

Chapter Three The Travel Agency
Lesson 7 Travel Agents

学习目的和要求

了解旅行代理商的作用、特点、服务内容、具体职责和需要掌握的技能，以及计算机技术对旅行代理商工作所产生的影响。

学习要点

1. Introduction
Growth of travel agents
2. The role of travel agents
Differences between the travel agent's role and that of other retailers
Implications of these differences
The main role of the travel agent
Range of services
3. Travel agency skills and competencies
Factors in the agency's success
Functions of staff
Counter-staff skills
4. The impact of computer technology
Importance and application of computer technology
The threat posed to agents by computers

重点知识讲解

1. Differences between the travel agent's role and that of other retailers
知识点解读: The travel agent's role differs from that of most other retailers in that agents do not purchase a product for resale to their customers. Only when a customer has decided on a travel purchase do agents approach their principal on their customer's behalf to make a purchase. The travel agent does not, therefore, carry "stock" of travel products. }

2. Implications of these differences between the travel agent's role and that of other retailers

知识点解读: This has two important implications for the business of travel distribution. First, the cost of setting up in business is comparatively small compared to that of other retail businesses, and second, agents are not seeking to dispose of products they have already purchased, so will therefore display less brand loyalty towards a particular product or company.

3. The main role of the travel agent

知识点解读: The main role of the travel agent is to provide a convenient location for the purchase of travel. At these locations they act as booking agents for holidays and travel, as well as a source of information and advice on travel services.

4. Range of services

知识点解读: The range of products that an agent will choose to offer will vary, not only on the basis of the commission each earns but also depending on the demand in an area, the degree of specialization of the agency and the preferences and marketing

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policies of the proprietor.

5. Factors in the agency' s success ★

知识点解读: The two factors which are important in the agency' s success are good management and good service.

6. Functions of staff in travel agency★

知识点解读: (1) Advising potential travelers on resorts, carriers, travel companies and travel facilities world-wide.

(2) Making reservations for all travel requirements.

(3) Planning itineraries of all kinds, including complex multi-stopover independent tours.

(4) Accurately computing airline and other fares.

(5) Issuing travel tickets and vouchers.

(6) Communicating by telephone and letter with travel principals and customers.

(7) Maintaining accurate files on reservations.

(8) Maintaining and displaying stocks of travel brochures.

(9) Interceding with principals in the event of customer complaints.

7. Counter-staff skills ★

知识点解读: Counter staff need the following skills: the ability to read timetables and other data sources, to construct airline fares, to write tickets and to have sufficient knowledge of their customers to be able to match customer needs with the products available, and to competently operate computers, especially computer reservations systems.

8.Importance and application of computer technology

知识点解读: In travel agency operations, the computer technology can determine availability of transport and accommodation at short notice; to make immediate reservations, amendments or cancellations; to quote complex fares and conditions of travel; to process documents such as tickets, invoices, vouchers and itineraries rapidly. The back office also needs to process an ever-increasing amount of accounting and management information quickly.

1. The threat posed to agents by computers

知识点解读: The travel agency' s job is threatened by computers. Information sources do not have to be restricted to agents. The possibility can no longer be ignored that such systems may soon be in place in libraries or other public places where travelers may be enabled to make their reservations direct—or indeed, nothing now stands in the way of any airline establishing computer links with business hours, cutting out the business travel agent; and from there, it is a short jump to the home computer booking.

常用短语

1. take on 呈现, 显露; 接受, 承担

2. on the scene 在现场

3. set up 设置, 竖起; 设立

4. vie with 与...竞争

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5. dispose of 清除, 去掉; 处理
6. act as 充当某角色; 担当某工作
7. look to 指望, 依赖
8. come to terms with 勉强接受
9. in the way 挡路, 阻碍

旅游术语

travel principals	travel retailers
retail agencies	sales outlets
British Airways	air fares
source of revenue	brand loyalty
return on sales	hard-wired
car hire	word of mouth
word of mouth recommendation	
the local share of the market	
potential travelers	computer reservations systems (CRS)
basic point-to-point air fares	
capital investment	package their own tours
business travel agent	airport terminal
margins are extremely thin	Australia's Worldlink
traveller's cheque	counter staff
front office system	back office system

例题讲解

Phrase translation

1. airport terminal
2. counter staff
3. 旅游保险
4. 旅行支票

Answers:

1. 机场航空集散站
2. 柜台职员
3. travel insurance
4. traveller's cheque

Lesson 8 The Tour Brochure

学习目的和要求

了解旅游宣传册的作用、样式、种类、内容, 以及有关宣传册设计制作、印刷、分发方面的情况。

学习要点

1. The important role of the brochure
2. Brochure design and format

Design of brochures

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Format of brochures

Package tour brochures

Shell folders

Umbrella brochures

Regular tour brochures

3. Information required in the brochure

4. Negotiating with the printer

The operator's job before and during the production and printing of a brochure

5. Brochure distribution and control

Ways of reducing wastage

重点知识讲解

1. The important role of the brochure

知识点解读: The tour brochure is a vital marketing tool, being the main influence on the customers' decision to buy. Tourism is an intangible product which customers are obliged to purchase without having the opportunity to inspect it, and often from a base of very inadequate knowledge. In these circumstances, the brochure becomes the principal means of both informing them about the product and persuading them to purchase it.

2. Package tour brochures ★

知识点解读: Package tour brochures fall into three categories: shell folders, umbrella brochures and regular tour brochures. }

3. Information required in the brochure★

知识点解读:

- (1) The name of the firm responsible for the inclusive tour.
- (2) The means of transport used, including, in the case of air transport, the name of the carrier, type and class of aircraft used and whether scheduled or charter aircraft are operated.
- (3) Full details of destinations, itinerary and times of travel.
- (4) The duration of each tour (number of days/ nights' stay).
- (5) Full description of the location and type of accommodation provided, including any meals.
- (6) Whether services of a representative are available abroad.
- (7) A clear indication of the price for each tour, with any extras charged clearly shown on the same page.
- (8) Exact details of special arrangements, e.g. if there is a games room in the hotel, whether this is available at all times and whether any charges are made for the use of this equipment.
- (9) Full conditions of booking, including details of cancellation conditions.
- (10) Details of any optional or compulsory insurance coverage (clients should have the right to select an alternative insurance to that of the operator's own scheme, of equivalent coverage.)
- (11) Details of documentation required for travel to the destinations featured,

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and any health hazards or inoculations recommended.

4. The operator's job before and during the production and printing of a brochure
 知识点解读: When obtaining prices from the printer, operators should approach several companies, as quotations can vary substantially between printers. Many British operators choose to have their brochures printed abroad, especially in Italy, where good quality work can be produced at very competitive prices for long print-runs, but obviously the operator will want to compare whether British printers can match price, since use of a domestic printer will reduce transport costs. Most importantly, operators must avoid cutting corners to save money, as an inferior print job can threaten the whole success of the tour programme. The progress of the printing must be supervised throughout, either by the operator itself or its advertising agency. Proofs should be submitted at each stage of production to check on accuracy and a final corrected proof should be seen before the actual print-run to ensure there are no final errors.

常用短语

1. invest in 在...投资; 入股
2. pick up 捡起; 收拾, 整理; 获得, 学会
3. negotiate with 与...谈判, 协商
4. fall into 开始; 分为
5. run to 总计达到; 足够做某事
6. run off 印出, 复印出
7. distribute to 分发, 分配
8. give out 分发, 发出; 发表
9. cut down 减少, 削减
10. put on 增加数量; 提高价格; 发胖

旅游术语

tour brochure	marketing tool
intangible product	design studio
advertising agency	printers
computer graphic packages	in-house computer
publicity material	independent inclusive tour
tailor-made	tour basing fares
long-haul and short-haul	house name
ITX (Inclusive Tour Excursion)	games room
charter	proofs
insurance coverage	cutting corners
specialist operators	Green Flag International
professional expertise	shell folder
umbrella brochure	regular tour brochure
rack space	top seller

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house style

inclusive tour

scheduled aircraft

例题讲解

Phrasal verbs

run to	give out	cut down
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1. The teacher was ___ the examination papers.
2. Your article is too long—please ___ it ___ to 1,000 words.
3. Our funds won' t ___ a holiday abroad this year.

Answers:

1. giving out
2. cut down
3. run to