



21 世纪中等职业教育系列教材
中等职业教育系列教材编委会专家审定

旅游服务与管理英语



主编 张秀梅
张慧宇



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出版说明

中国是一个山水俊美,文化多样的国家,随着经济的发展,旅游业越来越兴旺发达。在中国正以崭新的姿态向世界旅游强国迈进的时刻,市场经济的发展,产业格局的变化,对既懂业务又懂外语的旅游业各类服务与管理人才需求量越来越大,本教材正是适应时代的发展和日常交际的需要而编写的,分为学生用书和教师用书两册,可供中等专科学校旅游专业、英语专业教学和旅游英语爱好者使用。

该教材在编写过程中,遵循中等职业教育旅游英语服务与管理原则,从中国实际出发,按旅游服务中常出现的情景设计单元课文、对话及练习。课文内容涉及中国的名川大山,风土人情,风俗习惯,历史文化。听力内容涵盖中国、英国重要景点介绍。练习内容围绕接机、地陪、回答旅客问题展开。

本教材语言简练,内容丰富,经济适用。编写人员均来自教学及旅游管理一线,具有丰富的旅游英语服务与管理教学经验。

本教材旨在扩大学生的视野,巩固和提高学生的交际能力。在教材编写过程中,努力体现以下三点:

一、以听读为主,说译为辅。通过听力热身训练培养学生的快速反应,对有效信息的处理等能力。此外本教材所选文章涉及的内容较为广泛,包括宗教信仰、饮食文化、名山大川、体育娱乐等。全方位、多角度地介绍中国,从而拓宽学生的知识面。

二、立足于满足学生的求知欲。从学生的学习兴趣出发,选取具有典型性和实际应用性强的素材,使专业学习和语言学习巧妙地相结合。

三、开放式讨论,活跃课堂气氛。每个单元紧随正文之后都附有一道讨论

题。此题为开放式。若在阅读正文之前进行讨论,可以激发起学生的学习兴趣。反之,可以对正文做出更为详实的补充与总结。

本教材由 10 个单元组成,计划两周学习一个单元,可供一个学期使用。在体例安排上,每个单元由以下 3 个主要部分组成:1. Warm-up; 2. Text; 3. Dialogues。

本书由张秀梅、张慧宇主编,参与编写的还有高宏蕊、张秀军、李欣、张丽梅。在编写过程中得到了旅游业同仁、多所旅游院校的指点和帮助,在此一并致谢!

由于编写时间仓促,本书如有不妥之处,恳请专家及广大读者批评指正。

编 者

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Unit 1 Tourism Industry

Part I Warm-up

Section A: Listen carefully and try to answer the following questions:

1. Which city does it talk about?
2. How many places does it list?
3. For what do many people come here each year?
4. Is this city very old or very new?

Section B: Spot Dictation

For 1 the deep waters of Loch Lomond and the narrow glens of the Trossachs have fired the imagination of 2 and artists. Today they are at the heart of Scotland's most accessible national part. From the high 3 of Breadalbane to the sheltered coastline of the Argyll Forest, Loch Lomond and The Trossachs 4 Park embraces 1,865 square kilometers of mountain, loch, glen and shore. The diverse habitats are 5 to a wealth of wildlife and provide a stunning backdrop to a range of 6 activities. Here you can rock-climb and water-ski, 7, hike and stroll, go horse-riding or bird watching, join guided 8 and much more besides.

Part II Text

Tourism Industry in China

Tourism is a demand-driven and service-oriented industry. It is experiencing rapid growth all over the world.

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It covers a broad range of industries, such as catering, accommodation, transport, retail, construction, insurance and financial services, etc. Thus, tourism industry does have a great role in job creation and economic growth. It provides a growing number of opportunities for individuals to work full-time or part-time jobs, which alleviates the employment pressure. On the other hand, it is of great importance to the growth of local economy through employment, investment, foreign exchange earnings and regional development. It directly and indirectly contributes GDP of every country.

Tourism in China is also a booming industry. Modern tourism in China sprang up in the early 1950s. In 1954, China International Travel Service (CITS) was established. In 1964, State Tourism Administration of China (STAC) was formally established. Since the initiation of the policies of reform and opening to the outside world in 1978, China's tourism has entered a stage of rapid development. In the year 2002, a total of 97.91 million people visited China and China's international tourism revenue was 20.4 billion U. S. dollars. It has become one of the fastest growing sectors for China's economy. The Beijing 2008 Olympic Games will be a spur to China's tourism industry. To maximize potential economic benefits, the Beijing Organizing Committee for the Games has mapped out a Beijing Olympics Action Plan to develop tour products with unique cultural flavors and to offer more shopping facilities for tourists and athletes during the Olympic Games.

Now, China is high-speed on its way to constantly improving tourism facilities and services, and becoming a country with highly developed tourism. It is the fifth most popular tourist destination in the world and is to become the first in 15 years, according to the World Tourism Organization (WTO). There is no doubt that the tourism industry has contributed to the economy of China and to the standard of living of Chinese people. However, it also faces the challenge of balancing economic, social and environmental aspects to achieve sustainable growth.

Notes

- | | | |
|------|---------------------------------------|------------------|
| CITS | China International Travel Service | (中国国际旅行社)的缩写 |
| STAC | State Tourism Administration of China | (中国旅行游览事业管理局)的缩写 |
| WTO | World Tourism Organization | (世界旅游组织)的缩写 |

Discussion

How does tourism industry benefit the living conditions of local residents?

New Words

oriented / 'ɔ:riəntɪd/ <i>adj.</i>	导向的,定向的
catering / 'keɪtərɪŋ/ <i>n.</i>	公共饮食业
accommodation / ə,kɒmə'deɪʃən/ <i>n.</i>	住处,膳宿
retail / 'ri:teɪl/ <i>n.</i>	零售
alleviate / ə'li:vɪeɪt/ <i>v.</i>	减轻
investment / ɪn'vestmənt/ <i>n.</i>	投资
booming / 'bu:mɪŋ/ <i>adj.</i>	迅速发展的
initiation / ɪ,nɪ'ʃi'eɪʃn/ <i>n.</i>	开始,创始
spur / spɜ:/ <i>n.</i>	刺激,鞭策
maximize / 'mæksɪmaɪz/ <i>v.</i>	最大限度利用(某事物)
potential / pə'tenʃl/ <i>adj.</i>	潜在的,有潜力的
facility / fə'sɪlɪti/ <i>n.</i>	设备,设施
athletes / 'æθli:t/ <i>n.</i>	运动员
constantly / 'kɒnstəntli/ <i>adv.</i>	不断地,坚持不懈地
improve / ɪm'pru:v/ <i>v.</i>	改进,改善
destination / ,destɪ'neɪʃn/ <i>n.</i>	目的地
challenge / 'tʃælɪndʒ/ <i>n.</i>	挑战
aspect / 'æspekt/ <i>n.</i>	方面
sustainable / sə'steɪnəbl/ <i>adj.</i>	可持续的

Exercises

Mark the following statements with “T” for true and “F” for false according to the text.

- () 1. Tourism industry is one of the fastest growing businesses all over the world.

Unit 1 Tourism Industry

- () 2. Tourism covers a narrow range of industries, such as catering, accommodation, transport, etc.
- () 3. Tourism industry in China increases the employment pressure, and more and more people are out of work.
- () 4. China International Travel Service (CITS) has been established for over 50 years.
- () 5. The Beijing 2008 Olympic Games will be the promotion of China's tourism industry.
- () 6. Beijing Olympics Action Plan has been made by volunteers for 2008 Olympic Games.
- () 7. China has been the first most popular tourist destination in the world for 15 years.
- () 8. China has to deal with the difficulties of how to balance economic, social and environmental aspects to achieve sustainable growth.

Translate the following sentences into Chinese.

1. Tourism is a demand-driven and service-oriented industry experiencing rapid growth all over the world.

2. Thus, tourism industry does have a great role in job creation and economic growth.

3. It provides a growing number of opportunities for individuals to work full-time or part-time jobs, which alleviates the employment pressure.

4. On the other hand, it is of great importance to the growth of local economy through employment, investment, foreign exchange earnings and regional development.

5. Since the initiation of the policies of reform and opening to the outside world in 1978, China's tourism has entered a stage of rapid development.

6. China is high-speed on its way to constantly improving tourism facilities and services, and becoming a country with highly developed tourism.
7. It is the fifth most popular tourist destination in the world and is to become the first in 15 years, according to the World Tourism Organization (WTO).
8. However, it also faces the challenge of balancing economic, social and environmental aspects to achieve sustainable growth.

Part III Dialogues: At the Airport

Sample Conversation 1: At the Information Office

Clerk: Good morning, Madam. May I help you?

Passenger: Good morning. Can you tell me how many direct flights are there to New York on August 1, the day after tomorrow?

Clerk: Let me see. We have three flights from Beijing to New York. They are the Flight No. 783, No. 358, and No. 596, leaving Beijing at 8:20, 13:15 and 18:40, respectively.

Passenger: How many hours does the flight take from here to New York? Do these three flights take the same hours?

Clerk: No, not exactly the same. But all are about 13 hours.

Passenger: As to the Flight No. 783, what's the fare for an economy ticket?

Clerk: Economy fare for one way trip is 3586 RMB, for round trip is 5989 RMB.

Passenger: If I'd like to make a reservation of the Flight No. 783, when am I supposed to

Unit 1 Tourism Industry

check in?

Clerk: Check-in time is 3 hours or so before take-off, so you have to arrive at the airport 3 hours before departure.

Passenger: Thanks.

Clerk: You are welcome.

Sample Conversation 2: Making a Plane Reservation

Clerk: Good afternoon, Sir. Can I help you?

Passenger: Good afternoon. I'd like to book a seat on the Flight No. 783 from Beijing to New York on August 1, please.

Clerk: Let me see whether it is available. . . Sorry, I'm afraid that the flight is fully booked.

Passenger: Could you check other flights from Beijing to New York on August 1, please?

Clerk: There are tickets available on the flight leaving at 18:40. Would you like this flight?

Passenger: Yes, a coach single ticket, please, in the name of Li Dawei.

Clerk: All right, I've booked a ticket for you on the Flight No. 596. You may confirm this booking next week.

Passenger: I see. Thank you. Goodbye.

Sample Conversation 3: At the Airport Check-in Counter

Passenger: Good evening. Can I check in here for the flight to New York?

Clerk: Yes, that's right. May I have your ticket and passport, please?

Passenger: Here you are.

Clerk: Put your baggage on the scale, please.

Passenger: Ok. What's the weight limit?

Clerk: Forty-six kilograms.

Passenger: Can I carry this satchel as hand baggage?

Clerk: Yes. Here are two tags for the suitcases, and one label for the hand luggage.

Passenger: Thanks.

Clerk: Do you have any seat preference? Aisle seats or window seats?

Passenger: I'd like to have one aisle seat.

Clerk: Ok. Here are your ticket, passport and boarding pass. You will board at Gate No. 8.

Passenger: Can I board the plane immediately?

Clerk: No. Please go and have a seat at the waiting room until it's announced.

Sample Conversation 4: Going Through Customs

Passenger: Good morning, officer. All the luggage is mine. Which one shall I go through, the Green Channel or the Red Channel?

Customs officer: Have you got anything to declare?

Passenger: I am not very aware of what's dutiable. I have some personal belongings and a few presents for my friends abroad, such as a bottle of perfume, a watch and some books, etc.

Customs officer: Do you have receipts for your perfume and watch?

Passenger: Yes. I have the invoices for them. Here they are.

Customs officer: All right. You needn't fill out your customs declaration form. Please go through the Green Channel.

Passenger: Thanks.

Notes

Information Office

direct flights

economy ticket

one way trip

round trip

make a plan reservation

check in

available

boarding pass

the Green Channel

问询处

直飞航班

经济舱的机票

单程

往返

预订机票

登机

有效的, 可得到的

登机牌

绿色通道

Unit 1 Tourism Industry

the Red Channel	红色通道
personal belongings	私人物品
customs declaration form	海关申报表
The flight is fully booked.	
这次航班已订满。	
There are tickets available on the flight leaving at 18:40.	
18:40 的航班还有座位。	
A coach single ticket, please, in the name of Li Dawei.	
一张经济舱的单程票,名字是李大伟。	
May I have your ticket and passport, please?	
我可以看看您的机票和护照吗?	
What's the weight limit?	
重量限制是多少?	
Can I carry this satchel as hand baggage?	
这个背包可以随身携带吗?	
Here are two tags for the suitcases, and one label for the hand luggage.	
这是行李箱的两张标签,和手提行李的一张标签。	
Do you have any seat preference? Aisle seats or window seats?	
您对座位有什么偏好吗? 靠通道的还是挨窗户的?	
I am not very aware of what's dutiable.	
我不是十分清楚哪些东西应该上税。	

Exercises

Complete the following dialogues by translating the Chinese into English.

A: (是首都国际机场吗?) _____

B: Yes. Can I help you?

A: We're calling to find out if Flight No. 596 is on schedule?

B: I am sorry to say (这次航班因天气恶劣已推迟起飞。) _____

A: When will it take off? Do you have any idea?

B: Sorry, it's hard to tell you now, sir. It all depends on the weather. (过一小时后再来个电话好吗?)

A: I see. If it doesn't take off in two hours, may I cancel the ticket, and book one seat on Flight No. 783 to New York tomorrow?

B: Of course. (但必须在今晚 12 点前来取票。)

A: All right. Thank you.

B: You're welcome. We deeply regret any inconvenience this may have caused. Goodbye.

Match the following groups of words and phrases.

- | | |
|-------------------------------|------------|
| 1. China entry cards | a. 行李提取处 |
| 2. transit passenger | b. 当地时间 |
| 3. luggage claim area | c. 中国入境登记卡 |
| 4. tourist visa | d. 泛美航空公司 |
| 5. traveler's check | e. 中转旅客 |
| 6. flying time | f. 准点 |
| 7. Pan American World Airways | g. 半票 |
| 8. half ticket | h. 旅行签证 |
| 9. on schedule | i. 飞行时间 |
| 10. local time | j. 旅行支票 |

Unit 2 Global Eye on China

Part I Warm-up

Section A. Listen carefully and try to answer the following questions:

1. Where is Yunnan located?
2. What's the weather like there?
3. What's the name of the capital of this province?
4. Can you name two world famous visiting places there?

Section B. Spot Dictation

1 Dunbartonshire is an area of great 2 beauty lying to the north east of Glasgow, within easy 3 of Stirling and Edinburgh. As the 4 to the famous West Highland Way and the home of the 5 Campsie Hills and surrounding villages, the area has something to 6 everyone. So whether you want to enjoy the stunning 7, the walking trails, cycle and canal paths, or visit the area's galleries and historic Roman sites, you're sure to find something of 8 in East Dunbartonshire.

Part II Text

Brief Introduction of China

Geographical Location

Situated in the eastern part of Asia and on the west coast of the Pacific Ocean, China covers 9.6 million square kilometers.

It has land boundary line of more than 20,000 kilometers. Its neighbors are D. P. R. Korea in the east, Mongolia in the north, Russia in the northeast, Kazakhstan, Kyrgyzstan and Tajikistan in the northwest, Afghanistan and Pakistan in the west, India and Nepal in the southwest, and Myanmar, Laos, and Vietnam in the south.

Its continental coastline is 18,000 kilometers, bordering Bohai Sea, Huanghai Sea (Yellow Sea), Donghai Sea (East China Sea) and Nanhai Sea (South China Sea). Its vast sea surface is studded with more than 5,000 islands. The largest island is Taiwan, with a total area of about 36,000 square kilometers, and the second one is Hainan, approximately 34,000 square kilometers.

Climate

Due to its vast territory, China's climate is obviously diverse, ranging from unbearable 48°C in the northwest during summer to equally unbearable -40°C in the far north in winter.

The Administrative Division

China is divided into 23 provinces, 5 autonomous regions, 4 municipalities, and 2 special administrative regions directly under the central government. In 1997 Hong Kong was transferred from Britain to China under the agreement that it would be given considerable autonomy. Portugal recognized Macao as part of Chinese territory in the late 1970s and negotiated the transfer of Macao's administration from Portugal to China in 1999. Macao was also guaranteed a special degree of autonomy. Taiwan is the undivided holy territory of China. Beijing is the capital city of China, and the country's political, economic, cultural center as well as a famous historical city.

Population

China has the largest population in the world, with the number of over 1.3 billion, which makes up 22 percent of the world total. To bring population growth under control, the country has followed a family planning policy that encourages a couple to have only one child since the 1970s. Now it achieves remarkable success.

Nationalities

China is a multiracial country with 56 ethnic groups, including Han, Bai, Dai, Gaoshan, Manchu, Miao, Tujia, Yao and Zhuang, etc. The Han nationality accounts for more than 90 percent of the total population. However, according to the Chinese constitution, no matter how big or small the population is, all peoples share equal rights. The government protects their lawful rights