

21世纪高等学校专业英语系列规划教材

旅游



专业英语教程

孙冰 主编



清华大学出版社 · 北京交通大学出版社

内 容 简 介

本教材共 10 个单元,全方位地介绍了与旅游相关的基本概念和信息,所涵盖的内容除了传统的旅游之外,还包括工业旅游、农业旅游、校园旅游等。本教材每个单元包括 A、B 两组对话,一篇阅读和课后练习,内容从第 1 单元到第 10 单元自成体系,贯穿始终,课后练习包括音标、词汇、阅读理解、回答问题及英汉、汉英翻译。

本教材适合旅游、英语等相关专业的学生使用,同时也适用于有志于从事旅游行业的其他人士。

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前言



本教材容纳了旅游各方面的知识，全方位地介绍了与旅游相关的基本概念和信息，所涵盖的内容除了传统的旅游之外，还包括工业旅游、农业旅游、校园旅游等，并配有生动的图片。全书共 10 个单元，每单元包括 A、B 两组对话，一篇阅读和课后练习。本教材的内容从第 1 单元到第 10 单元自成体系，贯穿始终；课后练习包括音标、词汇、阅读理解、回答问题及英汉、汉英翻译。

本教材文字优美、地道，通俗易懂，在内容上理论和实践相结合。本教材适用于在校的旅游、英语等专业的学生，也适用于有志于从事旅游行业的其他人士。

本教材贯彻最新的教学理念，鼓励主动学习，让学生通过填写音标、讨论问题、搜索网络资源，了解与旅游相关的各类知识，提供旅游发展的各类信息，拓展学生的思维和实践能力。针对英语解说介绍旅游景点的实际需要，本教材安排了一些景点的汉语介绍和相关的英语译文。

本教材的另一特点是收录了国内外的旅游合同，注意到旅游行业是一个在法律上容易引发纠纷的行业。以前的旅游专业教学用书没有这方面的内容。这样可以使学生在学期间就熟悉这些词汇，以及法律条款和行业条例。这也是本教材的一个创新。

本教材的编者还注意到目前社会上已经大量存在专门的饭店英语教科书，因此没有大量收集这方面的材料。但是针对实际使用的特点，专门收录了一些真实的东西方菜单，希望读者熟悉这些菜单的翻译。同时，编者专门根据菜单翻译五花八门、意见不一的现实，编写了一段短文，反映这种情况，希望对读者有所启发。

本教材在课文和练习部分侧重于英语和汉语的翻译。这是因为说到底，英文导游就是把自己知道的东西用英文表达出来。这也是本教材的一个特色。

本教材的编者还从美国学生旅游团的实践中，了解了外国人在中国旅游想了解的事情，并在练习中列出，帮助学生为应付旅游中可能问及的问题做准备。从教

师、学生和旅游者三个方面考虑问题的角度也是本教材的特色之一。

本教材体现了以学生为中心的特点。练习部分没有给出所有答案，这样可以给学生以探索的空间。最后一个练习题目更是结合了现代科技发展的趋势，要求学生上网查阅相关资料。这是编者向美国学校学习的一种方法，也是国内教科书编写中的一种创新。

由于作者知识水平有限，不妥之处敬请广大读者指出，此处谨表谢意。

编 者
2010 年 8 月



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Unit One

Development of Tourism



Dialogues



Dialogue A



- A:** What do you think of tourism?
- B:** It is one of the most important economic activities of modern times.
- A:** Some people just travel in the country where they live, but others travel abroad. How do you call these different travels?
- B:** The former is called internal or domestic tourism, while the latter international tourism.
- A:** What places do people usually travel to?
- B:** It depends. But generally people travel to places that are different from their usual residence, as they get bored with their usual living places and want to see something different. You know that is human nature.
- A:** But do they have some other purposes besides their aspiration for something different?
- B:** Sure. Some people travel for health reasons. They travel to places with good hospitals, doctors or medical equipments, or a good environment that is conducive to some rapid recovery from illness, for example, places with hot springs, mineral water, sunshine, forest and what not. All these things are good for health.
- A:** But so far as I know, some people are in good health, and they travel to places like Macao, Las Vegas, Atlantic City, or Monte Carlo. What do they do there?
- B:** Oh, they go there for gambling. As it is prohibited in many countries or regions,

gamblers then swarm to those cities you have just mentioned for the purpose.

- A:** I've heard that many people go on traveling to dangerous places. Will you tell me why they have decided to do so?
- B:** That's called adventure tourism. They need something exciting, like mountaineering, spelunking or hiking. They travel through deserts, marshlands, even arctic areas.
- A:** Some people travel to the country. What's that called?
- B:** That's agritourism. Urban people want a change of life, so they go to farms, looking at plants, picking fruits or vegetables, fishing, hunting, feeding animals, eating simple farm food and living in cottages, just for fun, for fresh air and a change of life for a few days.
- A:** But I wonder whether the disabled people or those inactive people would ever travel or get the excitement of travel?
- B:** They are not excluded from the enjoyment of travel. You may have heard of armchair tourism or virtual tourism, haven't you?
- A:** Do you mean tours such as enjoyed by Jules Verne? He was virtually homebound, but he published many books of science fiction, tours underwater, into outer space, and even described in great detail such wonderful means of transportation like submarines, helicopters long before these machines were invented. Probably it is based on his imagination that later on scientists and engineers produced them. Nowadays, some of us may be too busy to physically move away from our usual residence for a few days, but we can still have the joy that tourism can bring to us by watching TV, reading travel books or listening to travel stories, and then isn't it a kind of spiritual tourism?
- B:** You are right there.
- A:** I have learnt quite a lot from you. Next time I see you, I may have more questions to ask you about tourism.
- B:** You're welcome anytime.

Dialogue B

(C = clerk, G = guest)

- C:** Good evening. This is room reservation. May I help you?
- G:** Yes, I'd like to book a room, please.

- C: OK. For what time, sir?
- G: For December 1st.
- C: How long will you stay?
- G: About three days.
- C: What kind of room would you like, sir?
- G: I'd like a single room for myself. By the way, What's the rate of a single room?
- C: One kind is 40 US dollars a night. Another kind is 60 US dollars a night. Which one do you prefer?
- G: The second one is OK.
- C: Would you please give me your name and your passport number?
- G: Sure. It's Dan Millison and the number is 03456.
- C: How do you spell your name, please?
- G: D-A-N, Dan and M-I-L-L-I-S-O-N, Millison.
- C: Thanks. What's your phone number?
- G: 0035-2-7878456.
- C: What time do you expect to arrive, sir?
- G: Let me see, oh, at about 7 a.m.
- C: OK. That's settled. My name is Zhou Wei and I'm looking forward to seeing you at that time.

Reading Material



Tourism is undoubtedly a thriving business in today's world. The term refers to any travel away from a person's usual place of residence for a period of more than a day, mostly for pleasure or recreation, and usually to multiple destinations. Tourism statistics, however, generally include people traveling for business or health, or to visit friends and relatives, as all those staying in hotels are not identified in general for their purposes.

As defined above, tourism or travel industry came into being in prehistoric times when people then had to travel to different places in order to hunt food or escape from animals. On their way for life, they might be invited to stay in others' caves or huts, where they shared some safety, food or warmth if a fire was also shared. This might be the beginning of

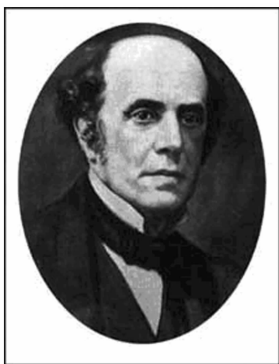
tourism over the world.

Then some people saw the need of houses for receiving travelers, and they opened and kept inns for the purpose. To make more money, they tried their best to make their guests feel comfortable with their food and service, so hospitality played a very important role in tourism.

The Old and the New Testaments recorded people traveling and staying at inns. The Egyptians, Greeks and Romans traveled a lot in their exploration and conquest, and they had to use lodging places, some with and some without food and other amenities. The first American inn opened in Jamestown, Virginia in the early 1600s when British convicts started to settle in the American colony.

Along with the further human exploration into inner lands, more and more trails and roads appeared, and so were inns and hotels. The keepers made great efforts to improve their services; bathrooms were added, and later on so were laundries. Rooms were carpeted, and business services provided so that guests could deliver a telegram or make a phone call without leaving the hotel.

While tourism in a modern sense was generally attributed in the west to Thomas Cook, the English man who put together the first tour in 1841. The firm of Thomas Cook and Sons has ever remained one of the best-known names in the tourist industry.



Nevertheless, the 20th century witnessed the fastest development of tourism when productivity was raised to such a high level and when people had some disposable income— income more than that for clothing, food, shelter and taxes, so the laborers could have more time and money for leisure and entertainment, and on the other hand modern facilities of transportation have increased people's mobility. What's more is tourists could have more comfort and convenience as almost every hotel room was equipped with a TV set and a radio. Quite a number of hotels provide their guests with access to the Internet.

Tourism is divided into international one and domestic one. The former refers to travels from one country to another, while the latter to those from one place to another within a tourist's own country. The total expenditure of tourists from both home and abroad can be enormous. According to the tourism statistics in Beijing for the 2005 Spring Festival holiday period—seven days in all, the total expenditure exceeded 1.8 billion yuan.

China's domestic tourism has been geared up to its holiday economy, a special term for

its three long holidays: Spring Festival holiday, Labor Day holiday and National Day holiday. In these three periods, each lasting for seven days, tens of millions of people, workers, students, farmers, all aboard trains, long-distance buses or planes heading for home or tourist resorts. Some of them even travel to foreign countries for a change.

The development of tourism has the multiplier effect. Tourists not only spend money on traveling, but also on hotel accommodations and shopping. All these services provide job chances: tour guides, porters, drivers, cooks, service workers and what not.

However, tourist sites should not be overtaxed. When too many tourists swarm to a site, they pollute the site with garbage: empty tins, paper scraps, oil stains. They also create noise and sometimes cause a shortage of material supply, disturbing the local residents, who may in turn lodge complaints to the local government for overdeveloped tourism.

But all in all, the development of tourism, if properly guided and handled, may bring economic prosperity to a region or a country, especially when it is required to quit pollution on its way of economic transition to a sustainable economic development; then tourism should by all means be given priority.



1 *think of and think about*

think of: consider or take into account (before a plan or an idea is offered)

He thought of going to the west to show his paces. 他想到赴西部去一展才干。

think about: consider something, a plan or an idea (usually offered already)

He thought about the advantages and disadvantages of the teacher's proposal that he go to the west after his graduation. 他考虑着老师对他毕业后去西部的建议。

2 *economic and economical*

economic: of economics

We have to further push forward our economic reform. 我们必须深化经济改革。

economical: not wasteful, careful of use of money, energy, etc.

He is an economical person, and has saved up quite a lot of money for his children's education. 他是个节俭的人, 已为孩子们的教育攒下很多钱。

3 *travel and trip*

travel: act of moving from one place to another, usually a long distance

He opened a travel agency to help those who have disposable money and time for vacations abroad. 他开了一家旅行社, 帮助那些有金钱和闲暇到国外旅游的人。

trip: a journey to a place not too far away

His trip to the Western Hills is a memorable one, during which he met one of his former classmates. 他的西山之行令人回味, 那次旅行让他见到了他以前的一个同学。

4 **trip and excursion**

trip: a journey to a place not too far away

excursion: a trip usually in a group for pleasure

Their excursion to the Western Hills was ruined by an unexpected storm.
他们的西山之行让不速风雨毁了。

5 **excursion and expedition**

excursion: a trip usually in a group for pleasure

expedition: a travel or voyage to a distant place with a definite purpose, usually with danger and risk

The Northern Expedition Army won one battle after another in its initial days.
出征刚开始时, 北伐军打了一个又一个的胜仗。

6 **travel and journey**

travel: act of moving from one place to another, usually a long distance

journey: trip, especially with the process or distance usually short in mind

During the journey, he kept reading newspapers to kill time and boredom.
旅途中, 他靠读报打发时光, 驱除无聊。

7 **later and latter**

later: after a fixed or pointed time

Later he became a member of the organization. 后来他成为了该组织的成员。

latter: of the one close to the modified object, as opposed to the former

The latter is widely used in industry, while the former in agriculture.
前者广泛用于工业, 后者用于农业。

8 **health product and healthy person**

health product: product that is produced for improving the health of the consumer

He looks much younger than he really is as he regularly uses some health food products.
由于他常用保健食品, 因此看上去比他的实际年龄要年轻得多。

healthy person: person who is in good health

A healthy person may not use health products, but exercises regularly, takes a balanced

diet, rests enough and keeps being in a good mood.

健康人可能不用保健品,而是经常锻炼,饮食平衡,有足够的休息,保持心情愉快。

- 9 **Macao**: a small Chinese city close to the west of Hong Kong and the south of Zhuhai, which is famous for its entertainment business, especially for its gambling business

Las Vegas: a city built in desert in Nevada, USA, which is well known for its gambling business

Atlantic city: a city in the southeast of New Jersey, which is famous for its entertainment business

Monte Carlo: a resort and entertainment place in the Mediterranean, famous for its gambling business

10 **gamble and bet**

gamble: play games of risk for money

He lost all his money accumulated over years gambling at cards.

他失去了多年赌牌累积的钱。

bet: take chance on an event whose result is uncertain

He bet he would pass the examination. 他打赌他将通过考试。

11 **former and formal**

former: of the one which is farther away to the modifier, as opposed to the latter

The former president delivered a speech on his days in power.

前总统发表了一篇关于他当权时的讲话。

formal: in a serious manner, as opposed to casual

He is in a formal dress on his friend's wedding ceremony. 在朋友的婚礼上,他着正装。

12 **prohibit and forbid**

prohibit: forbid somebody to do something especially by rules or regulations

Visitors are prohibited from taking photos in the exhibition hall.

展览大厅内禁止游客拍照。

forbid: order somebody not to do something

Drivers from outside are forbidden to park their vehicles in this institute's exclusive parking lot. 外部车辆严禁在本所专用停车区停放。

13 **for the purpose of and for the sake of**

for the purpose of: that which one means to do or get

What is the purpose of your going to the United States? 你去美国目的何在?

for the sake of: because of the interest in or desire for the benefit or welfare

He worked very hard for the sake of his family. 为了家庭,他努力工作。

14 swarm to: move to a place in a large number

Bathers and swimmers swarm to the Mediterranean each year for the sunshine there.
沐浴者和游泳者每年涌往地中海。

15 Jules Verne: a French science-fiction writer (1828–1905), whose science-fiction novels include *Five Weeks in a Balloon* (1863), *Twenty Thousand Leagues under the Sea* (1870) and *Around the World in 80 Days* (1873) and anticipate many scientific inventions

16 lodging place: room or rooms provided for a lodger to live in

17 Thomas Cook: Thomas Cook (22 November 1808 – 18 July 1892) of Melbourne, Derbyshire, founded the travel agency that is now Thomas Cook AG.

18 multiplier effect: the indirect benefit or profit being several times higher than the direct benefit or profit from an undertaking

The multiplier effect of tourism is great as hotels, restaurants, shops, businesses related to its service will all benefit a lot from its development. 旅游业的乘数效应非常大, 因为旅店、饭店、商场和相关行业都从旅游业的发展中受益匪浅。

19 amenities: things, circumstances, surroundings that make life easier and more comfortable
People living in this town make a lot of exchanges of amenities. (They exchange friendly greetings.) 该城居民见面总是相互致意。

20 desert and dessert

desert: [ˈdezət] *n.* a barren place usually covered by sand

dessert: [diˈzɜ:t] *n.* any sweet dish served at the end of a meal

21 refer to: (what is said) speak of, allude to, followed by a noun or gerund

The USA refers to the United States of America.

22 in turn and in return

in turn: alternately (of two persons doing things one after the other)

The treated water first flows into a tank for storage, and then in turn, more untreated water shall pump into the treatment plant for treatment. 处理后的水首先注入一个贮存箱, 接着更多的未处理的水将注入处理厂进行处理。

in return: as a payment; reciprocally

He gave her a hairpin for her birthday present; in return, she presented him with a sweater she had knitted for him. 他送给她一个发夹作为她的生日礼物; 反过来, 她送给了他一件她编织的毛衣。

23 in turn and by turns

In turn is more frequently used in cases where two persons are involved, though sometimes where more persons may be engaged when it means they do a thing in

succession, but the action may not be rotated or repeated, while **by turns** is used in cases where more than two persons are involved and repetition or rotation is an element in the activity.

They queued up for the physical check-up in turn. 他们排队, 轮流体检。

They recited the poem by turns. 他们依序背诵诗歌。

• Exercises

I Try to read the following words and expressions taken from the text and fill the brackets with the corresponding phonetic symbols. You may look them up in your dictionary and pay attention to the relation between spellings and phonetic symbols.

thriving	[]	<i>a.</i>	prosperous
refer to	[]	<i>v.</i>	to talk about
residence	[]	<i>n.</i>	a place where one lives
recreation	[]	<i>n.</i>	things one does to relax
multiple	[]	<i>a.</i>	many
destination	[]	<i>n.</i>	the place one goes to
identify	[]	<i>v.</i>	name somebody who he/she is
hospitality	[]	<i>n.</i>	friendly behavior towards a guest
Old Testament	[]	<i>n.</i>	the first part of the Bible
New Testament	[]	<i>n.</i>	the part of the Bible that deals with the life and teachings of Jesus Christ and Christianity in the early church
lodging	[]	<i>a.</i>	living
amenity	[]	<i>n.</i>	usually used in plural, things or facilities such as for sports or shopping that make people's life convenient or easy
productivity	[]	<i>n.</i>	rate at which goods are produced
disposable	[]	<i>a.</i>	left after what is necessary for
facility	[]	<i>n.</i>	buildings, services or equipments for a certain purpose

accommodations	[]	<i>n.</i>	place such a building or room for people to live in
swarm	[]	<i>v.</i>	move in a large number and in a busy way
multiplier effect	[]	<i>n.</i>	result which is several times more than what is intended
scrap	[]	<i>n.</i>	a very small piece
sustainable	[]	<i>a.</i>	of something that can be used continuously

II Give definitions to the given words.

1. How do you define tourism? What kinds of people are also counted as tourists?
2. What is the difference between international tourism and domestic tourism?
3. What is a summer resort?
4. What do accommodations mean?
5. What does laundry mean?
6. On what day is Chinese Spring Festival?
7. How do you explain holiday economy?
8. What is the multiplier effect?
9. How do you describe a thing overtaxed?
10. How do you understand a sustainable economic development?

III Discuss the following questions with your classmates.

1. How did tourism begin in prehistoric days?
2. Why has tourism been developing rapidly in recent years?
3. Why do people travel?
4. Why do people say that the Chinese people are known for their hospitality?
5. What is the difference between business travel and recreational travel?
6. What figures on tourist expenditures are relatively accurate?
7. What figures on tourist expenditures are problematic?
8. What cities in China are visited most and why?
9. Why is the multiplier effect one of the principal reasons for the development of tourism?
10. What measures should we take to control over-taxation of tourism?

IV Circle the letter before the best choice of the four alternatives.

1. Many people travel to Monte Carlo for _____.

- A. sightseeing B. sports C. health reasons D. gambling
2. Spelunking can be an activity of _____.
A. agritourism B. adventure tourism
C. cultural tourism D. space tourism
3. Northern Europeans go to the Mediterranean mostly for _____.
A. sea water B. its scenery C. sightseeing D. sunshine
4. Thomas Cook was _____.
A. American B. British C. French D. Spanish
5. Travel away from a person's usual place of residence for more than _____ hours is referred to as tourism.
A. 12 B. 6 C. 24 D. 48
6. A place or area to which a tourist travels is called a _____.
A. tourist destination B. resort C. convention D. hotel
7. _____ enables people to travel.
A. Disposable income B. Income
C. Time D. Spare time
8. _____ refers to the number of times which money originating from tourism is spent in a tourist destination area.
A. Disposable income B. Multiplier effect
C. Time D. Income
9. Many people travel in order to educate themselves in line with the old precept that travel is _____.
A. enjoyable B. vision-broadening
C. fun D. joyful
10. _____ provide tourists with places to stay in and meals.
A. Accommodations B. Commotions
C. Accommodation D. Commotion

V Match the words or expressions in the following columns.

A

ETA
ETD
Consulate General
China entry card

B

收据
账单
总领馆
海关申报单

customs declaration form

bill

receipt

jetlag

checked luggage

antiques

duty free

boarding card

belt buckle

中国入境卡

预计离开时间

预计到达时间

免税

托运的行李

皮带扣

长途喷气机航空旅行带来的不适

登机卡

古董

VI Match the following phrases in their proper forms with the sentences below the square.

conductive to	in good health	so far as	and what not	swarm to
for fun	in great detail	refer to	come into being	escape from
attribute to	be geared up to	in return		

1. He is now more than 60 years old, but still _____.
2. Balanced diet is _____ good health.
3. I've got a lot of presents, a notebook, a pen _____.
4. They work for money, but I work _____ as I do not have to worry about my life.
5. To let me know more about the accident, you should describe it _____.
6. He gave me a beautiful birthday present, and _____ I sent him a hand-made greeting card to express my thanks.
7. We _____ the great achievement of China's reform and opening to the outside world _____ the leadership of the Party.
8. Education should _____ the need of society.
9. He asked me when the TV _____.
10. He _____ the enemy's pursuit.
11. Tsunami _____ the destructive tidal waves caused by an earthquake in the ocean.
12. _____ I know, she failed the exam due to her illness.
13. They _____ the newly opened shopping mall for the goods that would be sold at a discount.