reserved for you of Suit 402, which is located in the East Tower of the Center.

按照您的要求，我们为您预订了中心东楼的 402 客房。

19. The company will pay for the hotel rooms.

酒店住宿费由公司承担。

20. Shall we get in the car and go to the hotel?

我们上车去酒店好吗？

21. Let's go to the hotel first and drop off your things.

让我们去酒店放东西吧。

22. I'm Edwin. I'll show you to your hotel.

我是爱德温，我带您去酒店。

23. I've brought my car, so I can drive you to your hotel.

我是开车来的，所以我可以开车送您回酒店。

24. Here is our car, Mr. Smith. Please get in.

这是我们的车，史密斯先生。请进。

25. Our car is out in the parking lot. We'll take you to hotel.

我们的车在外面的停车场。我们会带您到酒店。

26. In any case, I am sure you and your family will enjoy your stay in this city.

我会尽力使您和您的家人在本市旅途愉快。

27. I will give you a detailed account of your visiting schedule.

我将向各位详细介绍日程安排。

28. We will do everything we can do to accommodate you and make you feel at home.

我们会竭尽所能，使您宾至如归。

29. Mr. Smith, please take a look at the itinerary we've arranged for you, and if there's anything inappropriate, please let me know.

史密斯先生，请看看我们为您安排的行程，如果有什么不恰当的，请让我知道。

30. I'll call you tomorrow so that we can set up a schedule of appointments, is that OK?

我明天打电话给您，以便我们可以制定一个约会时间表，好吗？

31. Would you like to have some dinner?

您想吃饭吗？

32. If you're hungry, we can eat dinner now.

如果您饿了，我们可以现在就去吃饭。

33. You must be hungry. Shall we get something to eat?

您一定饿了，我们吃点东西好吗？

34. Can I take you out to dinner? It'll be my treat.

我带您出去吃饭好吗？这次我请客。

35. Of course, you need a good rest after such a long flight.

毫无疑问，长途旅行之后您需要好好休息。

36. See you again at the reception banquet tonight.

我们在今晚的招待宴会上见。

37. May I leave you alone?

我告辞了。