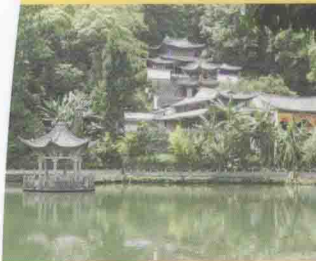


21世纪高等院校旅游专业规划教材

旅游英语视听说

(第2版)

主编 邢怡



上海交通大学出版社



专业规划教材

旅游英语视听说

(学生用书)

(第2版)

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上海交通大学出版社

内 容 提 要

本书全面介绍与旅游产业相关的历史、旅游类型、吸引物、动机、开发、规划、影响与可持续性、营销、沟通、接待业、休闲管理、运输、人力资源和文化。全书共 17 课,每课含 A、B、C 三部分内容。PART A 为视,包含专业术语及解释,段落大意领会,段落阅读理解,旨在从视觉方面对信息进行强化记忆。PART B 为听力训练,PART C 为口语,此外本书若干单元中还增加了视频,供用书学校根据学生的程度和课时选用。

本配有学生学习课件,可方便学生的自习与复习。与书配套的教参,在编写时就考虑到方便教师的备课(凡订购本教材的任课教师与出版社联系,可免费获取教参的电子版本。联系:13472596141,e:shujun2008@gmail.com,张书君)。

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再版前言

2004年出版的《旅游英语视听说》，是根据旅游专业职业教育培养目标、遵循语言教学规律及旅游专业课程设置的实际，根据各高校旅游专业英语教材要求，在“21世纪高等教育通用教材编委会”及上海交通大学出版社职教编辑部的精心组织下，全国多所高等院校的学者、教师们通力合作下编写出版的旅游专业英语系列之一。

教材遵循专门化用途英语(ESP)的教学规律，紧密结合旅游服务、旅游管理的实际，突现旅游高职教育的特点，抓住国际旅游业的发展趋势及旅游教育的最新理念，力争在覆盖旅游业务分支行业的基础上，用英语讲授旅游管理的沿革、基本理论、最新理念、各种管理功能与职能并把管理知识的输入与英语技能的养成结合起来，把旅游服务英语与旅游管理英语磨合起来。特点是它的高层次性、系统性、应用性。所谓“高层次性”，是指高职旅游英语教学属于高等教育，因而有别于中专中职的英语教学。它在后者的基础上，加深、拓宽专业英语的教学路子，从单纯进行操作型服务英语的教学进入复合型英语的教学。“高层次性”的另一个涵义就是这套系列教材起点较高，采用当代国际旅游业的最新观念、创新理念，有相当的前瞻性；所谓“系统性”，是指这套系列教材是个有机整体，以《旅游管理综合英语》为前导，全方位、多角度地涵盖旅游业的各主要分支行业，我们称之为“一册先行、多册跟上”，形成群体效应而不搞传统的“单打一”。本套各种教材互相配合、相辅相成，既有共同目标，又有自身特色。此外，在编写原则、编写体例、编写方法上也博采众长，将各种行之有效的英语教学流派、教学方式整合于一体，力争内容新而全、形式多而活；所谓“应用性”或曰“职业性”是指这套旅游英语系列教材决非是普通高校旅游本科专业英语教材的“压缩型”产品。

本书《旅游英语视听说》作为与《旅游管理综合英语》同步的教材，旨在配合《旅游管理综合英语》，从视、听、说三方面来强化学生对旅游业宏观知识的了解和认识。本书全面介绍了旅游产业的方方面面，其中包括旅游业的历史、旅游类型、吸引物、动机、开发、规划、影响与可持续性、营销、沟通、接待业、休闲管理、运输、人力资源和文化。此外，本书还对旅游政策、旅游教育和培训以及会展管理等几个旅游管理不可或缺的领域进行了简要的介绍。它旨在培养学员在旅游管理专业方面所必要的听说能力，从而使学员能够顺利地进行有关旅游管理专业的日常交流活动。

此次修订再版的《旅游英语视听说》在实际使用了4年之中,对本书的部分内容做了更切合教学要求的改进,相应增加了一些新的内容。全书共有17课,每课含A、B、C三部分内容。PART A为视,包含三种练习形式。练习一为专业术语及解释,练习二为段落大意领会,练习三为段落阅读理解。该部分旨在从视觉方面对信息进行强化记忆。PART B为听力训练,包含四种练习形式。练习一为多项选择,练习二为填空,练习三为判断正误,练习四为听力理解领悟。PART C为口语,包含四种练习形式。练习一、二、三要求学生用口头形式对前面两部分所读和所听到的专业信息进行理解和表达,练习四为案例分析练习。课文所选用的资料绝大部分为近几年国外出版的专业书籍及海外知名大学的新刊论文,起点较高,内容较新。练习的编排突出口头交际能力的训练,鼓励学员进行课堂讨论、小品扮演以及口头作文。此外第二版的若干单元还增加了视频,供用书学校根据学生的程度和课时安排选用。

本套《旅游英语视听说》教材配有学生学习课件,视、听、说、写的练习题库均采用数据库连接,能给出标准答案。并与学生用书配套使用,可方便学生的自习与复习。与书配套的教参,在编写时就考虑到方便教师的备课(凡订购本教材的任课教师与出版社联系,可免费获取教参的电子版本。联系电话:)。因此,在教学中,教师可根据教学重点的需要和学校教学设备的配备情况选择使用。建议在二年级上学期或下学期先学《旅游英语视听说》(上册),在二年级下学期或三年级上学期教《旅游英语视听说》(下册)。周学时以不少于两节为宜。

《旅游英语视听说》上册主编为邢怡(上海旅游高等专科学校),副主编为方春香(上海行健职业学院)、周艳春(南通职业大学应用中文系)、王雪梅(山东商业职业技术学院)。参加编写人员除上述四人外,还有程华(山东商业职业技术学院)、毛仁仙、许璐、吴云(上海旅游高等专科学校)、肖莉(武汉船舶职业技术学院)和郑锐(嘉兴商业职业技术学院)。在本书编写过程中,受到许多朋友们的热诚支持,在此一并致谢。

编写高职高专旅游英语系列教材,这在我国还是初级阶段的尝试。管窥蠡测、错讹在所难免,抛砖引玉,切望读者指正。

编者

2009年8月

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Module One

An Overall Introduction of Tourism

Learning Points

commute	<i>n.</i>	上下班两地之间的路程, 上下班路程
consecutive	<i>adj.</i>	连续的; 依次相续的
remunerate	<i>n.</i>	报酬, 酬劳
restraint	<i>n.</i>	限制, 约束
nomad	<i>n.</i>	游牧部落的人, 流浪汉
relay	<i>n.</i>	替换的人马
scout	<i>v.</i>	搜寻, 寻找
acrobat	<i>n.</i>	杂技演员
penance	<i>n.</i>	苦行, 修炼
ailment	<i>n.</i>	失调
rheumatism	<i>n.</i>	风湿病
Caracalla	<i>n.</i>	卡拉卡拉(A. D188~217)古罗马帝国皇帝)
cathedral	<i>n.</i>	教堂
Nepal	<i>n.</i>	尼泊尔
Bali	<i>n.</i>	巴厘岛
boon	<i>n.</i>	裨益; 方便
resilient	<i>adj.</i>	恢复活力的

PART A SEEING

DRILL 1 Technical Terms

Direction: In this part you will see some technical terms followed by

explanation on the screen. They will also be read out for you with the terms highlighted. Watch carefully, read after the reader and then write down the definition in the space provided.

1. *Recreation*

2. *Travel*

3. *Resident*

4. *Visitor*

5. *Tourist*

6. *Excursionist (same-day visitor)*

7. *Travelers*

8. *Commuters*

9. *Migrants*

10. *Tourism*

DRILL 2

Direction: In this part, you will see a passage on the screen. Read it carefully and write down the main idea of each paragraph in the space provided.

A Brief History of Tourism

1.

2.

3.

4.

5.

6.

DRILL 3

Direction: In this part, you will see a passage on the screen. Read it carefully and write down your answers to the questions given.

The Industrial Revolution and Tourism

1.

2.

3.

4.

5.

PART B LISTENING

DRILL 1

Direction: In this part, you will hear a passage. It will be read twice. Listen carefully and choose the best answer from the choices given.

Why Do People Travel?

1.
 - A. Most travel was undertaken because of necessity other than for pleasure.
 - B. To answer the question what motivated people to travel.
 - C. Visiting the destinations of historic and cultural was a main reason for people to travel.
 - D. Some people in the ancient times traveled for the fun of it.
2.
 - A. Looking for more food and a safer place to live.
 - B. Looking for comfort in the trip.
 - C. Hunting for valuable minerals.
 - D. Seeking fertile farmland.
3.
 - A. The names of trips.
 - B. The names of ships.
 - C. The names of groups.
 - D. The names of communities.
4.
 - A. They were so poor that they couldn't afford better clothes and a pair of shoes.
 - B. They viewed dressing in sackcloth and walking barefoot as a kind

of self-punishment.

C. They like sackcloth and barefoot.

D. They wanted to show their respect to the God.

5.

A. To try to become young.

B. To seek some fun.

C. To look for gold.

D. To treat his disease.

DRILL 2

Direction: In this part, you will hear a passage. It will be read twice. Listen carefully and fill in the blanks with the information you hear.

The Main Components of Tourism Industry

The degree of acceptance given to the idea of _____ depends upon the nature of the definition of the word “industry” that is used. Macroeconomists who look at the overall picture of national economies are inclined to argue that tourism and travel do not comprise an industry because there is no distinct _____. Furthermore, they argue that any attempt to account for travel and tourism is liable to lead to double counting, because activities of all establishments are already allocated to existing industries. On the other hand, the very existence of the national trade associations, the Travel Industry Association of America and the Tourism Industry Association of Canada, clearly indicates that there is a sector of North American business that identifies itself as a travel or tourism industry.

Government is less inclined to refer to tourism and travel as an industry. Nevertheless, the Report of the Tourism Sector Consultative

Task Force (Powell 1978) stated that:

Tourism is both an industry and _____ : society's adoption of travel as part of a lifestyle. The industry does not have a discrete image like other industry sectors, partly because of its heterogeneity and because many of its components are largely composed of small businesses, but it is pervasive across Canada. Its product includes all the elements that combine to form the _____ and exists to serve his needs and expectations.

The "tourist sector" or "tourist industry"... can be broadly conceived as representing the sum of those industrial and commercial activities producing goods and services wholly or mainly consumed by _____.

This United Nations source identified seven industrial areas that could be regarded as belonging in different degrees to the tourist sector although for the most part not concerned exclusively with tourism. These were accommodation, _____, restaurants, passenger transport enterprises, manufacturers of handicrafts and souvenirs designed for visitors and related outlets, establishments providing facilities for _____ of visitors, and government agencies concerned with tourism. Of these seven, the United Nations source identified three areas which it considered were practical for the development of statistical series: accommodation, travel agents, and _____.

DRILL 3

Direction: In this part, you will hear a passage. It will be read twice. Listen carefully and decide whether the following statements are true or false. Write T for truth and F for false in the blankets.

The Development of Modern Tourism Industry

1. The travel industry began in the late 1950s and early 1960s. ()
2. Hilton Group and Marriot Group originated in 1970s. ()
3. In 1970s, the main reason to stimulate the large number of families to travel is the relatively peaceful political climate. ()
4. After 1960s, more and more women began to go out to work. ()
5. The senior citizens never make any contribution to the travel industry, because even though they became rich after retirement and have free time as well, they are too old to travel. ()

DRILL 4

Direction: In this part, you will hear a passage. It will be read twice. Listen carefully and write down your answers in the space provided.

Economic Growth and Tourism

1. Why tourism increased only slightly in the 1970s compared with the earlier years?
2. How could people achieve the sustained growth in tourism instead of suspension even after an oil crisis?