



新世纪高职高专教改项目成果教材
Xinshiji Gaozhi Gaozhuan Jiaogai Xiangmu Chengguo Jiaocai



旅游英语

南凡 主编

刘素花 副主编

[新西兰] 克里斯廷·海伦·卡迪

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高等教育出版社

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内容提要

本书是教育部“新世纪高职高专教育人才培养模式和教学内容体系改革与建设”项目成果,是由教育部高职高专教育专业教学改革试点院校教师编写的。

本书主要包含从接站到送站整个导游服务过程中所涉及到的日常会话、词汇、短语、常用表达方式、导游服务建议、与特定导游环节相关的练习和知识补充等。鉴于条理明晰的需要,除作为背景介绍的 Pre-unit 外,全书其他单元均被分为五大部分:热身练习、教您做导游、学习助手、巩固您的导游技能和供您参考。

本书将实用性、趣味性、时代性和条理性融为一体,实现了学与用的最佳结合。同时随书附助学光盘,使教学内容更趣味盎然,有助于提高学生的学习热情,增强学习效果。

本书可作为高等职业院校、高等专科学校、成人高校、本科院校高职教育旅游专业及其他相关专业的教学用书,也可供五年制高职院校、中等职业技术学院相关专业学生使用,并可作为旅游从业人员和广大旅游爱好者的参考读物。

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出版说明

为认真贯彻《中共中央国务院关于深化教育改革全面推进素质教育的决定》和《面向21世纪教育振兴行动计划》，研究高职高专教育跨世纪发展战略和改革措施，整体推进高职高专教学改革，教育部决定组织实施《新世纪高职高专教育人才培养模式和教学内容体系改革与建设项目计划》（教高[2000]3号，以下简称《计划》）。《计划》的目标是：“经过五年的努力，初步形成适应社会主义现代化建设需要的具有中国特色的高职高专教育人才培养模式和教学内容体系。”《计划》的研究项目涉及高职高专教育的地位、作用、性质、培养目标、培养模式、教学内容与课程体系、教学方法与手段、教学管理等诸多方面，重点是人才培养模式的改革和教学内容体系的改革，先导是教育思想的改革和教育观念的转变。与此同时，为了贯彻落实《教育部关于加强高职高专教育人才培养工作的意见》（教高[2000]2号）的精神，教育部高等教育司决定从2000年起，在全国各省市的高等职业学校、高等专科学校、成人高等学校以及本科院校的职业技术学院（以下简称高职高专院校）中广泛开展专业教学改革试点工作，目标是：在全国高职高专院校中，遴选若干专业点，进行以提高人才培养质量为目的、人才培养模式改革与创新为主题的专业教学改革试点，经过几年的努力，力争在全国建成一批特色鲜明、在国内同类教育中具有带头作用的示范专业，推动高职高专教育的改革与发展。

教育部《计划》和专业试点等新世纪高职高专教改项目工作开展以来，各有关高职高专院校投入了大量的人力、物力和财力，在高职高专教育人才培养目标、人才培养模式以及专业设置、课程改革等方面做了大量的研究、探索和实践，取得了不少成果。为使这些教改项目成果能够得以固化并更好地推广，从而总体上提高高职高专教育人才培养的质量，我们组织了有关高职高专院校进行了多次研讨，并从中遴选出了一些较为成熟的成果，组织编写了一批“新世纪高职高专教改项目成果”教材。这些教材结合教改项目成果，反映了最新的教学改革方向，很值得广大高职高专院校借鉴。

新世纪高职高专教改项目成果教材适用于高等职业学校、高等专科学校、成人高校及本科院校举办的二级职业技术学院、继续教育学院和民办高校使用。

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2002年11月30日

前 言

众所周知,中国旅游业正呈迅猛发展之势,其中外国旅客入境游是一支令人不可忽视的生力军。据统计,在全球旅游业排行榜上,我国接待海外旅游者人数已位居第五。随着我国加入 WTO,海外旅客入境游这把火将越燃越旺,而北京成功申办 2008 年奥运会,又将带来海外旅客入境游的另一个明媚春天。入境游的迅猛发展,增加了对既熟悉导游业务又有着良好沟通能力的英语导游及旅行社咨询人才的需求,高职高专旅游专业正是培养这种实用型人才的园圃;同时要培养出适合市场需求的高质量人才,就必须有合适的高职高专《旅游英语》教材相配合。然而,据调查,目前市场上此类教材均存在着一些不足,无法满足培养高水平涉外导游的需求。综括其不足,主要有以下几个方面:一、版本陈旧,新内容缺乏。书中仅限于对旅游基本常识,如旅游资源、社会与文化等的概括介绍和一些旅游景点的概述,缺乏与时代联系紧密的新知识,如电子商务、网上购物等,尤其欠缺旅游活动中实用性英语交流的知识,应用性不强。二、趣味性欠缺,知识点松散,不利于激发学生学习兴趣,因而不利于学习和掌握。三、课后没有根据市场需求补充旅游活动中可能用到的词汇或相关知识,如:菜肴、日常生活用品等的英文表达法,缺少实用旅游英语相关知识点的练习,起不到巩固作用。

本着培养旅游业合格人才的目的,我们编写了这本新的《旅游英语》教材,本书在一定程度上弥补了上述缺陷,将实用性、趣味性、时代性和条理性融为一体,实现了学与用的最佳结合,且随书附助学光盘,使教学内容更趣味盎然,有助于提高学生的学习热情,增强学习效果。本书相关试题答案请登陆 <http://hv.hep.com.cn> (高职高专教学资源网) 查找。

本书以“三线”为骨架:

(I) 主线:包括一个完整的导游服务过程所涉及到的日常英语会话。

(II) 辅线:包括与会话相关的各知识点,如词汇、短语、常用表达方式、所学导游环节的服务建议等,还包含与主题内容相关的各项练习,以巩固所学知识。

(III) 补线:该部分沿着主线的宗旨,补充与所学导游环节相关的知识,进一步拓宽学生视野,丰富其知识,增进其技能。

本教材共分十一单元,除 Pre-unit 为背景知识交代外,其余每单元包括五大部分:

1. 热身练习:开篇为单元主题相关图画,引导学生掌握重点词汇,为进一步学习奠定基础,并通过启发式提问激发学生的学习兴趣。

2. 教您做导游:本部分为导游过程某一环节的主题对话,使学生掌握导游实务中英语交际技能。

3. 学习助手:本部分列出主题对话部分重要词汇、短语表达,并就本单元所学导游环节提出宝贵建议和提醒,有助于提高用英语进行导游服务的能力。

4. 巩固您的导游技能:本部分为与主题内容相关的各类练习,以进一步巩固和丰富所学知识。

5. 供您参考:本部分补充与本单元所学导游环节相关知识,进一步拓宽学生视野。

本教材由南凡主编,主编从事旅游与英语教学多年,有着丰富的国际交流经验。编

II 前 言

写组成员刘素花有丰富的旅游英语教学和导游实践经验,新西兰籍教师克里斯廷·海伦·卡迪曾在其国内主持过多年的导游服务培训。本书由旅游行业专家、燕山大学付岗教授审稿。我们衷心希望这是一本让大家用起来得心应手的旅游英语教材。

此外,本书撰写过程中得到了燕山大学崔建凤、廖洪柳、楚金梅、张蕊等朋友的大力支持,在此一并表示衷心感谢!

由于时间紧迫,编者水平有限,本书的缺点和错误实难避免,恳请使用本教材的同仁惠予指正。

编 者

2005年3月

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Pre-unit: General information about tourism English

1. Characteristics of the tour

6-day Beijing package tour

2. Characteristics of the tour group

(1) Name: Holiday Tour Group

(2) 15 people, 2 five-year-old kids, 6 women (between 25 ~ 45), 7 men (between 25 ~ 45)

(3) From: Washington State, USA.

(4) Tour Leader: Mr. Daniel Black

3. Itinerary

• Day 1 Arrive in Beijing

Arrive in Beijing, the capital of the People's Republic of China. Meet the guide on arrival and get to the hotel. (D)

• Day 2 Beijing

Begin the day with a visit to Tian'anmen Square, then, move on to the Forbidden City. After lunch, visit the Temple of Heaven. A Peking Duck Dinner concludes the first full day activities in China. (B-L-D)

• Day 3 Beijing

Visit the Summer Palace. In the afternoon, visit the Yonghe Lama Temple. (B-L-D)

• Day 4 Beijing

Today's highlight is the visit to the Great Wall. A short drive away is the statue-lined Shenlu (Spirit Road) leading to the Ming Tombs, here are some marvelous stone sculptures. The Ming Tombs are the graveyard for deceased emperors of the Ming Dynasty. Rest of the day is free. (B-L-D)

• Day 5 Beijing

Visit the Fragrance Hill in the morning. After lunch, take a walk through some old "Hutongs", and enjoy a characteristic dumpling dinner at a local restaurant. (B-L-D)

• Day 6 Return Home

Get to the airport and board homebound flight. (B)

Note: B: Breakfast L: Lunch D: Dinner

4. Hotel

Name: China Resources Friendship Hotel

Class: ★ ★ ★ ★

Address: Chaoyang District, Beijing

5. Travel Agency

(1) Beijing Blue Sky International Travel Agency.

(2) Local guide: Janet Jin.

6. Arrival Flight

(1) UA861, from Washington State.

(2) Arrival time: 14: 20, July 25.

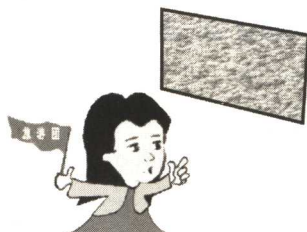
(3) Class of the flight: economy class.

(4) Arrival airport: Beijing International Airport.

Unit 1 Meeting the Tour Group

Section 1: Warming-up

▶▶ 1.1 Match each picture below with its word or phrase



(A)



(B)



(C)



(D)



(E)



(F)

(1) exit _____

(2) sign _____

(3) coach _____

(4) baggage _____

(5) flight _____

(6) tour guide _____

4 ▶▶ 1.2 Discuss the following questions

- (1) What should you do before meeting the guests?
- (2) How to meet the guests at the airport?

Section 2: Teaching you to be a guide

T. G: *Tour Guide (Janet Jin)*

T: *Tourist*

T. L: *Tour Leader (Daniel Black)*

(Janet Jin came to the airport at 13:50. It is about 14:15 now, she stands at a visible place of the exit, holding a receiving sign high. After the flight UA851 arrives, she immediately recognizes her group)

T. G: Excuse me. Are you the Holiday Tour Group?

T. : Yes, we are.

T. G: Welcome to China, I'm Janet Jin, the **tour guide** from Beijing Blue Sky International Travel Agency. Who is the leader, please?

T. L: I'm Daniel Black, the **tour leader** of the group. Thank you for coming to meet us.

T. G: Oh! Mr. Black, nice to meet you.

T. L: Nice to meet you too, this is our first journey to China. I'm afraid we'll **put you to a lot of trouble.**

T. G: Not at all. We are very glad to have you here, Mr. Black. How about your trip?

T. L: Very nice, we had a very pleasant trip.

T. G: You have a group of 15, right?

T. L: Yeah!

T. G: Do we need to wait for your **baggage**?

T. L: No, we all have got our baggage.

T. G: Well, is everybody here now?

T. L: Oh, wait a second. Yes, everybody is here.

T. G: Our coach is outside the airport. Shall we go now?

T. L: Ok, let's go.

T. G: Attention please! Everyone. Now please follow me.

(They go to the coach.)

Section 3: Learning-assistant

▶▶ 3.1 New words and expressions

exit ['eksit, -zit] n.出口

sign [sain] n.标记, 指示牌

flight [flait] n.班机, 航班

recognize ['rekəgnaiz] vt.认出

baggage ['bægidʒ] n.行李

coach [kəutʃ] n.长途汽车

tour guide 导游

tour leader 旅游团领队

tour group 旅游团

receiving sign 接站牌

put sb. to a lot of trouble 给某人带来很大麻烦

▶▶ 3.2 **Tips** for meeting a tour group at the airport

- (1) Make sure the arrival time of the tourists' vehicle before going to receive the tourists.
- (2) Contact the bus driver, inform him/her of the starting time and meeting place. Be sure to get to the destination half an hour earlier.
- (3) Arrive at the destination half an hour earlier, talk with the driver over the best parking place. Then contact the information desk of the airport (railway station, dock), verify the exact time of tourist's arrival.
- (4) Before meeting the tour group, inform the baggage clerk where and when to fetch baggage and where to send the baggage.
- (5) Before the tour group comes out, stand at a visible place where passengers exit, with receiving sign held high in the hand. On the sign, there should be the name of the tour group, the number of the group, and the name of the tour leader.

Section 4: Enforcing your guiding skills

▶▶ 4.1 Role-play

Dub for the dialog in the section 2 with your partners: one dubs for the tour guide and the other dubs for the tour leader.

▶▶ 4.2 Special terms

(1) Put the following into Chinese.

- a. non-smoking section
- b. parking area
- c. unaccompanied baggage
- d. customs baggage declaration form
- e. airport inquiries

(2) Put the following into English

- a. 免税商店
- b. 行李认领牌
- c. 旅客通道
- d. 入境签证
- e. 手提行李

▶▶ 4.3 Translate the following sentences into English

(1) 我想您肯定因时差而感到累了吧。

- (2) 请再检查一下您的行李,别遗忘了。
- (3) 很高兴您能来北京。
- (4) 两个箱子,一个包,共三件行李,对吗?
- (5) 我将确保你们有充足的时间轻松轻松。

▶▶ 4.4 Simulated acting

Act how to meet the tour group at the railway station according to the following information.

Tour guide: Wang Wen

Tour leader: Mr. Brown

Tour group: Sunshine Tour Group from Canada, 16 members.

Arrival time: 9 a. m.

▶▶ 4.5 Translate the following passage into Chinese

Meeting tourists is just the first step in the whole working procedure of a tour guide. As a guide, you should bear in your mind the following things: Firstly, try to get the right tour group you are supposed to meet, pay attention to characteristics of different nationalities and the logo of their foreign tour groups.

Section 5: Supplement for your reference

▶▶ 5.1 What makes a successful guide

- (1) Personal Qualities.
Tour guides need to be

- Friendly, polite and trustworthy
- Responsible and safety-conscious
- Patient, helpful and perceptive to visitors' needs
- Outgoing and able to put people at ease
- Able to work under pressure
- Calm in an emergency
- Well-organized and have an eye on detail
- Able to communicate with people from a wide range of cultures and backgrounds
- Good listeners and able to deal with complaints
- Knowledgeable and informed

(2) Skills.

Tour guides need to have

- Planning and organizational skills
- Time management skills
- Skills of speaking before the public
- Leadership and crisis management skills
- Communication, listening, and observation skills
- Problem solving skills
- Conflict solving skills
- First-aid skills.

(3) Key Point.

A sense of humor is a must.

▶▶ 5.2 Read the passage and answer the following questions

In most countries, the domestic passenger comes to the airport, shows his ticket at the airline counter, checks in his baggage and his flight. Upon arrival at his destination, he picks up his baggage and goes on his way.

The international passenger, on the other hand, goes through a much more complicated process. For the departing passenger, there may be government regulations with which to comply in addition to the airline check-in process. For the arriving passenger, there are always passport and customs procedures. For the international passenger, there is even a special category — the transit passenger who is stopping at an airport that is not his destination. Because of the special problems of international passengers, this will summarize the procedures that apply to them on most airlines and at most airports around the world.

Procedures for the departing international passenger are usually quite simple, though they may vary considerably from country to country. In most countries, the passenger com-