



高等学校经济与管理类教材·旅游管理类系列



# 旅游专业英语

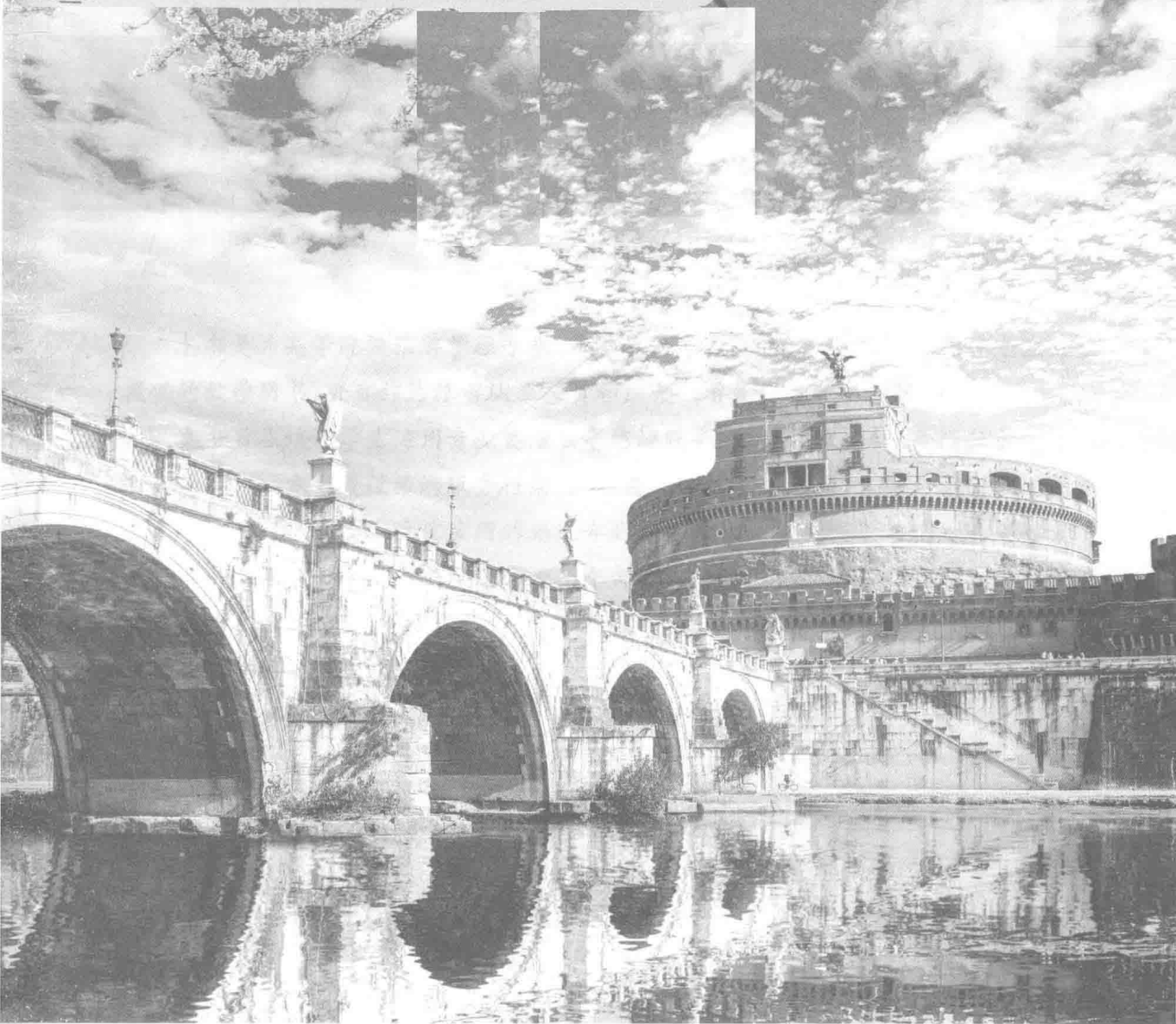
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华东师范大学出版社



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郭垚 殷进◎编著



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# 前 言

本书是为高等院校旅游管理专业、旅游英语专业、英语专业及其他相关专业师生提供的教学用书,并可作为旅游从业人员和广大旅游爱好者的参考读物。

本书旨在培养学生运用专业英语从事旅游服务、旅游管理工作,并进行初步旅游研究的能力。本书遵循旅游服务框架,既涵盖了传统旅游活动,又探讨旅游业的新兴课题,是一部体系完整、注重应用的旅游专业英语教材。

本书共10个单元,每个单元分为4个部分:对话、课文、练习和拓展训练。全书特别注重在旅游交际、行业实践中的实际运用,培养学生对行业的感性认识,初步掌握行业需要的知识技能。

全书编写时间仓促,错误疏漏在所难免,恳请读者指正。

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# Unit 1 Introduction to Tourism Industry

## Part 1 Dialogues

### Dialogue 1

Situation: Jim is going to graduate from the university soon and now he is having an interview for a tour guide at a travel agency.

I = Interviewer      J = Jim

I: Good morning!

J: Good morning!

I: Please take a seat. May I know your name, please?

J: My name is Jim White.

I: Could you tell me why you want to be a tour guide?

J: Because I like to travel and I also like meeting various kinds of people.

I: Only having the interest is not enough. What do you think are your strong points working as a tour guide?

J: First I am a major of tourism. I've obtained professional knowledge about tourism. Second, I can speak English very well, which I think is also very important.

I: Good point. I want to know how much you expect your salary to be.

J: I think you must have your own criterion for salary. Salary is not the first thing I'll take into account.

I: OK. You will get a reply in a week.

J: I'm looking forward to a positive one. Thank you very much.

I: You are welcome.

## Words & Expressions

1. First of all, would you please say something about yourself?  
首先,你能介绍一下你自己吗?
2. My major is Tourism English.  
我的专业是旅游英语。
3. I'm looking forward to your positive reply.  
我希望你们能给我一个肯定的答复。
4. Fine. You are the very person we want.  
很好。你正是我们需要的人。
5. How is everything?  
最近怎么样?
6. Traveling really broadens one's horizon.  
旅游的确可以开阔人的眼界。

## Dialogue 2

Situation: Chris is a senior student in Nanjing University. She is planning to visit Australia at this summer holiday. Now she is chatting with Andrea (an officer from an insurance company) online about travel insurance.

C = Chris     A = Andrea

C: Hello Andrea.

A: Hello, how can I help you?

C: I am looking for a travel insurance for my visiting of Australia.

A: Of course. We actually have different types of travel insurance. They are designed for different purposes. Could you tell me what kind of cover you are looking for?

C: I have no idea at all. Could you give me more details about different insurances?

A: Sure. We have two types of comprehensive cover. Essential Cover and Premium Cover. They are quite similar. Both of them will cover your medical expenses if you receive treatment overseas, and pay compensations if you have accidents during the travel. The only difference is the value of the insurance. For Premium Cover the amount is twice as much as Essential Cover.

C: Sounds good. I am also worried about hotel thefts. Do you have insurances that cover the loss in hotel thefts?

A: We do. We have an accommodation insurance which will cover any potential loss

caused by hotel thefts up to \$10,000. Now we also develop a travel assistance insurance. This insurance does not provide any compensation, but will allow you to get free assistance when you are in an emergency situation.

C: This could be really helpful. May I get a quote for combining Essential Cover, accommodation insurance and travel assistance insurance?

A: No problem. I will send the quote to your email account in a minute.

C: Thanks for your help.

A: You are welcome.

## Words & Expressions

1. travel insurance 旅游保险

2. cover 覆盖范围; 掩护

Make sure that the firm's insurance cover is adequate.

要确保该公司的保险保障是足够的。

He ran a construction company as a cover for drug dealing.

他经营了一家建筑公司, 作为毒品交易的掩护。

3. quote 报价; 引用

A travel agent quoted her \$260 for a flight from Boston to New Jersey.

一家旅行社给她从波士顿到新泽西的航班报价为 \$260。

The Congresswoman quoted statistics saying that the standard of living of the poorest people had fallen.

这位女国会议员援引统计数据说, 赤贫人口的生活水平已经下降。

## Oral Activity

Divide the class into small groups and each student will give his/her opinion on the change of the "golden week" holiday system and then report his/her opinion to the class.



## Text A

### Words & Expressions

discrete	adj.	不连续的;分离的
milieu	n.	周围环境;背景;栖身所
adjacent	adj.	邻近的;毗连的;接近的
affluent	adj.	富裕的
fragmentation	n.	分裂;破碎
supersede	v.	取代;接替;废弃
buzzword	n.	流行词;行话;漂亮口号
clamoring	n.	喧嚷;大声的要求
proverbial	adj.	谚语的;如同谚语的;众所周知的
coincide	v.	一致;同时发生;符合
dwindling	v.	减少;缩小
justification	n.	辩护;正当的理由
commodification	n.	商品化
integrity	n.	完整;正直;诚实;廉正
promulgate	v.	公布;传播;发表
parallel	v.	使……与……平行
elusive	adj.	难懂的;易忘的;逃避的;难捉摸的
compromise	v.	妥协;危害
cease	v.	停止;終了
sentiment	n.	感情;情绪;情操;观点;多愁善感
mandate	n.	授权;命令;指令;委托管理
overlord	n.	霸王;大君主
suspicion	n.	怀疑;嫌疑;疑心;一点儿

### Culture Tourism

Culture tourism is arguably the oldest of the “new” tourism phenomena. People have been travelling for what we now call cultural tourism reasons since the days of the Romans; it is just that they were never recognized as being a discrete group of travelers before. Visiting historic sites, cultural landmarks, attending special events and

festivals, or visiting museums have always been a part of the total tourism experience. Indeed, all travel involves a cultural element. By its very nature, the art of traveling removes tourists, from their home culture and places them temporarily in a different cultural milieu, where in an adjacent city or in a village halfway around the world. But cultural tourism is seen as offering something more or different both to the tourists and the community that hosts the tourists<sup>①</sup>.

Cultural tourism began to be recognized as a distinct product category in the late 1970s when tourism marketers and tourism researchers realized that some people traveled specifically to gain a deeper understanding of the culture or heritage of a destination. Initially, it was regarded as a specialized, niche activity that was thought to be pursued by a small number of better educated, more affluent tourists who were looking for something other than the standard sand, sun, and sea holiday. It is only since the fragmentation of the mass market in the 1990s that cultural tourism has been recognized for what it is: a high-profile, mass-market activity. Depending on the source and the destination, between 35 and 70 percent of international travelers are now considered as cultural tourists. Based on these figures, as many as 240 million international journeys annually involve some elements of cultural tourism. Today, arguably, cultural tourism has superseded ecotourism as the trendy tourism buzzword. It is not surprising, then that destinations are clamoring to get on the proverbial cultural tourism bandwagon by promoting their cultural or heritage assets for tourists consumption, often without due consideration of the impact that tourism may have on them.

Cultural tourism did not go unnoticed by the cultural heritage management sector either. In fact, the growth of cultural tourism coincided with the emergence of a broader society-wide appreciation of the need to protect and conserve our dwindling cultural and heritage assets. However, cultural tourism was seen as a double-edged sword by the cultural heritage management community. On the one hand, increased demand by tourists provided a powerful political and economic justification to expand conservation activities. On the other hand, increased visitation, overuse, inappropriate use, and the commodification of the same assets without regard for their cultural values posed a real threat to the integrity — and in extreme cases, to the very survival — of these assets. At about the same time, then, cultural heritage management advocates began to promulgate policies to protect cultural values from inappropriate tourism uses.

Thus began the parallel yet largely independent evolution of cultural tourism as both a product and cultural heritage management issue. To a large extent, both sectors

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① Mckercher, B & du Cros, H. (2002). *Cultural Tourism: The partnership between tourism and cultural heritage management*. Routledge: New York and London.

still operate in parallel, with little real evidence being shown of true partnerships forming between them. But cultural tourism can, could and should achieve both cultural heritage management (learning about conservation of cultural heritage assets) and tourism management (market appeal, commercial viability of products) objectives. In theory, this aim is supported widely by both sectors. In practice, though, the achievement of this dual objective has proven elusive, as the pursuit of one objective has often been regarded as being inimical with the attainment of the other. Instead, in many instances, one element has been sacrificed or traded off. Tourism values are compromised to ensure that the cultural integrity of assets is maintained or that cultural values are not compromised for tourism gain. The resulting cultural tourism sector operates at a suboptimal level, failing to achieve either its tourism or cultural heritage management potential fully.

Sustainability can occur only when the practice of trading off one set of values for another ceases and, instead, tourism and cultural heritage management aim to achieve common goals. This task is complicated as on the one hand, each sector does not understand the roles their counterpart plays; on the other hand, both sectors target at fundamentally different, sometimes even mutually incompatible goals. Other than sharing the same assets, they often feel they have little else in common. Each sector has a different disciplinary focus and mandate, serves a different role in society, has different political overlords, and is accountable to different stakeholder groups. The end product is ignorance, often leading to suspicion of the other motives.

## Notes

1. high profile 鲜明的姿态;引人注目的高姿态;明确的立场

They will be dismayed by such a high profile and controversial contribution from the Prince of Wales at such a sensitive time.

他们对威尔士亲王在这样一个敏感时期,发表如此高姿态而颇具争议的捐赠感到非常沮丧。

2. coincide with 符合;与……相一致

Opening the underground corridor for the public will coincide with an extensive restoration of the Colosseum, the office said.

为公众开放地下走廊将与大规模恢复斗兽场异曲同工,办公室的官员说。

3. double-edged sword 双刃剑

I would also ban the use of statistics because unless you know statistics very, very well, it's a dangerous, double-edged sword.

我也会禁止统计学方法的使用,因为除非你能对统计学了解得十分、十分透彻,否则它就是一把危险的双刃剑。

## 4. in parallel 并行的

Development of both the client and server side can then begin in parallel.

在这种模式下,客户端和服务端端的开发可以并行启动。

## 5. trade off 权衡

This is a trade off between making data available, where it was not in the past, and making it perform well.

这是使过去不可用的数据变得可用和使数据性能良好之间的一个权衡。

## Text B

### Words & Expressions

ambiguous	adj.	模糊不清的;引起歧义的
refer	v.	参考;涉及;提到;查阅
distribution	n.	分布;分配
restrain	v.	抑制,控制;约束;制止
penetrate	v.	渗透;穿透;洞察
cessation	n.	停止;中止;中断
replication	n.	复制;回答;反响
sophisticate	n.	久经世故的人;精通者
prerequisite	n.	先决条件
demographic	adj.	人口统计学的;人口学的
proponent	n.	支持者;建议者;提出认证遗嘱者
claim	v.	要求;声称
adverse	adj.	不利的;相反的;敌对的
affordability	n.	支付能力;负担能力;可购性
stakeholder	n.	利益相关者;赌金保管者
confront	v.	面对;遭遇;比较
formidable	adj.	强大的;可怕的;令人敬畏的;艰难的
sowing	n.	播种
demise	n.	死亡,终止;转让;传位
sustainable	adj.	可以忍受的;足可支撑的;可持续的
underpin	v.	巩固;支持;从下面支撑;加强……的基础
counter	adj.	相反的
niche	n.	壁龛;合适的职业;有利可图的市场

## Global Tourism

The term globalization of tourism is frequently used, but has ambiguous interpretations. Ideally the concept of globalization refers not only to the scale of tourism activity, but also to the distribution of tourism activity. Tourism activities have no longer been restrained within traditional destination countries, but also penetrated to new tourism destinations and countries on the global tourism maps. Within Asia, intraregional tourism is particularly important, and “new” destination countries such as Vietnam, Laos and Cambodia are emerging. Within Africa, the political changes in South Africa have stimulated tourist arrivals within the Southern African region; with the cessation of the civil wars, countries such as Mozambique and Angola can become significant tourist destinations in the future<sup>①</sup>.

Globalization could not be considered as a replication of past trends. At present time, more sophisticated tourists are travelling longer distances. Safety, comfort and reassurance are still travel prerequisites. There are five main forces that are driving the globalization in tourism industry: economy, technology, demographic, social, and political impacts. Proponents of globalization claim that it promotes global economic growth, creates jobs, makes companies more competitive and expands consumer choice while lowering product prices. The critics of globalization, on the other hand, claim that it generates income inequalities, destroys local industries and creates greater dependency of developing economies on developed ones, with adverse effects on small business. Local level negative effects include increased prices of consumer goods and services, increased price of land and housing beyond local affordability, and increased demands on public services and facilities<sup>②</sup>.

It is now widely accepted that globalization has both positive and negative effects on tourism industry. Stakeholders now confront severe challenges to explore appropriate strategies, in order to enhance the benefit of globalization while minimizing the disadvantages. As the drivers of globalization show no signs of slowdown, the challenges facing tourism are formidable. As some critics have argued, since the same forces that drive mass tourism are sowing the seed of its demise, it is very likely that a complete change of paradigm is required if tourism globally is to develop in a sustainable way. This paradigm change involved replacing the “growth ethic” or “industrial mindset” that underpins tourism development with a “sustainability mindset” that

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① Lickorish L. J., & Jenkins C. L. (2007). The nature and characteristics of the tourism industry. *Introduction to tourism*. Amsterdam; Elsevier Ltd.

② Mowforth, M & Munt, I. (2009). *Tourism and sustainability: Development, globalization and new tourism* (3rd ed.). Abingdon; Routledge.

requires both hosts and guests to identify what is really desired and including those elements in tourism development that help to preserve resident “sense of place”<sup>①</sup>.

Some critics argue that the growing incidence of crises, environmental, political and economic, encourages a counter trend to the globalization process, with possible significant implications for the future of the global travel system. Large travel and tourism operators will continue to cater for a larger volume of tourist movements, accommodation, mainstream or mass tourism. At the other end of the scale, niche operators will offer further special products, services, and experiences, to individuals and tourists demanding customization. Of course, this does not imply that TNCs (Transnational Corporations) and SMEs (Small & Medium Enterprises) cannot successfully work together on the same tourism market. SMEs can be highly flexible to respond to changes of demand and to increased innovation. Instead of competing with TNCs they should affiliate with themselves in a variety of ways or engage in niche marketing.

Perhaps the most significant emergent counter trend to globalization with far reaching consequences for tourism is the treat of a profound structural crisis in the global economic system. However, it is impossible to determine the likelihood of a transformation of the dominant global political economic system or the direction in which such a transformation might take place. Neither can we predict the future strength of the anti-consumerist movement and of a consequent “de-consumerization” of western societies. In the meantime, a host of opportunities await tourism researchers to identify the effects of globalization in different tourism contexts and to inform policy making to minimize adverse effects<sup>②</sup>.

## Notes

### 1. refer to 涉及

He never referred to his sisters in his letters.

他在信里从未提到过他的姊妹。

### 2. penetrate to 透入到

The second floor bedroom floats to allow an influx of light from above to penetrate to the living/dining room below.

二楼睡房漂浮起来,让大量的光线从上面穿透到下面的客厅和饭厅。

① Pollock, A. (2012). Conscious travel: Signposts towards a new model for tourism. *Paper presented at 2nd UNWTO Ethics and Tourism Congress, Sept. 12th.*

② Dwyer, L. (2015). Globalization of tourism: Drivers and outcomes. *Tourism Recreation Research*. Vol. 40(3), pp.326 - 339.



3. adverse effect 不利影响;副作用

This is not the first study that has pointed out the adverse effect of working overtime.  
这已经不是第一个曾指出加班会产生不利影响的调查了。

4. underpin 巩固;支持;加强……的基础

Building infrastructure financed through bonds is the alternative we have to consider to underpin pensions.

通过债券来为基础设施建设融资是另一种我们必须考虑的支持退休金的办法。

5. cater for 迎合

We aren't able to cater for your particular needs.

我们不能满足你的特殊需要。

6. affiliate with 交往

The Government will not allow the staff association to affiliate with outside unions.

政府不会允许其公务员协会与外部协会有紧密联系。

7. engage in 从事;忙于

I don't engage myself in such affairs.

我不参与这种事情。

He is engaged in writing a novel.

他正忙于写小说。

## Exercises

### 1. Translate the following into Chinese.

1. milieu

3. affluent country

5. in common

7. proponent

9. stakeholder

11. sustainable tourism

2. adjacent

4. high profile

6. proverbial

8. adverse

10. formidable

12. niche market

### 2. Translate the following into English.

1. 离散的,不连续的

3. 流行词

5. 平行

7. 模糊不清的

9. 分布

2. 取代,代替

4. 减少

6. 妥协

8. 权衡

10. 不利影响

## 11. 约束;制止

## 12. 渗透;穿透

3. Fill in the blanks with words given below, and make some changes if necessary.

discrete	adjacent	refer to	penetrate to	underpin
confront	compromise	coincide with	engage in	affiliate with

1. There is another issue that writers \_\_\_\_\_ and more and more readers are commenting on it.
2. Fifty years ago, Japanese electricity was generated by smaller, \_\_\_\_\_ coal-and oil-fired plants.
3. One of their leaders declared: "We repudiate the Dail", the Irish parliament, which accepted the \_\_\_\_\_ agreement.
4. Tuesday's recommendations were timed to \_\_\_\_\_ the deadliest alcohol-related crash in the U.S. history.
5. According to figures from analyst firm Forrester, 14% of European internet users \_\_\_\_\_ illegal file-sharing.
6. Two ranchers with \_\_\_\_\_ properties each donated one half square mile to create the town.
7. Jim records his workout so that he can \_\_\_\_\_ it and think about how he should improve his workout the next day.
8. Strong demand for physical gold worldwide, and especially from Asia, continues to \_\_\_\_\_ the gold market.
9. The first version had a back made of metal, which hampered the ability of wireless signals to \_\_\_\_\_ the antenna inside, engineers said.
10. Small gestures can send big signals about who we are, what we care about, and why people should want to \_\_\_\_\_ us.

4. Translate the following passage into Chinese.

### Era of Change

There is no longer a large homogeneous world and the distinct markets show varying rates of growth and response to economic forces. By the 1990s in Europe and the industrialized countries, a highly segmented market was well established. Traditional demand and behavior has been overtaken by new fashions and preferences, and new interests of a highly mobile population, experienced and sophisticated in travel

and recreation<sup>①</sup>. There is a growing interest in specialization in activity, travel for a purpose, for sport, learning, health or pursuing hobbies. The major reduction in the real cost of foreign travel, especially on long-distance routes, has opened up new possibilities, and greatly increased competitive forces. An expectation for higher quality, value for money and interest in environmental satisfactions are important new factors affecting overall demand. The appeal of former simple “mass products” such as hot sun, sea and sand is no longer sufficient to ensure long-term success.

## Part 3



## Skill Training

### Self-Introduction at an Interview

Good morning, M'm and Sirs, my name is Li Xing. It's really my great honor to be given this opportunity for an interview with your esteemed hotel. I may proceed to give a brief introduction of myself and then answer questions you may raise, and I hope my introduction would be both informative and helpful. I'm 21 years old and currently I'm a junior student at ×× university. Tourism management is my major and I especially like the hotel management and marketing courses when I was in the school. I do hope some of this knowledge can be applied in my job at the hotel.

I will receive my bachelor degree in June next year. In the past three years, I have passed CET6 with ease and I have acquired basic knowledge of tourism and hotel management not only from the books but from my hands-on experience.

You are right to be concerned about my lack of experience with any specific hotel. However, in those school years, I've had part-time jobs as receptionist of Expos and conferences, hostess of parties and salesperson. Above all, I've learnt to work with others and get the jobs done well because I myself put my mind to it. Also, I know, to get these jobs done needs tough and disciplined people with strong will - power who do not waver under pressure. What's more, all these companies I've worked with have their own cultures and I, as a member of the team, agreed on and embraced their visions and values. I also joined in some volunteer programs (for example beach cleanups; blood, food and clothing drives as well as participate in charity races and walks). This makes me feel good about myself, good about my school and family.

As far as I understand, a hotel is a home away from home to provide an enjoyable

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① Lickorish L. J. & Jenkins C. L. (2007). How tourism developed — the history. In *Introduction to Tourism*. Elsevier Ltd.