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ACADEMIC WEEKLY DIGEST

School of Hospitality & Tourism Management

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NEW BOOK - CHINESE FOR HOSPITALITY AND TOURISM

China has become one of the driving forces in the global outbound tourism industry. The number of outbound tourists from China reached nearly 155 million in 2019 before the pandemic, almost three times as many as 2010. Leading hotel groups such as Hilton and Marriot have developed special welcome programmes such as 'Huan Ying' and 'Li Yu' to welcome their Chinese guests with customised amenities and services tailor-made for Chinese travellers, though communicating in the Chinese remains to be a challenge. SHTM's **Dr Lorna Wang** wrote a book to address this.



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SCHOOL OF HOSPITALITY
& TOURISM MANAGEMENT

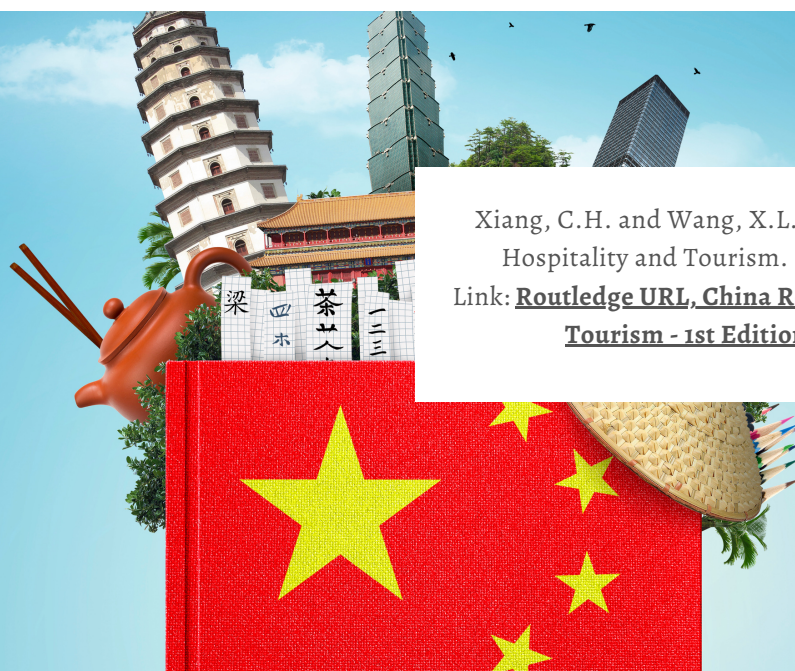
CHINA READY: CHINESE FOR HOSPITALITY AND TOURISM

DR XUAN LORNA WANG (王暄)

China Ready! prepares students and independent learners to work in the hospitality and tourism industry for high-value tourism business coming from China to English-speaking countries. The book focuses on listening and speaking skills – essential skills for learners. Audio files are available to support the independent learners.

This book's features include the following:

- *Important cultural and social awareness factors for interacting with clients from China*
- *Vocabulary and Real-life scenarios*
- *Situational role playing and interactive listening*
- *Experiential exercises to encourage learning outside the classroom*



Xiang, C.H. and Wang, X.L. (2021) China Ready: Chinese for Hospitality and Tourism. Routledge: Abingdon, Oxford.

Link: [Routledge URL, China Ready!: Chinese for Hospitality and Tourism - 1st Edition - Cath \(routledge.com\)](https://www.routledge.com/China-Ready-Chinese-for-Hospitality-and-Tourism/Xiang-Wang/9781138580000).



Review from Prof. Cathy Hsu, Chair Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Chinese is the most spoken language in the world and China has become the dominant source market for many destinations worldwide. Learning a language is the first step to understand another culture. It's time to have a book on Chinese for hospitality and tourism! Both current and future industry professionals would benefit from learning a few sentences from this book. Speak to impress!

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