



21ST CENTURY TOURISM MANAGEMENT SERIES



复旦卓越 · 21世纪旅游管理系列

# 新编 旅游英语

曹长波 主编



复旦大学出版社

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# 前 言

随着社会的发展,旅游业已成为全球经济中发展势头最强劲和规模最大的产业之一。旅游业在城市经济发展中的产业地位、经济作用逐步增强,对城市经济的拉动性、社会就业的带动力,以及对文化与环境的促进作用日益显现。旅游业是中国经济发展的支柱性产业之一。旅游的首要特征之一就是交流,交流就离不开语言这一最基本的工具。英语是国际使用最广泛、使用人数最多的语言,掌握英语也就成为旅游产业从业人员素质的必然需求。而旅游英语作为旅游产业国际化、现代化最具标志性的特征之一,也自然成为旅游高等职业教育中十分重要的基础素质教育,始终处于旅游类专业核心骨干学科的地位。

交流是多元化的,多层次的,作为旅游从业人员在从事相关涉外旅游接待时,不仅仅要注意语言表达的流利、准确和通顺,更要注意到交流的层次和深度。从事涉外旅游英语教学的教师在组织教学时,不仅仅要做到专业英语的常规教学,更应该挖掘旅游,特别是涉外旅游的内涵和实质,培养学生层次丰富,内容饱满充实,既有外延又具内涵的知识模块和体系,更为重要的是教会学生学习的方法和学习材料的组织、吸收和利用。在实际的工作中,做到有的放矢,言之有物,言之有理和言之有情。

本教材由十八个单元构成,每章基本结构为:1. Leading-in: 紧密围绕章节内容、采用丰富形式引起读者兴趣和思考,文章短小精悍,形式多样; 2. Text: 描述该章介绍的基本内容。概念准确,介绍具有国际视野的相关旅游知识; 3. Situational Dialogue: 介绍旅游服务或日常沟通中的某一场景,学生通过学习掌握基本服务交际语言知识; 4. Role play: 根据第3部分内容,设定相关场景,组织学生进行场景模拟练习,不仅有英语语言的练习、交际礼仪练习,还有相关服务的练习; 5. Western culture ABC: 介绍典型的西方文化案例; 6. Cross-cultural communication skills: 介绍跨文化交际基本知识; 7. 旅游翻译学习概论: 介绍旅游翻译的相关知识和基本技巧。

编者希望通过本教材让学习者了解相关国际现代旅游知识、形成良好的国际旅游视野。培养学生的专业旅游英语语言应用能力,熟练掌握主要的旅游接待活动各环节的服务流程和语言应用能力,通过学习,在涉外旅游服务中,能熟练运用英语与服务对象沟通,完成服务环节,能够具备初步的口译能力,为

客人从事相关的旅游翻译工作。培养较强的中国文化传播能力，掌握西方文化习俗，掌握基本的跨文化交际能力，在涉外旅游活动中既具有良好的本土文化素养，又具备跨文化的服务视角，掌握服务对象的背景文化知识。培养良好的服务意识，了解先进的服务理念和服务心理，摒弃传统的对服务行业固有的歧视和漠视。

本书编写过程中遇到了许多的困难和挑战，都大明教授对本教材提出很多的宝贵修改意见，在编写本书的过程中也得到很多同仁的帮助，特此感谢。由于时间仓促、经验有限，书中难免有疏漏之处，恳请业内人士和读者予以批评指正。

编者

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# Unit 1

## Overview of Tourism



### Objectives

1. To master the basic definitions of tourism
2. To understand the common phenomenon of traveling
3. To know the general information of tourism in China
4. To understand the cultural differences between China and western countries
5. To cultivate a cross-cultural awareness
6. 了解旅游翻译的定义和原则

### Leading-in

#### World Tourism Day

Since 1980, September 27 has been celebrated by the World Tourism Organization as World Tourism Day. This date was chosen as on that day in 1970, when the Statutes of the UNWTO were adopted. The adoption of these Statutes is considered a milestone in global tourism. The purpose of this day is to display awareness that tourism is vital to the international community and to show how it affects social, cultural, political and economic values worldwide. All around the globe, tourism enterprises and organizations celebrate World Tourism Day with a variety of special events and festivities.

At its Twelfth Session in Istanbul, Turkey, in October of 1997, the UNWTO General Assembly decided to designate a host country each year as the Organization's



partner for celebrating World Tourism Day. Each year there will be a theme for this day, for example, in 2008, it was “Tourism Responding to the Challenge of Climate Change and Global Warming”, which was hosted in India and “Celebrating Diversity” for 2009 held in Africa. This year’s World Tourism Day celebration will be officially hosted by China under the theme “Tourism and Bio Diversity” in Guangdong Province on September 27.



## Situational Dialogue

### Dialogue 1

#### Types of Tourism



Professor White, a tourism expert is discussing with one of his students Li about the tourism industry after he has given a speech in the school multi-functional hall.

- Li: Thank you, Professor, for your excellent speech and it is really marvelous and helpful for us!
- W: I’m very glad you like it and you know this is my very first time to give a speech to college students in China on the topic of tourism. It is amazing that you are very good listeners and raised various interesting questions.
- Li: While you also gave us very satisfactory answers, but you see I still have some questions to ask you and want to listen to your further explanations about tourism industry!
- W: Go ahead, please!
- Li: Just now you mentioned recent development in tourism and could you possibly predict the future of it?
- W: While it is a great question! As for me I think there has been an up market trend in the tourism over the last few decades, especially in Europe, where international travel for short breaks is common. Tourists have high levels of disposable income and considerable leisure time, are well educated, and have sophisticated tastes. There is now a demand for better quality products.
- Li: So can we say the quality of tourism product will play a very important role

in the future tourism market?

W: Absolutely right!

Li: Could you give me some further explanations about the tourism product and does it have very close relationship with the types of tourism?

W: It seems so, because it is really difficult to define a certain kind of tourism product, and you know we have to realize there are different kinds of groups of tourists.

Li: I know, another question is related with my previous question. How many kinds of new tourism are very popular and attracting?

W: You know "There are a thousand Hamlets in a thousand people's eyes". In fact there are a few types of tourism attracting people's much attention in recent years in European countries, like Ecotourism, Pro-poor tourism, Recession tourism, Creative tourism and Dark tourism, etc. So tourism in the future will be more and more various.

Li: It's amazing and interesting! Ok, thank you very much for accepting my interview!

## Dialogue 2

### Travel in China



**Hong Yu, a manager in China International Travel Service Shanghai, and Professor Smith, a tourism expert, are talking about tourism in China.**

Hong: Good morning, Mr. Smith, I am very glad to have the chance to talk with you about Tourism in China, it is a very interesting and significant topic.

S: Thank you for sharing your thoughts with me. I feel very excited, too. China has always been an amazing place for millions of people abroad and they have been longing to come to this country to enjoy the beautiful landscape and culture here.

Hong: While, you see because of the long history, China has got a great many famous cultural heritages and the title of "China Top Tourist City" has gone to the first group of 54 cities. In 2006 China received 49.6 million international visitors, making it the fourth most-visited country in the world. In 2007 international tourist arrivals to China increased to 54.7 million.

S: It's great! What about the service facilities in China? You know, I am a little

anxious about it, because it is a very important problem for receiving such a great number of visitors each year.

Hong: The fast development of China's transportation infrastructure provides wide-ranging travel for domestic and overseas tourists. Throughout China a great many hotels and restaurants have been constructed, renovated or expanded to satisfy all levels of requirement, and there are now 9 751 hotels with star ratings. All large or medium-sized cities and scenic spots have hotels with complete facilities and services for both domestic and international visitors.

S: Could I ask you about the outbound tour for Chinese?

Hong: Rising middle class income and a pent-up demand to see the rest of the world have made China one of the most significant outbound tourism markets in the coming decade. Controls on foreign travel are being gradually eased. Rising disposable income and constant exposure to foreign countries on television have also contributed to a surge in outward tourism.

S: What do you think about language? You see that is a very important factor for traveling and travel service.

Hong: Even though English is becoming more and more popular in China, most Chinese people do not understand English. Mandarin is virtually universal in Chinese Mainland, though many other varieties also exist, with some, like Cantonese, having tens of millions of speakers. Although many Chinese do not speak English, due to the educational system many Chinese near and in urban areas can read and write it, even though they may have difficulty with spoken English.

## TEXT

### Tourism Changes Our Life

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress.

Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players



in international commerce, and represents at the same time one of the main income sources for many developing countries. And it is vital for many countries, such as Australia, Egypt, Greece and Thailand, and many island nations, such as The Bahamas, Fiji, Maldives and the Seychelles, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service



industries associated with tourism. These service industries include transportation services, such as airlines, cruise ships and taxis, hospitality services, such as accommodations, including hotels and resorts, and entertainment venues, such as amusement parks, casinos, shopping malls, various music venues and the theatre. This growth goes hand in hand with an increasing diversification and competition among destinations. This global spread of tourism in industrialized and developed states has produced economic and employment benefits in many related sectors — from construction to agriculture or telecommunications.

The contribution of tourism to economic well-being depends on the quality and the revenues of the tourism offer. UNWTO assists destinations in their sustainable positioning in ever more complex national and international markets. As the UN agency dedicated to tourism, UNWTO points out that particularly developing countries stand to benefit from sustainable tourism and acts to help make this a reality.

Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people who travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

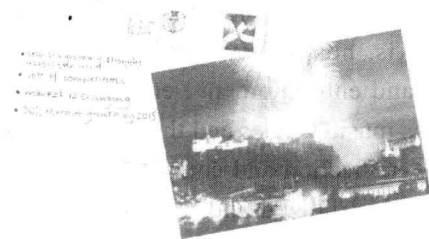
There has been an up market trend in the tourism over the last few decades, especially in Europe, where international travel for short breaks is common. Tourists have high levels of disposable income, considerable leisure time, are well educated, and have sophisticated tastes. There is now a demand for better quality products, which has resulted in a fragmenting of the mass market for beach vacations; people want more specialized versions, quieter resorts, family-oriented holidays or niche market-targeted destination hotels. The developments in technology and transport

infrastructure, such as jumbo jets, low-cost airlines and more accessible airports have made many types of tourism more affordable. WHO estimates that up to 500,000 people are on planes at any time. There have also been changes in lifestyle, such as retiree-age people who sustain year round tourism. This is facilitated by internet sales of tourism products. Some sites have now started to offer dynamic packaging, in which an inclusive price is quoted for a tailor-made package requested by the customer upon impulse.

Tourism in China has greatly expanded over the last few decades since the beginning of reform and opening. China has become one of the world's most-watched

and hottest outbound tourist markets. The world is on the cusp of a sustained Chinese outbound tourism boom. China is the world's fourth largest country for inbound tourism. The number of overseas tourists was 55 million in 2007. Foreign exchange income was 41.9 billion U.S. dollars, the world's fifth largest in 2007. The number of

domestic tourist visits totaled 1.61 billion, with a total income of 777.1 billion yuan. According to the WTO, in 2020, China will become the largest tourist country and the fourth largest for overseas travel. In terms of total outbound travel spending, China is currently ranked fifth and is expected to be the fastest growing in the world from 2006 to 2015, jumping into the number two slot for total travel spending by 2015.



## Vocabulary

diversification	/daɪvɜːsəfə'keɪʃən/	多种经营, 多样[角]化
encompass	/ɪn'kʌmpəs/	围绕, 围住, 包围
surpass	/suː'pæs/	超过; 超越; 凌驾; 胜过
amusement	/ə'mjuːzmənt/	娱乐, 消遣
revenue	/'revə,nju/	国家的岁入; 税收
recreational	/rekri'eɪʃənəl/	休养的, 娱乐的
disposable	/dɪ'spəʊzəbl/	可(任意)处理的
estimate	/'estə,met/	估计, 估价