

21世纪高等学校规划教材

# 旅游专业 英语教程

司爱侠 陆巧儿 吕淑文 张千帆 编著

21st Century University  
Planned Textbooks

 人民邮电出版社  
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## 内 容 提 要

本书的目的在于切实提高读者的专业英语能力。

本书具有突出的实用性,涵盖行(transportation)、住(accommodation)、食(eating)、游(tour)、购(shopping)及娱(entertainment)各方面。本书以Unit为单位,每一Unit由以下几部分组成:对话——注重实用性,每篇对话有一个主题,内容简单且易上口;课文——选材广泛、风格多样、切合实际;单词——给出课文中出现的新词,读者由此可以积累旅游专业的基本词汇;词组——给出课文中的常用词组;缩略语——给出课文中出现的、业内人士必须掌握的缩略语;专用词汇——给出旅游行业中的专用人名和地名;难句讲解——讲解课文中出现的疑难句子,培养读者的阅读理解能力;习题——可有效巩固学习成果;技能训练——实用表格填写以及实用写作,这些来自实际的资料对从业人员极为有用;旅游小百科——介绍一些旅游方面的知识;著名景点介绍——介绍中外著名景点,进一步扩大读者的视野;参考答案——可供读者检查学习效果。本书结构非常适合组织教学,词汇加注了音标。

本书既可作为高等本科院校、高等专科院校旅游相关专业的专业英语教材,也可供从业人员自学。作为培训班教材亦颇得当。

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# Unit 1

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## Introduction to Tourism Industry

### *Part One Dialogues*

#### *Sample Dialogue 1*

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

I = Interviewer    M = Mike

I: Good morning!

M: Good morning!

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

M: My name is Mike Brown.

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

M: 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?

M: First I'm a major of tourism. I've obtained professional knowledge about tourism. Second, I can speak English very well, which makes me more capable of communicating with foreign tourists. Third, I love traveling, which I think is also very important.

I: Good idea. I want to know how much you'll expect your salary.

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

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

M: I'm looking forward to a positive reply. Thank you very much.

I: You are welcome.

#### *Sample Dialogue 2*

**Situation:** Bob has just come back from Thailand, and he is talking with Mary about his travel.

M = Mary    B = Bob



M: Hi, Bob. Haven't seen you for ages! How is everything?

B: I've just come back from Thailand. It is really an exciting trip.

M: Really? That must be very interesting.

B: You are right. The beautiful sceneries, nice people and the different cultures.

M: It seems that you really enjoy your stay there.

B: Yes. It broadens my perspective, and I can learn a lot from it.

M: But travel is expensive. I can't imagine a person working hard the whole year and then spending his savings within a couple of days just for seeing landscape and meeting people of different colors and races.

B: I agree with you on that, but we can choose a cheaper way of traveling.

M: I'm afraid I can't afford long trip with my salary. Any suggestions?

B: If you work in a travel agency, you could find some chances to travel cheaply or even without paying.

M: Good idea. I'll have a try.

### *Useful Expressions*

1. Nice to meet you, Miss Sun. Take a seat, please.  
很高兴认识你，孙小姐。请坐。
2. First of all, would you please say something about yourself?  
首先，你能介绍一下你自己吗？
3. My major is Tourism English.  
我的专业是旅游英语。
4. I am looking forward to your positive reply.  
我希望你们能给我一个肯定的答复。
5. Fine. You are the very person we want.  
很好。你正是我们需要的人。
6. How is everything?  
最近怎么样？
7. Haven't seen you for ages!  
好久不见。
8. I've just come back from China.  
我刚从中国回来。
9. There are a lot of places of interests for you to visit.  
那里有许多名胜古迹可以参观。
10. Traveling really broadens one's horizon.  
旅游的确可以开阔人的眼界。

### *Task Dialogue 1*

**Situation:** Peter has just traveled over Africa, and he is talking with his friend Lucy about his

experience.

### *Task Dialogue 2*

**Situation:** Mary is having an interview for a tour guide at a travel agency.

## ***Part Two Text A***

### **Introduction to Tourism**

Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people who “travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”. Tourism has become a popular global leisure activity. In 2007, there were over 903 million international tourist arrivals, with a growth of 6.6% as compared to 2006. International tourist receipts were USD 856 billion in 2007.

Despite the uncertainties in the global economy, international tourist arrivals during the first four months of 2008 followed a similar growth trend than the same period in 2007. However, as a result of the economic crisis of 2008, international travel demand suffered a strong slowdown beginning in June 2008, with growth in international tourism arrivals worldwide falling to 2% during the summer months, while growth from January to April 2008 had reached an average 5.7% compared to its 2007 level. Growth from 2006 to 2007 was only 3.7%, as total international tourism arrivals from January to August were 641 million tourists, up from 618 million in the same period in 2007.

Tourism is vital for many countries, such as the U.A.E, Egypt, Greece and Thailand, and many island nations, such as The Bahamas, Fiji, Maldives and the Seychelles, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services, such as airlines, cruise ships and taxis, hospitality services, such as accommodations, including hotels and resorts, and entertainment venues, such as amusement parks, casinos, shopping malls, various music venues and the theatres.

#### **Definition**

One of the earliest definitions of tourism was provided by the Austrian economist in 1910, who defined it as, “some total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region.”

Hunziker and Krapf, in 1941, defined tourism as people who travel “the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.” In 1976, the











Tourism: Society of England's definition was: "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home.

The United Nations classified three forms of tourism in 1994 in its "Recommendations on Tourism Statistics": Domestic tourism, which involves residents of the given country traveling only within this country; Inbound tourism, involving non-residents traveling in the given country; and outbound tourism, involving residents traveling in another country. The UN also derived different categories of tourism by combining the three basic forms of tourism: Internal tourism, which comprises domestic tourism and inbound tourism; National tourism, which comprises domestic tourism and outbound tourism; and International tourism, which consists of inbound tourism and outbound tourism. Intrabound tourism is a term coined by the Korea Tourism Organization and widely accepted in Korea. Intrabound tourism differs from domestic tourism in that the former encompasses policymaking and implementation of national tourism policies.

Recently, the tourism industry has shifted from the promotion of inbound tourism to the promotion of intrabound tourism, because many countries are experiencing tough competition for inbound tourists. Some national policymakers have shifted their priority to the promotion of intrabound tourism to contribute to the local economy. Examples of such campaigns include: "See America" in the United States; "Get Going Canada" in Canada; "100% Pure New Zealand" in New Zealand; "Incredible India" in India; and "The Hidden Charm" in Vietnam.

### Most visited countries

The World Tourism Organization reports the following ten countries as the most visited in 2007 by numbers of international travelers. When compared to 2006, Ukraine entered the top ten list, surpassing Russia, Austria and Mexico. Most of the top visited countries continue to be on the European continent.

Ranking	Country	UNWTO Regional Market	International Tourist Arrivals ( 2007 ) ( million )	International Tourist Arrivals ( 2006 ) ( million )
1	 France	Europe	81.9	79.1
2	 Spain	Europe	59.2	58.5
3	 United States	North America	56.0	51.1
4	 China	Asia	54.7	49.6
5	 Italy	Europe	43.7	41.1
6	 United Kingdom	Europe	30.7	30.7
7	 Germany	Europe	24.4	23.6
8	 Ukraine	Europe	23.1	18.9
9	 Turkey	Europe	22.2	18.9
10	 Mexico	North America	21.4	21.4



### International tourism receipts

International tourist receipts were USD 96.7 billion in 2007, up from USD 85.7 billion in 2006. When the export value of international passenger travel receipts is accounted for, total receipts in 2007 reached a record of USD 1.02 trillion or 3 billion a day. The World Tourism Organization reports the following countries as the top ten tourism earners for the year 2007. It is noticeable that most of them are on the European continent, but the United States continues to be the top earner.

Ranking	Country	UNWTO Regional Market	International Tourism Receipts ( 2007 ) ( billion )	International Tourism Receipts ( 2006 ) ( billion )
1	 United States	North America	\$96.7	\$85.7
2	 Spain	Europe	\$57.8	\$51.1
3	 France	Europe	\$54.2	\$46.3
4	 Italy	Europe	\$42.7	\$38.1
5	 China	Asia	\$41.9	\$33.9
6	 United Kingdom	Europe	\$37.6	\$33.7
7	 Germany	Europe	\$36.0	\$32.8
8	 Australia	Oceania	\$22.2	\$17.8
9	 Austria	Europe	\$18.9	\$16.6
10	 Turkey	Europe	\$18.5	\$16.9












### International tourism top spenders

The World Tourism Organization reports the following countries as the top ten biggest spenders on international tourism for the year 2007. For the fifth year in a row, German tourists continue as the top spenders. A study by Dresdner Bank forecasts that for 2008, Germans and Europeans, in general, will continue to be the top spenders, because of the strength of the Euro against the United States dollar, with strong demand for the U.S. in favor of other destinations.

Ranking	Country	UNWTO Regional Market	International Tourism Expenditures ( 2007 ) ( billion )	International Tourism Expenditures ( 2006 ) ( billion )
1	 Germany	Europe	\$82.9	\$73.9
2	 United States	North America	\$76.2	\$72.1
3	 United Kingdom	Europe	\$72.3	\$63.1
4	 France	Europe	\$36.7	\$31.2
5	 China	Asia	\$29.8	\$24.3
6	 Italy	Europe	\$27.3	\$23.1
7	 Japan	Asia	\$26.5	\$26.9
8	 Canada	North America	\$24.8	\$20.5
9	 Russia	Europe	\$22.3	\$18.2
10	 South Korea	Asia	\$20.9	\$18.9

### Most visited attractions

Forbes Traveller released a ranking of the world's 50 most visited tourist attractions in 2007, including both international and domestic tourists. The following are the top 10 attractions, followed by some other famous sites included within the list of the 50 most visited: It is noticeable that four out of the top five are in North America.

World's ranking	Tourist attraction	Location	Country	Number of visitors (million)
1	Times Square	New York City	 United States	35
2	National Mall and Memorial Parks	Washington, D.C.	 United States	25
3	Magic Kingdom	Lake Buena Vista, Orlando	 United States	16.6
4	Trafalgar Square	London	 United Kingdom	15
5	Disneyland	Anaheim, California	 United States	14.7
6	Niagara Falls	Ontario New York	 Canada  United States	14
7	Fisherman's Wharf & Golden Gate	San Francisco, California	 United States	13
8	Tokyo Disneyland & Tokyo DisneySea	Urayasu	 Japan	12.9
9	Notre Dame de Paris	Paris	 France	12
10	Disneyland Paris	Paris	 France	10.6
















### Other selected famous destinations

World's ranking	Tourist attraction	Location	Country	Number of visitors (million)
11	Great Wall of China	Beijing	 China	10
15	Louvre	Paris	 France	7.5
18	Eiffel Tower	Paris	 France	6.7
24	Hong Kong Disneyland	Hong Kong	 China	5.2
28	Universal Studios	Los Angeles	 United States	4.7
31	Grand Canyon	Arizona	 United States	4.4
36	Statue of Liberty	New York City	 United States	4.24
38	Sydney Opera House	Sydney	 Australia	4
39	The Colosseum	Rome	 Italy	4
42	Empire State Building	New York City	 United States	4
44	London Eye	London	 United Kingdom	3.5
47	Giza Pyramids	Cairo	 Egypt	3
50	Taj Mahal	Agra	 India	2.4

### Most visited cities

Euromonitor released a ranking of the world's 150 most visited cities by international

tourists in 2007. The following are the leading 15 cities, according to Euromonitor's ranking.

Ranking	City	Country	Number of international visitors ( million )
1	London	 United Kingdom	15.34
2	Hong Kong	 China	12.05
3	Bangkok	 Thailand	10.84
4	Singapore	 Singapore	10.28
5	Paris	 France	8.76
6	New York City	 United States	7.65
7	Toronto	 Canada	6.63
8	Dubai	 United Arab Emirates	6.54
9	Istanbul	 Turkey	6.45
10	Rome	 Italy	6.12
11	Barcelona	 Spain	5.04
12	Seoul	 Korea	4.99
13	Shanghai	 China	4.80
14	Dublin	 Ireland	4.63
15	Kuala Lumpur	 Malaysia	4.40

(1509 Words)

## New Words

tourism	['tuəriz(ə)m]	n.旅行; 旅游观光; 旅游业
recreational	[,rekri'eɪʃənəl]	adj.休养的, 娱乐的
leisure	['leɪzə; 'li:ʒə]	n.空闲, 闲暇, 悠闲, 安逸
purpose	['pə:pəs]	n.目的, 意图
define	[di'fain]	vt.定义, 详细说明
environment	[in'vaɪənmənt]	n.环境
consecutive	[kən'sekjʊtɪv]	adj.连续的, 连贯的
remunerate	[ri'mju:nəreɪt]	v.酬劳
popular	['pɒpjʊlə]	adj.通俗的, 流行的, 受欢迎的
global	['gləʊbəl]	adj.球形的, 全球的, 全世界的
million	['mɪljən]	num.百万, 百万个
international	[,ɪntə(:)'næʃənəl]	adj.国际的, 世界的
tourist	['tuərist]	n.旅行者, 旅游者
arrival	[ə'raɪvəl]	n.到来, 到达, 到达者
receipt	[ri'si:t]	n.收条, 收据, 收到
billion	['bɪljən]	n.& adj 十亿 (的)
uncertainty	[ʌn'sə:tntɪ]	n.无常, 不确定, 不可靠
economy	[i(:)'kɒnəmi]	n.经济; 节约

similar	['similə]	adj.相似的, 类似的
suffer	['sʌfə]	vt.遭受, 经历, 忍受 vi.受痛苦, 受损害
slowdown	['sləudaun]	n.降低速度, 减速
average	['ævərɪdʒ]	adj.一般的, 通常的, 平均的 n.平均, 平均水平, 平均数
intake	['inteɪk]	n.(在一定期间的)引入的量
opportunity	[,ɒpə'tju:nɪti]	n.机会, 时机
transportation	[,træns'pɔ:t'eɪʃən]	n.运输, 运送
cruise	['kru:z]	n.&vi.巡游, 巡航
taxi	['tæksi]	n.出租汽车
hospitality	[,hɒspɪ'tælɪti]	n.招待, 好客, 宜人, 盛情
accommodation	[ə,kɒmə'deɪʃən]	n.住处, 膳宿
hotel	[həu'tel]	n.旅馆, 客栈
resort	[rɪ'zɔ:t]	n.胜地, 常去之地
entertainment	[entə'teɪnmənt]	n.款待, 娱乐, 娱乐表演
venue	['venju:]	n.地点
casino	[kə'si:nəu]	n.娱乐场
definition	[,defɪ'nɪʃən]	n.定义, 解说
economist	[i:'kɒnəməst]	n.经济学者, 经济学家
operator	['ɒpəreɪtə]	n.经营者; 操作员, 工作者
economic	[i:kə'nɒmɪk]	adj.经济(上)的, 产供销的, 经济学的
nature	['neɪtʃə]	n.本性, 天性; 种类; 自然, 自然界
entry	['entri]	n.进入, 入口
phenomena	[fi'nɒmɪnə]	n.现象
relationship	[rɪ'leɪʃənʃɪp]	n.关系, 关联
insofar	[,ɪnsəu'fɑ:]	adv.在...的范围
permanent	['pɜ:mənənt]	adj.永久的, 持久的
residence	['rezɪdəns]	n.居住, 住处
resident	['rezɪdənt]	n.居民 adj.居住的, 常驻的
normally	['nɔ:məli]	adv.正常地, 通常地
undertake	[,ʌndə'teɪk]	vt.着手, 开始; 承担
classify	['klæsɪfaɪ]	vt.分类, 分等
domestic	[də'mestɪk]	adj.国内的; 家庭的
inbound	['ɪnbəʊnd]	adj.内地的, 归航的, 入境的 n.入站
outbound	['aʊtbəʊnd]	adj.开往外地的, 开往外国的, 出境的
category	['kætɪgəri]	n.种类

contribute	[kən'tribju:t]	v.捐助, 捐献, 贡献
priority	[prai'ɔriti]	n.先, 前, 优先, 优先权
encompass	[in'kʌmpəs]	v.包含, 包括; 包围, 环绕
policymaking	['pɒləsi.meɪkɪŋ]	n.制定政策, 决策 adj.制定政策的, 决策的
implementation	[.ɪmplɪmen'teɪʃən]	n.执行
policy	['pɒlɪsi]	n.政策, 方针
promotion	[prə'məʊʃən]	n.促进, 发扬, 提升, 提拔
tough	[tʌf]	adj.强硬的, 艰苦的, 坚强的
competition	[kəm'pi'tɪʃən]	n.竞争, 竞赛
policymaker	['pɒləsi.meɪkə(r)]	n.政策制定者, 决策人
campaign	[kæm'peɪn]	n.活动, 竞选运动 vi.参加活动, 从事活动
incredible	[ɪn'kredəbl]	adj.难以置信的
surpass	[sə:'pɑ:s]	vt.超越, 胜过
European	[juərə'pi(:)ən]	adj.欧洲的, 欧洲人的 n.欧洲人
continent	['kɒntɪnənt]	n.大陆, 陆地
trillion	['trɪljən]	num.万亿
earner	['e:nə]	n.挣钱人
noticeable	['nəʊtɪsəbl]	adj.显而易见的, 得注意的
spender	['spendə(r)]	n.用钱的人, 挥金如土的人
forecast	['fɔ:kɑ:st]	vt.预想, 预测, 预报 n.先见, 预见, 预测, 预报
release	[ri'li:s]	vt.发布, 发表 n.版本, 发布
magic	['mædʒɪk]	adj.魔术的, 有魔力的, 不可思议的 n.魔法, 巫术, 戏法

## Phrases and Expressions

compared to	与...相比
as a result of	作为...结果
economic crisis	经济危机
due to	由于, 应归于
service industry	服务行业
associate ...with...	把...联系起来
cruise ship	游轮, 游船
amusement park	游乐园



shopping mall	大型购物中心
relate to	涉及
arise from	起因于, 是…的结果
lead to	导致, 通向
be connected with	与…有联系
in terms of	根据, 按照
domestic tourism	国内旅游
inbound tourism	入境旅游
outbound tourism	出境旅游
intrabound tourism	境内旅游
local economy	地方经济
differ from	不同
in that	因为
export value	外销金额, 出口金额
in favor of	赞同, 有利于
tourist attraction	游览胜地
memorial park	纪念公园; 公墓

## Abbreviations

WTO (World Tourism Organization)	世界旅游组织
USD (United States Dollar)	美元
U.A.E (United Arab Emirates)	阿拉伯联合酋长国
UN (United Nations)	联合国

## Proper Names

Egypt	['i:dʒipt]	埃及
Greece	[gri:s]	希腊
Thailand	['tailænd]	泰国
Bahamas	[bə'hɑ:məz]	巴哈马群岛
Fiji	[fi:'dʒi:, 'fi:dʒi:]	斐济
Maldives	['mɑ:lðaivz]	马尔代夫 (群岛)
Seychelles	[sei'ʃelz]	塞舌尔
Canada	['kænədə]	加拿大
New Zealand	[nju:'zi:lənd]	新西兰
Vietnam	[viət'næm]	越南
Ukraine	[ju(:)'krein]	乌克兰
Russia	['rʌʃə]	俄罗斯
Austria	['ɔstriə]	奥地利