

高职高专旅游管理专业规划教材

旅游英语

English for Tourism

史爱华 顾宝珠 主编



机械工业出版社
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本教材是以适应国际旅游人才培养的需求为出发点,根据高等职业旅游教育的办学宗旨,本着实用的原则,围绕实际教学需要,结合作者多年的教学经验而编写的。

在教材的编写过程中,作者力求坚持理论知识和旅游产业实务相结合,强调学以致用,着重培养学生在旅游行业中的英语实用能力。本教材按照旅游接待的业务内容,在食、住、行、游、购、娱6大部分的总体框架下安排语言材料,共分14单元,每个单元由课文A、课文B、情景对话、练习、补充阅读材料5部分组成。内容广泛,系统全面,有助于读者对旅游业知识进行深入了解和学习。

本教材可供高职高专旅游专业学生使用,以期能较快地提高旅游专业学生的英语应用水平,也可作为旅游职业工作者或旅游爱好者的自学教材和读物。

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前言

随着全球经济一体化的发展,旅游业作为 21 世纪的朝阳产业已经成为各国经济发展的支柱产业。中国加入世贸组织,北京举办 2008 年奥运会,上海将举办 2010 年世博会,这一切使中国旅游业面临着持续发展的良机 and 严峻的挑战。要想使之快速发展,就需要越来越多的旅游专业人才,尤其是高素质旅游英语人才,加入到这个队伍中来。为了适应国际旅游人才培养的需求,根据高等职业旅游教育的办学宗旨,本着实用的原则,从实际教学需要出发,结合多年的教学经验,我们精心编写了本教材,供高职高专旅游专业学生使用,以期能较快地提高旅游专业学生的英语应用水平,为保证我国旅游事业可持续性发展做出贡献。本书也可作为旅游职业工作者或旅游爱好者的自学教材和读物。

在教材编写过程中,我们参考了大量的国内外旅游管理专业的教材和专著,阅读了网络上英、美等发达国家的旅游信息,坚持理论知识和旅游产业实务相结合,强调学以致用,着重培养学生在旅游行业中的英语实用能力。本教材按照旅游接待的业务内容,在食、住、行、游、购、娱 6 大部分的总体框架下安排语言材料,共分 14 单元,每个单元由课文 A、课文 B、情景对话、练习、补充阅读材料 5 部分组成。教材内容广泛,系统全面,有助于读者对旅游业知识进行深入了解和学习。

本教材由史爱华、顾宝珠任主编,许红和廉勇任副主编。具体编写分工如下:史爱华编写第一单元和第十二单元,顾宝珠编写第二单元和第七单元,廉勇编写第三单元和第九单元,许红编写第五单元和第十三单元,张瀛心编写第四单元,王淑玲编写第六单元,赵勇编写第八单元,纪红编写第十单元,赵霞编写第十一单元,陈丽竹编写第十四单元。该教材有幸得到外籍教师 Matt 的审阅和帮助,在此表示衷心感谢。

由于编者经验与水平有限,疏漏和不足之处在所难免,敬请同行专家和读者批评指正。

编者

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Unit / Tourism (1)

Some books are to be tasted, others to be swallowed,
and some few to be chewed and digested.

—Bacon

一些书可以浅尝即止；一些书可以狼吞虎咽；而有些书则
需要细嚼慢咽，好好消化。

——培根



Text A Travel and Tourism

What is travel and tourism? Travel and tourism can be thought of as a manufacturing industry. According to some resources, it is the largest and the fastest growing industry in the world. Components, e. g. hotel rooms, meals, coach or airline seats, are bought and put together by a tour operator to produce holidays. These are sold to the public by retail travel agents, with representatives of the tour operator providing the after-sale service^[1] to the consumer. Another aspect of the travel and tourism industry is the work of the tourist authorities and boards, set up to promote the counties and regions of the UK^[2].

Tour Operators

Although the holidays which are “manufactured” by tour operators are usually sold by travel agents, some companies have their own retail outlets or sell direct to the public by telephone or post. Thus the work of a large operator may encompass all the

stages in the production and sale of a holiday.

The larger the company, the more specialized each employee's role becomes. For example, there are those who produce the brochure or "label" of the product, those involved with the research and development^[3] of new ideas of marketing them, and those dealing with reservations. They also have separate finance, personnel and other administrative departments.

Representatives or couriers are employed by tour operators to look after the holidaymakers and escort parties of tourists. They work very long hours and are always on call. Besides supervising arrivals, departures, excursions and answering questions, representatives have to deal with any complaints, accidents or illnesses (even deaths) that occur within their group of tourists.

Employment is usually on a seasonal basis, e. g. from April to September. Most companies stipulate a minimum age of 20 or 21. Good conversational ability in one or more languages, besides native English, is needed. The work involves close personal contact with people and requires the ability to communicate effectively, patiently and tactfully, sometimes in very difficult circumstances^[4].

Travel Agents

A travel agency may either be one of a chain of retail outlets or a single operation. The work of the larger agencies is often divided between different divisions, e. g. counter service, business travel and foreign exchange^[5]. Some agencies limit their activities to arranging travel and holidays to a specific area, but most cater for a very much wider demand and fulfill all the functions associated with acting as intermediary between the providers of holidays, transport, accommodation etc., and the client.

Travel agency sale clerks take bookings on behalf of tour operators, sell tickets for travel, make hotel bookings, take payments from the public and give advice on types of holidays, methods of travel, passports, visas, traveler's checks^[6], foreign currencies^[7], etc. They need to have a good knowledge of^[8] the products and destinations offered by the tour operating and travel companies. Managers and assistant managers are responsible for the day-to-day operation of branch offices. This includes staffing, marketing, accountancy, complaints, etc. Travel managers should have professional qualifications and experience. In a small agency, training will probably be on-the-job^[9]. Large companies may offer a training program.

Tourist Boards

Tourist Boards or authorities are public bodies which have been set up to promote the UK to the public, tour operators and travel agents, both at home and overseas,

thus encouraging the development of tourism. Their main functions are marketing of an area, research and development of new ideas to attract tourists, and information provision.

Travel is a part of life in modern society. The British alone take something in the order of 21.5 million trips abroad each year and more than 50 million holidays, or short breaks, are taken within the confines of the United Kingdom. Apart from the holiday business, however, the travel and tourism industry also affects our lives in many other ways. Visiting friends and relatives, attending family events, traveling for business purposes^[10], attending conferences, and winning travel prizes in advertising campaigns or on television quiz shows are all parts of modern living. It is not surprising, therefore, that a vast, complicated industry exists to provide the facilities that make these journeys possible, convenient and very enjoyable.

Recent statistics indicate that in Great Britain alone, some 1.5 million people depend on the travel and tourism industry for their livelihoods. As far as Britain's economy is concerned^[11], the tourism industry earns more in foreign currencies than any other industry, contributing more and more to the country's prosperity by means of what are called invisible exports.

What is meant by invisible exports? If a resident of the USA decides to come to Britain on holiday, he changes his dollars into sterling in order to spend money here on hotel accommodation or entertainment, etc. If he travels from New York to London by British Airways, as far as our economy is concerned, Britain is exporting. In other words our friend from the USA is putting US dollars into the British economy. He is not receiving tangible goods in exchange^[12], while he is, in fact, receiving services and of course, travel and tourism is a service industry.



Text B Employment for China's Travel Industry

The recent research produced by the World Travel & Tourism Council (WTTC)^[1] and Oxford Economics (OE) shows that tourism growth has been particularly rapid in developing countries with the fastest average growth in tourism arrivals. These countries are not only recognizing the development potential of travel and tourism and therefore investing heavily in new infrastructure and facilities^[2], but their citizens are also seeing that rapid economic growth boosts their incomes beyond the level where international travel becomes both a feasible and desired option.

According to WTTC, travel and tourism created over 231 million jobs worldwide in 2007, making it one of the world's largest industry employers. Today, the Council announced that over the last year the industry accounted for more than 72 million jobs in China alone, putting China in pole position followed respectively by India, the United States and Japan.

Moreover, in 2007 China's travel and tourism industry contributed 12.2 per cent of GDP^[3] and the industry's economic activity generated over RMB 3,360 billion (US \$439 billion), positioning China's travel and tourism economy as the 4th largest in the world, after the United States, Japan and Germany. However, travel and tourism is expected to grow at an annual rate of ^[4]9.6 per cent over the next decade, climbing to the 2nd position by 2017.

As a result of this positive growth, China faces increasing pressure on its Human Resources^[5] capacity. China's greatest challenge will be to manage these projections. In order to meet the industry's future demands, China will need to recruit, train, retain and develop millions of people over the next ten years.

Today, travel and tourism leaders and human resources experts gathered in Shanghai to discuss the issue of China's employment development and how to reach its full economic potential. WTTC President Jean-Claude Baumgarten opened the discussion, stating "China needs to focus its financial, human and intellectual resources on supporting, enabling, managing and directing its growth." He continued "the Chinese Government must make a firm commitment to^[6] furthering employment opportunities in the tourism industry in China by exempting the industry from permanent residency requirements, so that people can be effectively mobilized and encouraged to stay in travel and tourism. This industry should be promoted to the younger generations as a highly regarded career opportunity, and the English language should be made a requirement for all travel & tourism study programs and newly hired employees."

Representing WTTC's most supportive Chinese Member, Liu Yi, BTG (Beijing Tourism Group) Vice President, spoke about how the tourism industry has become a new engine of economic growth for China. Highlighting the positive impact of the Beijing Olympics, Mr. Liu said, "the Games will have a profound impact on^[7] the entire country, but in the long term the Chinese government will need to control the caliber of people working in tourism in order to ensure quality service for the extraordinary growth in tourism arrivals both on a regional and international basis."

Highlighting the demands travel and tourism will make on global workforces, Accenture Executive Director, Patrick Leung explained how "Globally the travel

industry will need about 1.6 million new employees in the next ten years and, as travel is a people business, excellent service skills^[8] are a fundamental requirement for success. This presents a major opportunity for growth of the whole Chinese travel sector. With strong leadership the industry will attract and retain the top talent that is required to realize potential growth.”

As the official co-host of this event, Marriot International Senior Vice President for Human Resources, Jim Pilaski commented, “China continues to be a significant growth market for Marriott, and hiring and developing talent is a high priority^[9]. We are excited about the potential opportunities that a conference like this offers to better understand and adapt to the human resource needs of this vibrant market.”

Nonetheless, the travel and tourism industry does face challenges in the years ahead. The deteriorating economic conditions^[10], particularly in the housing and credit markets across the globe, are increasing concerns for the industry. However, the slowdown is likely to have a limited impact, due to the growth of emerging markets^[11] and the easing in monetary policy by central banks.

Words and Expressions

Text A

agent [ˈeɪdʒənt] *n.*
 representative [ˌreprɪˈzentətɪv] *n.*
 board [bɔːd] *n.*
 promote [prəˈməʊt] *vt.*
 retail [ˈriːteɪl] *adj.*
 operator [ˈɒpəreɪtə] *n.*
 encompass [ɪnˈkʌmpəs] *vt.*
 specialize [ˈspeʃəˌlaɪz] *vt.*
 reservation [ˌrezəˈveɪʃən] *n.*
 courier [ˈkʊrɪə] *n.*
 escort [ɪsˈkɔːt] *vt.*
 stipulate [ˈstɪpjuleɪt] *vt.*
 circumstance [ˈsəːkəmstəns] *n.*
 intermediary [ˌɪntəˈmiːdiəri] *n.*
 accountancy [əˈkaʊntənsi] *n.*

代理 (商)
 代表
 委员会, (政府机关或商业) 部门
 促进, 发扬
 零售的
 经营者, 操作员
 包围, 包含或包括某事物
 专门研究, 使专业化
 保留, (旅馆房间等) 预定
 旅行从仆
 护卫, 护送, 陪同
 规定, 保证
 环境, 境况
 中间人, 中介物
 会计工作

confine ['kɒnfain] *n.*
 statistics [stə'tistiks] *n.*
 prosperity [prɒs'periti] *n.*
 accommodation [ə,kɒmə'deɪʃən] *n.*
 tangible ['tændʒəbl] *adj.*
 on call
 deal with
 on a... basis (= on the basis of)
 cater for
 on behalf of
 be responsible for
 depend on
 by means of

境界, 区域
 统计, 统计数字
 繁荣
 住处, 膳宿
 有形的, 确实的
 随叫随到的
 处理, 对付
 以……为根据, 在……基础上
 迎合, 投合
 代表……, 为了……
 对……负责
 依靠, 依赖
 用, 依靠

Text B

council ['kaunsil] *n.*
 potential [pə'tenʃ(ə)l] *n.*
 infrastructure ['ɪnfra'strʌktʃə] *n.*
 boost [bu:st] *vt.*
 feasible ['fi:zəbl] *adj.*
 respectively [ri'spektivli] *adv.*
 generate ['dʒenə'reɪt] *vt.*
 decade ['dekeɪd] *n.*
 positive ['pɒzətɪv] *adj.*
 recruit [ri'kru:t] *vt.*
 retain [ri'teɪn] *vt.*
 intellectual [ˌɪntɪ'lektʃuəl] *adj.*
 commitment [kə'mɪtmənt] *n.*
 exempt [ɪg'zempt] *vt.*
 mobilize ['məʊblaɪz] *vt.*
 represent [ˌreprɪ'zent] *vt.*

理事会, 委员会
 潜能, 潜力
 基础, 基础结构
 提高, 促进
 可行的, 切实可行的
 分别地, 各个地
 产生, 发生
 十年, 十
 肯定的, 实际的
 补充, 征募
 保持, 保留
 智力的, 用脑筋的
 委托事项, 许诺
 免除
 动员
 代表, 代理

highlight [ˈhaɪlaɪt] <i>vt.</i>	集中注意力于, 着重
impact [ˈɪmpækt] <i>n.</i>	冲击, 影响
caliber [ˈkælɪbə(r)] <i>n.</i>	能力, 器量, 质量
extraordinary [ɪksˈtrɔːdɪnəri] <i>adj.</i>	非常的, 非凡的
fundamental [ˌfʌndəˈmentl] <i>adj.</i>	基本的, 基础的
present [ˈpriːznt] <i>vt.</i>	给, 赠送, 提出, 呈现
priority [ˈpraɪˈɔːrɪti] <i>n.</i>	优先, 优先考虑的事
deteriorate [dɪˈtɪəriəreɪt] <i>vt.</i>	(使) 恶化
invest in	投资
account for	(指数量等) 占, 说明 (原因等)
as a result of	由于, 因为
focus on	集中, 使 (眼睛) 注视
exempt from	免除, 豁免
in the long term	从长远观点来看

Notes

Text A

- [1] after-sale service 售后服务
- [2] UK = United Kingdom 联合王国, 大不列颠和北爱尔兰联合王国
- [3] research and development (产品等的) 研究与开发
- [4] in very difficult circumstances 在十分困难的情况下
- [5] foreign exchange 外汇
- [6] traveler's check 旅行支票
- [7] foreign currencies 外币
- [8] have a good knowledge of 熟知, 掌握
- [9] on-the-job 在职的
- [10] traveling for business purposes 商务旅行
- [11] as far as... be concerned 关于; 至于; 就……而言
- [12] in exchange 交换

Text B

- [1] WTTC 世界旅游及旅行理事会。WTTC 是全球旅游业的权威论坛组织, 成立于 1990 年, 总部设在伦敦, 该组织每年发表对全球旅游市场的研究调查报告。

- [2] infrastructure and facilities 基础设施
- [3] GDP (Gross Domestic Product) 国内生产总值。GDP 是对在一国境内生产的所有产品及服务的市场价值的计量，而不管资产的所有权归属关系。
- [4] grow at an annual rate of... 年增长率为……
- [5] Human Resources 人力资源
- [6] make a firm commitment to (doing something) 承诺 (做某事)
- [7] have a profound impact on 对……有深远的影响
- [8] service skills 服务技巧或技能
- [9] a high (top) priority 应予以优先考虑的事
- [10] deteriorating economic conditions 日益恶化的经济形势
- [11] emerging markets 新兴市场。所谓新兴市场，泛指一些发展中的国家和地区，如韩国、印度、中国、巴西、南非、俄罗斯及土耳其等。通常这些国家和地区的劳动力成本低，天然资源丰富，而发达国家和地区一般都会将生产线移至新兴市场，凭借低廉的劳工成本增强竞争力。



Situational Dialogues

Dialogue 1: Reasons for Travel

(A is a clerk working in a travel agency. B is a tourist coming here for information. They are talking about the motivations for travel.)

B: Excuse me, could you please tell me the reasons why people travel much more than before?

A: OK, it is well-known that travel can help increase one's knowledge and broaden one's view, mind and experience^[1]. And with the improvement of people's living standard and rapid development of the modern transportation^[2], travel and tourism industry is growing quickly.

B: Can you explain it in detail^[3]?

A: This growth is due to the fact that people have more leisure time available, and that they often see travel as an attractive leisure time activity, and that they are more in the mood for traveling. Nowadays people are spending more time and money on both domestic and international tours. People travel for a variety of reasons^[4]. There are both internal and external motivating factors which influence the desire to travel.

B: What are the internal factors?

A: Internal factors, which motivate one by creating an internal desire to travel, are referred to as “push elements”. For example, some people may travel out of curiosity, they just travel to experience new people, places and cultures; some people may travel for reasons of health, and health resorts may be destinations for these individuals.

B: What about the external ones?

A: External factors, which are determined by attractions of a specific area to a traveler, are regarded as “pull elements”. Attractions of a specific area can include its culture, history, and tradition. The geography, wildlife, entertainment, cuisine, and climate offered by the area all interest travelers.

B: Oh, I see, thanks a lot.

A: That's all right.

Dialogue 2: The Itinerary for the China Tour

(A: Tour leader. B: Guide.)

A: How is the itinerary you've prepared for our group? Did you receive the fax we sent to your company?

B: Yes, I did. Here is a copy of the itinerary I've prepared for your group. Please read it to see if there is a need of any change^[5].

A: We are visiting a Hutong in Beijing. That's marvelous. I'm sure everyone in the group will be excited to learn about the visit.

B: A visit to Children's Palace has been arranged in Shanghai. There you can see children learning all kinds of skills such as singing, dancing, drawing, writing calligraphy, learning English and so on.

A: That will be fun. And Mrs. Smith and several other ladies, in particular, will appreciate the opportunity because they used to work at kindergartens.

B: The church visiting is put in Hangzhou, where the itinerary is more exciting.

A: Where are we going to have the bicycle riding?

B: It's in Lijiang, Yunnan Province as planned. The landscape there is worth seeing^[6] in that way.

A: It's very considerate of you. I am very glad that you are my national guide. I can almost see a happy and successful cooperation now.

B: Thank you. I'm sure we will have it.

Useful Expressions

- [1] it is well-known that travel can help increase one's knowledge and broaden one's view, mind and experience. 众所周知, 旅游有助于增长知识、扩大视野、丰富阅历。
- [2] with the improvement of people's living standard and rapid development of the modern transportation. 随着人们生活水平的提高, 以及现代交通工具的快速发展。
- [3] Can you explain it in detail? 你能详细地解释一下吗?
- [4] People travel for a variety of reasons. 人们旅行的原因多种多样。
- [5] Please read it to see if there is a need of any change. 请看一看是否需要变动。
- [6] The landscape there is worth seeing. 那儿的景色值得一看。



Exercises

I. Answer the following questions according to Text A.

1. What is considered to be the largest and the fastest growing industry in the world?
2. How many aspects are involved in the travel and tourism industry? What are they?
3. Why is good language ability required in this industry?
4. Who is responsible for promoting the UK to the public, tour operators and travel agents?
5. In Great Britain, how many people live on the travel and tourism industry?

II. Decide whether the following statements are True or False according to Text B.

1. Travel & Tourism is one of the world's largest industry employers in 2007, creating over 231 million jobs worldwide. ()
2. China's Travel & Tourism economy is the first largest in the world, followed respectively by India, the United States and Japan. ()
3. Permanent residency is one of the requirements for people involved in the tourism industry in China. ()
4. Excellent service skills are a fundamental requirement for success in the tourism industry. ()
5. The Travel & Tourism industry faces few challenges in the years ahead. ()