

**PRACTICE IN COMMUNICATION
FOR THE TOURISM INDUSTRY**

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EDITURA UNIVERSITARĂ
București

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Editura Universitară
Director: Jur. Vasile Muscalu
B-dul. N. Bălcescu nr.27-33,
Sector 1, București
Tel./Fax: 021 – 315.32.47 / 319.67.27
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EDITURĂ RECUNOSCUTĂ DE CONSILIUL NAȚIONAL AL CERCETĂRII
ȘTIINȚIFICE DIN ÎNVĂȚĂMÂNTUL SUPERIOR (C.N.C.S.I.S.)

Descrierea CIP a Bibliotecii Naționale a României

CHIRIACESCU, ADRIANA

Practice in communication for the tourism industry /

Adriana Chiriacescu, Roxana Bîrsanu, Alexandra Mărginean. –
București : Editura Universitară, 2011

Bibliogr.

ISBN 978-606-591-287-8

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338.48

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Distribuție: tel./fax: 021-315.32.47
021-319.67.27
comenzi@editurauniversitara.ro

ISBN 978-606-591-287-8

FOREWORD

This book is intended for the students of the Faculty of Internal and International Tourism Economy, 3rd year, Romanian-American University.

"Practice in Communication for the Tourism Industry" has been planned to offer students some working knowledge of written communication and practice in modern business contexts concerning tourism.

Having purely practical aims, it covers almost all stages of a business transaction from addressing and laying out routine letters, to complaints, including intercultural communication as well.

Each unit contains four kinds of material to study; after a short introduction covered by the *"Lead in"* section which offers the students the opportunity to comment on the topic under discussion, the next section focuses on the terms, style and specific language of the respective stage of transaction. What follows are the sections dedicated to grammar and translation, where those aspects specific to business are studied by practical activities. These first sections prepare the students for the proper business writing activity which is going to be a part of their future profession.

Thus, the practical material in the book is meant to make the students aware of the fact that written international communication, as well as other skills, are essential in establishing and confirming business activities.

The written material either sent by traditional means or emailed, will always reflect the person, the business, the agency.

Therefore, the **content** of the message and **the way it is expressed** is as much a part of business education as any other subject successfully studied during the student years.

We would like the material we place at the students' disposal to be entirely useful for their training and we would be most grateful for any further suggestions coming from them or our colleagues.

The authors



Contents

Unit 1

INTERPERSONAL COMMUNICATION

Lead in.....	11
1. Focus on vocabulary.....	11
2. Focus on grammar.....	17
3. Translate.....	22
4. Focus on writing.....	24
Words/phrases to remember.....	24

UNIT 2

BUSINESS LETTER: STYLE AND CONTENT, LAYOUT AND STRUCTURE

Lead in.....	25
1. Focus on vocabulary.....	26
2. Focus on grammar.....	35
3. Translate.....	39
4. Focus on writing.....	41
Words/phrases to remember.....	42

Unit 3
INQUIRY FOR GOODS

Lead in..... 45
1. Focus on vocabulary 45
2. Focus on grammar 49
3. Translate 55
4. Focus on writing 57
Words/phrases to remember 58

UNIT 4
OFFER, ORDER

Lead in..... 59
1. Focus on vocabulary 59
2. Focus on grammar 63
3. Translate 69
4. Focus on writing 71
Words/phrases to remember 72

UNIT 5
COMPLAINTS, ADJUSTMENTS

Lead in..... 73
1. Focus on vocabulary 73
2. Focus on grammar 78
3. Translate 84
4. Focus on writing 86
Words/phrases to remember 86

Unit 6
CULTURE AND CIVILIZATION

Lead in..... 87
1. Focus on vocabulary 87
2. Focus on grammar 91
3. Translate 97
4. Focus on writing 99
Words/phrases to remember 100

UNIT 7
CROSS-CULTURAL COMMUNICATION.
HOFSTEDE AND THE SOFTWARE OF THE MIND

Lead in..... 101
1. Focus on vocabulary 101
2. Focus on grammar 207
3. Translate 113
4. Focus on writing 114
Words/phrases to remember 116

Unit 8
STEREOTYPING

Lead in..... 117
1. Focus on vocabulary 117
2. Focus on grammar 122
3. Translate 129
4. Focus on writing 131
Words/phrases to remember 131

Unit 9

ETIQUETTE

Lead in.....	132
1. Focus on vocabulary.....	132
2. Focus on grammar.....	136
3. Translate.....	142
4. Focus on writing.....	143
Words/phrases to remember.....	146
 Bibliography	 147