



普通高等教育“十一五”国家级规划教材
高职高专旅游管理系列教材



总主编 魏小安

实用旅游英语

主编 杨华



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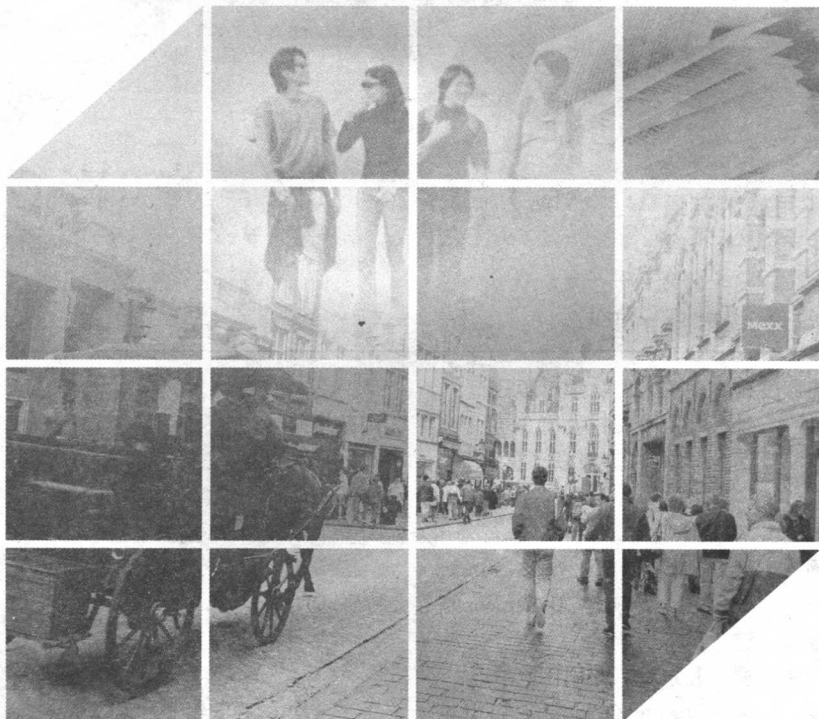
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总序

随着我国国民经济的迅速发展和人民生活水平的不断提高,旅游日渐成为大众越来越乐意选择的一种休闲娱乐方式。其地位的提升和巨大的社会需求将成为推动旅游职业教育发展的重要力量。自十六大以来,党中央提出了科学发展观,明确了以人为本的理念,着力调整了多年以来以GDP增长为导向的发展战略,开始从国计到民生的转变。而旅游恰恰就是民生的重要组成部分。在从重视国计转向重视民生的过程中,旅游的地位的进一步提高,必将推动旅游职业教育的快速发展。如果考虑到旅游与休闲之间的融合前景,考虑到整个休闲体系的发展与完善,以及对高素质专门人才的需求,我们可以预言:未来若干年内,旅游职业教育的发展前景将无比光明。

根据国家旅游局的统计,到2004年底,全国已拥有旅游院校1313所,且各个省(自治区、直辖市)许多高等学校都开设了旅游类专业,在校学生达57.86万人。如果仅仅从规模和数量上看,这大体能够适应我国旅游业的发展现状,但若从专业细化角度看,我们现在的旅游教育显然还无法满足旅游发展变化的需要,尤其无法满足休闲产业发展的需要,而休闲需求将是旅游业未来重要的发展方向。假如有一批经过专业化教育的高职毕业生进入酒吧、咖啡屋等休闲企业,那整个城市休闲体系的人员素质就会大幅度提高,休闲产业集群自然也就形成了,专业设置的回旋余地自然也就更大了。因此,旅游管理专业应该少搞些大而化之、笼而统之的课程,而是应该根据实际需要细化课程设置。采取市场需求扩大了就多培养,需求减少就少培养的方针。

实际上,旅游院校的实质就是提供旅游教育产品的供应商,需要研究生产什么、生产多少、怎么生产、为谁生产等基本问题。旅游职业教育同样面临着这样的问题,同样需要不断提高培养质量,强化培养途径。在这两个层面上我们还有很长的路要走。一方面,中国要从旅游大国真正变成旅游强国,必须具备相应的人才竞争力。而我们过去主要抓的是人才的数量,对人才的质量问题



重视不够。另一方面,在整个旅游教育体系中,旅游职业教育是薄弱环节,没有很好地结合职业教育自身的特点来制定相应的培养目标与模式,没有很好地进行课程与教材体系的设计。如果旅游教育不能真正培育出高质量的人才,旅游经济的发展必然会受到制约,旅游职业教育的路也就难以持续走下去。

要抓好旅游职业教育,课程体系构建和教材的建设是关键。当然,教师队伍建设、实践教学基地建设也是办好旅游职业教育所不可或缺的。但是作为知识和思想的载体,以及来自实践又能指导实践的理论概括的教材,其既具有基础性又具有前瞻性的特点,使得它成为高质量人才培养的首要保证。正是基于这样的认识,为了解决现行旅游职业教育教材建设中存在的沿用本科思路、与本科教材雷同较多、适用性差等问题,在中国人民大学出版社的支持下,我们组织了一批从事旅游专业教学和实践的业界专家,即双师型人才,从教材选择、教材配套、编写体例、内容安排等方面都作了大胆改革,花大力气推出了这套高职高专旅游管理系列教材。这套教材的主要特点有两个:

(1) 实用性强,在基本理论够用的前提下,本套教材把叙述重点放在实务操作流程的介绍上,在行文中尽量多使用图表、图例,以增加内容的形象性和直观性。

(2) 在课程体系构建上进行大胆探索,尤其是根据对旅游业发展和人才需求趋势的预测,开发了《“三吧”服务与管理》、《餐饮连锁经营与管理》等新的课程教材。这一具有一定前瞻性的课程设计,将有利于培养和提高旅游职业院校学生的就业能力。

当然,作为高职高专旅游管理教材改革与创新的尝试,本系列教材总会存在这样或那样的不足,在教材体系的构建中也难免存在某些局限性。为此,真诚地希望各位专家、教师和广大的高职高专学生提出宝贵的意见,以期通过不断的修订、完善,把该系列教材打造成一个真正的精品。

魏小安

2006年4月



前 言

中国的旅游业正面临着前所未有的跨越式的发展契机和机遇，而具备丰富旅游专业知识和过硬外语交流能力的旅游业从业人员将成为向世界展示我国悠久灿烂文化的主要窗口。可以断言，旅游业也将成为未来几年最炙手可热的行业。在这种情况下，各层次的旅游英语教材成了输送高质量旅游业从业人员的重要依托，也将为促进我国旅游事业的蓬勃发展起到至关重要的作用。

目前国内市场面向高职高专的旅游英语教材存在着练习形式单一、重讲解、轻实践的现象，内容互动不够，教学中学生处于被动接受的地位；有的教材材料陈旧，无法满足旅游业快速发展的需要。

为此，笔者从实际教学需要出发，结合多年的旅游英语教学经验和细致的市场行业调查，在中外专家的支持和帮助下，精心编写了《实用旅游英语》。该教材体现了专业英语教学的最新思想。具体而言，即强调培养学生在旅游行业情境下的英语听、说、读、写、译能力，以及在英语语言环境下，培养学生专业知识的实际应用能力。

《实用旅游英语》充分体现了实用性、互动性原则，体现了以学生为主体的新时代教学理念，着重培养学生在旅游行业中的英语的实际应用能力，在强调听说能力的同时，提高学生在阅读、翻译及写作等方面的实际应用能力。

为了体现以上特色，本教材在吃、住、行、游、购、娱六大部分的总体框架下，每个部分再根据相关主题细分成若干个单元。每个单元都有一篇主课文，一篇主对话，从而保证了学生对基本英语知识的获取，并为互动练习提供必要的知识基础。每个单元的练习不仅是检验学生知识掌握程度的手段，更是重要的知识输入途径。所有练习都配有现实活动中使用的图表、图片、标识等，增加了实用性，提高了学生的学习和参与兴趣。练习部分综合了在同一情境下的听、说、读、写、译各个技能方面的训练，有利于多方位巩固学生的知识、技能；更重要的是各项练习穿插在整个单元始终，彻底打破了讲解课、练

习课的区别,充分体现了以学生为主体的新时代教学理念。

本教材在体现实用性和学生主体性的同时,还通过灵活的体例设置,充分体现轻松活泼的特点。图片、图表、问卷、简短的介绍性文字,以及精心设置的讨论题目等,都有助于学生对知识的直观了解,增加学生的学习兴趣。同时,在每个单元最后,还设有精心选择的文化背景阅读材料和本单元的补充词汇,从而满足了不同英语水平学生的需求。

全书充分体现了英语的情景教学法和交际教学法,互动形式多样,选材实用性强。教学方法和部分材料已在专科教学中进行实践,教学效果和学生反馈均令人满意。本教材的使用对象是中、高等旅游职业院校的学生,也适用于有志于从事对外旅游行业的英语爱好者。

本教材的具体编写分工如下:杨华编写了第一部分和第六部分,翟润梅编写了第三部分和第五部分,牛涛编写了第二部分和第四部分。该教材有幸得到了北京外国专家“长城友谊奖”获得者,并担任北京市文物局、北京市残联、北京市旅游局专家顾问的 David N. Tool 教授的通篇审阅,在此表示衷心感谢。

由于本教材内容涉及面广,并对新的教学理念进行了大胆尝试,难免存在缺陷和不足,恳请读者不吝批评指正。

编者

2006年6月



Contents

Section One Food

Unit 1	Reserving a Table	3
Unit 2	Receiving Guests	16
Unit 3	Taking Orders	27
Unit 4	Beverages	39
Unit 5	Payment	51
Unit 6	Making Complaints	63

Section Two Lodging

Unit 1	Making a Reservation	79
Unit 2	Reception Desk	91
Unit 3	Room Service	101
Unit 4	Housekeeping Service	111
Unit 5	Checking Out	122

Section Three Transportation

Unit 1	On the Plane	135
Unit 2	Taking a Train	144
Unit 3	By Bus and By Taxi	154
Unit 4	Other Means of Transportation	164



Unit 5	Asking the Way	174
Unit 6	Itinerary Planning	184

Section Four Sightseeing

Unit 1	Scenic Sites	197
Unit 2	Historic Sites	207
Unit 3	Religious Sites	221
Unit 4	City Tours	232
Unit 5	Eco-tours	243
Unit 6	Festivals	253
Unit 7	Museums	263

Section Five Shopping

Unit 1	Souvenirs	277
Unit 2	Garments	287
Unit 3	Antiques	297
Unit 4	Jewelry	307
Unit 5	Folk Handicrafts	317
Unit 6	Groceries	327

Section Six Entertainment

Unit 1	Theaters and Concerts	341
Unit 2	Bars and Clubs	353
Unit 3	Recreation	365
Unit 4	Parks	377
Unit 5	Traditional Chinese Entertainment	389

Section One>>

Food

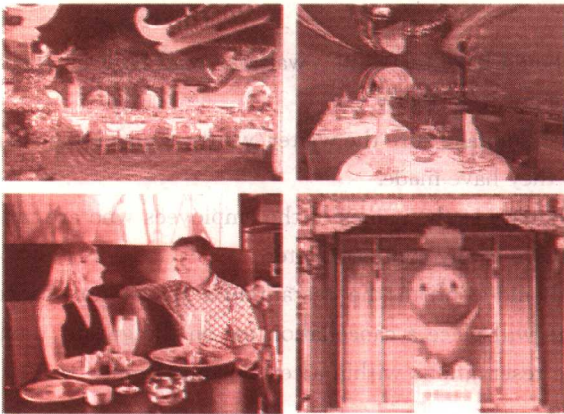


Unit 1 Reserving a Table



Discussion

I. Look at the pictures of the restaurants and think about what kind of food they can provide.



II. Guests are making reservations at your restaurant, discuss with your partner the following items and write down the marks for each item:

√ = yes 0 = not sure × = no

1. What information do your guests need to know about your restaurant?
 - A. How many staff are there in the restaurant?
 - B. When does the restaurant open and close?
 - C. What kind of cuisine does the restaurant offer?
 - D. The price range of dishes in your restaurant.
2. What information do you need to know about your guests?
 - A. How many people are there in his/her family?
 - B. How many people will eat in your restaurant?



- C. What is his/her name?
 - D. When will they arrive at the restaurant?
 - E. When will they leave?
 - F. Do they smoke?
 - G. What kind of food do they prefer?
 - H. The name which your guests would like the reservation made under.
 - I. Some restaurants will require a credit card number to guarantee a guest's reservation.
- G. Any special requests you need to make, such as smoking/nonsmoking, particular seating arrangements or special event celebrations.
3. What do your guests need to confirm with the restaurant when making reservations?
- A. They should have the waiter/waitress read back all their information to see if he/she has got it correctly.
 - B. They should make sure the waiter/waitress understands and has listed all special requests they have made.
 - C. They should get the names of the employees who are taking their reservations in case there is any confusion later.
 - D. They should confirm the restaurant's reservation cancellation policy. Some restaurants will place a cancellation fee on the guests' credit cards if they fail to cancel the reservations within a certain time frame.

Text

Restaurants in China

Chinese meals should be enjoyed in a group with everyone sharing a selection of dishes.^[1] This is because Chinese restaurants are not suited for individual diners. If you were to travel alone, you would most likely eat at one of the typical roadside eateries.

be suited for 对……合适

caterly ['i:təri] n. 餐馆, 食堂



Beijing

Based on imperial court and Shandong cuisines, Beijing food enjoys an age-old reputation. The main methods of cooking are deep-frying, sautéing, stir-frying and roasting. When you are in Beijing, an opportunity to sample its famous Peking Duck should not be passed. This dish is known for its scented, crispy skin and is served with pancakes, hoisin sauce and spring onions. All the ingredients are rolled into a tube and it is a delightful blend of taste and texture.^[2]

Guangdong

Guangdong food features a wide range of refined ingredients and quick frying.^[3] The dishes are fresh, tender, refreshing and smooth. Guangdong chefs always try to adapt the dishes according to the season—light flavoring in summer but heavy during winter. Restaurants in Guangdong offer specialties such as smoked pomfret, steamed pomfret topped with scallions and flavored oil, and sweet and sour pork. If you are the adventurous type, try some snake dishes, braised chicken, roast piglet or soups in wax gourds. Guangdong is also famous for its moon cakes.

Sichuan

Dishes in Sichuan are noted for their varied and heavy flavors. The eight common seasonings used are pepper sauce, pepper with vinegar, pepper with fish sauce, chili jam with wild peppercorn, cayenne pepper with wild peppercorn, black pepper with

imperial [ɪm'piəriəl] *adj.* 皇帝的

cuisine [kwɪ(:)'zi:n] *n.* 厨房烹调法, 烹饪

reputation [ˌreɪpju'teɪʃən] *n.* 名誉, 名声

sauté ['səuteɪ] *vt.* 嫩煎

stir-fry *v.* 用旺火煸

roast [rəʊst] *v.* 烤, 烘

sample ['sæmpl] *vt.* 尝试

scented ['sentɪd] *adj.* 有香味的

crispy ['krispi] *adj.* 松脆的

pancake ['pænkɛk] *n.* 薄烤饼

hoisin sauce (中国式烹饪中使用的由酱油、蒜泥等调制成的) 海鲜酱

spring onion 生吃的小洋葱

ingredient [ɪn'grɪdiənt] *n.* 成分

feature ['fi:tʃə] *vt.* 以……为特色

refined [rɪ'faɪnd] *adj.* 精制的

chef [ʃef] *n.* 厨师

adapt [ə'dæpt] *vt.* 使适应

specialty ['speʃəlti] *n.* 特色菜

pomfret ['pɒmfret] *n.* 鲷鱼, 银鲷

scallion ['skæljən] *n.* 冬葱, 大葱

adventurous [əd'ventʃərəs] *adj.*

喜欢冒险的

braised *adj.* 炖熟的, 焖熟的

piglet ['pɪɡlt] *n.* 小猪

wax gourd *n.* 冬瓜

seasoning ['si:zənɪŋ] *n.* 调味品

pepper sauce 调味辣酱

vinegar ['vɪnɪɡə] *n.* 醋

chili jam 辣酱

peppercorn ['pepəkɔ:n] *n.* 胡椒子

cayenne [keɪ'en] *n.* 辣椒粉



peanut and sesame paste, peppercorn with sesame oil and chili oil—all hot and tasty. Distinct dishes include pork and chicken cubes with peanuts and chili, and “clubbed chicken”, which is chicken meat pounded and then shredded^[4] before the eight seasonings are added—a sweet but hot dish. Others include Luyang-style crisp chicken and bean curd.

peanut ['pi:nʌt] *n.* 花生

sesame paste 芝麻酱

cube [kju:b] *n.* 立方体

pound [paʊnd] *vt.* 捣烂

shred [ʃred] *v.* 切碎

bean curd 豆腐

Notes

[1] 在此句中，介词 with 引导的结构作伴随状语。例如：He left the meeting room with all the other people shouting at each other. 他离开了会议室，所有其他人还在相互叫嚷着。

“a selection of dishes”指的是精选出来的菜肴。全句的意思是：“中国菜要和大家一起吃，每个人都来分享精选出来的菜肴。”

[2] 全句的意思是：“所有的材料都卷成一个卷儿，这种色、形、味的融合给人带来美好的感受。” a blend of 的意思是“a mix of”。

[3] 全句的意思是：The characteristic of Guangdong food is its many ingredients which are carefully selected and its short cooking time. 广东菜的特点是众多材料都经过精心挑选，烹饪时间短。

feature: 以……为特色。例如：The little town features a beautiful lake with swans on it. 美丽的湖水和湖中游弋的天鹅是这个小镇的一大特点。

[4] 在“which is chicken meat pounded and then shredded”中，“pounded and then shredded”结构作“meat”的后置定语，它可以改写为“chicken meat that is pounded and then shredded”。类似的例子有：Those are the people deeply respected and loved. 那些人深受尊重和爱戴。



Exercises

I. Answer the following questions within ten words.



1. Which cuisines is Beijing food based on?

2. Briefly describe how Beijing Duck is served.

3. What is Guangdong food famous for?

4. What are Sichuan dishes famous for?

5. What is "clubbed chicken"?

II. Banked cloze.

is known for adapt is... suited for is... served with
is based on a wide range of

1. This air-conditioner can _____ indoor temperatures according to your need.

2. _____ home appliances (家用器具) are displayed in the international commodity fair.

3. Heavy food _____ not _____ people who have just recovered from a stomach-ache.

4. The small town, Stratford-upon-Avon, _____ its famous citizen—William Shakespeare.

5. Broiled lobster _____ usually _____ seasonal vegetables in our restaurant.

6. This movie _____ a best-selling novel of the same name.

Dialog

Directions: Listen to the recording and finish the dialog.

Receptionist: Seafood King Restaurant, _____ afternoon.

William Jackson: Good afternoon. I need to make a reservation for dinner _____ night.

Receptionist: For what time, sir?

William Jackson: _____ o'clock.

Receptionist: Smoking or non-smoking?

William Jackson: We prefer to sit in the _____ section.

Receptionist: How many are there in your party?

William Jackson: _____.

Receptionist: That'll be all right, sir. What name, please?

William Jackson: Mr. and Mrs. William Jackson.

Receptionist: _____ Jackson.

William Jackson: That's right. It's our anniversary, so perhaps you could arrange to have roses on the table.

Receptionist: Yes, we'll _____ that, sir. A table for two tomorrow night at eight, non-smoking. Is that right?

William Jackson: Right. Thank you.

Receptionist: Thank you for calling. Good-bye.



Word Bank

reservation [ˌrezə'veɪʃən] *n.* (旅馆房间等) 预订, 预约

smoking or non-smoking 吸烟区或禁烟区

section ['sekʃən] *n.* 区域

anniversary [ˌæni'versəri] *n.* 周年纪念

arrange [ə'reɪndʒ] *v.* 安排



Dialog Memorization

Directions: Memorize the dialog and practice it with your partner, paying special attention to the expressions below.

I need to make a reservation for...

For what time, sir?

Smoking or non-smoking?

prefer to sit in... section

How many are there in your party?

take care of

A table for two on...

Thank you for calling.