



旅游服务与管理专业“十二五”规划系列教材
国家示范院校专业建设项目成果

旅游英语

LV YOU YING YU

李彦 / 主编



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总 序

随着中国经济发展的日新月异,人们的生活方式和生活观念也在悄然发生变化,在工作之余,越来越多的人也把休闲旅游度假作为一种时尚生活。同时,人们也认识到,通过休闲旅游不仅可以让人身心放松,还可以增加见识,增长知识。正可谓:“行万里路,读万卷书”。因此,未来我国更加需要大量旅游服务管理专业人才来为人们进行专业引导和服务,旅游市场大有可为。

放眼世界,各国旅游业经历了持续快速的发展,旅游业已成了世界上最大规模的产业,越来越多的旅游目的地对旅游者开放,使旅游业成为了世界经济发展的重要推动力。即使在国际金融危机爆发的大背景下,旅游业虽然受到一定重创,但该产业的仍然占全球 GDP9.4 个百分点,为世界提供了 2.35 亿个工作岗位。世界每 11.8 个工作中,就有 1 个是旅游业提供。就全世界范围而言,旅游业已成为世界上最重要的绿色产业之一。长远看,旅游在推动世界经济发展中保持领先的角色。同时在保障就业和消除贫困方面,旅游业必定有更大贡献。

再就我国旅游业来看,虽然起步较晚,但发展迅猛。为此国家旅游局又修订并出台新的旅游法律法规。2009 年底,国家又出台《国务院关于加快发展旅游业的意见》(国发[2009]41 号),将旅游业定为全国战略支柱产业。2010 年上海世博会上,每天接待游客达 45 万人次。足以证明旅游业成就。再者,旅游业是关联性很强的产业,直接或间接带动相关联的产业和部门多达 100 多个,其产业关联效应明显。目前全国已有 20 多个省区市都把旅游定为支柱产业来优先重点发展。相信,有政府的重视将使旅游业在国民经济增长和社会和谐发展方面扮演更加重要的角色。因此,我们特邀请全国部分旅游院校的领导和专家,齐聚北京,针对当前旅游业的发展和人才培养方面,进行了研讨,从而组织编写了本套教材。

本教材在编写过程主要突出以下几个特点:

1. 针对性

本套教材为旅游院校教材,针对当前的旅游从业人员的特点,安排教材内容和体系。采取课堂教学和实际操作、校外指导相结合的教学方式。从使授者易教,学者易学。

2. 实用性

本套教材在编写之初就本着“必需”、“实用”为宗旨,既参考以前出版的教材

内容,进行“取舍”,又参考教育部教学大纲以及国家旅游局导游资格考试的新标准设置各科内容。使学生通过系统学习之后,能在掌握基础知识同时又能在工作中发挥实际作用。

3. 创新性

本套教材在内容编排上,努力在总结专家学者经验的基础上,又吸收和借鉴如德国的双元制教学模式、澳大利亚的 TAEF 模式、加拿大的 CBE 教学模式、瑞士旅游酒店管理教学模式等国外先进的教学模式,进行编写。打破传统教材从概念到概念的写法。同时本套教材都配备 PPT 课件,以方便课堂教学。

诚然,本系列教材是示范院校教育教材改革与创新的阶段性成果,难免有不足之处,恳请广大专家、读者提出宝贵意见,以便日后修订时,使之不断完善。

旅游服务管理专业教材编委会

前言

我国的旅游业自改革开放 30 多年以来,取得了长足的发展,吸引了世界各地的游客。随着中国加入世贸组织,北京举办 2008 年奥运会,上海举办 2010 年世博会,旅游业作为 21 世纪的朝阳产业已经成为我国经济发展的支柱产业。这一切使中国旅游业面临着持续发展的良机 and 严峻的挑战。随着国际国内游客的增加,就需要越来越多的旅游专业人才,尤其是高素质旅游英语人才,加入到这个队伍中来。笔者根据多年的旅行社工作及教学经验,为了适应国际旅游人才培养的需求,根据高等职业旅游教育的办学宗旨,本着实用的原则,从实际教学需要出发,精心编写了本教材,供高职高专旅游管理专业学生使用,以期能较快地提高旅游专业学生的英语应用水平,为保证我国旅游事业可持续性发展做出贡献。本书也可作为宾馆、旅行社从业人员及自学者学习英语、提高交际能力的工具。

《旅游英语》是一部以培养实用型、高技能旅游管理者及旅游业人才为目的,同时又体现高职教育特色的英语教材。本书共有十五个单元,每单元包括四个部分。

第一部分:两篇以日常旅游生活情景为选题的英语对话;

第二部分:两篇课文,重点放在讲解与旅游业有关的知识;

第三部分:练习,以阅读理解、语法、英汉互译等为主,且注意选择尽可能与专业贴近的例句与段落;

第四部分:补充阅读,均选用与前面课文内容相关的材料,加大阅读力度。

此外本书还附有"练习答案",以便学生自学和系统地掌握旅游英语专业词汇及知识。

本教材的对话、课文以及阅读文章选材力求难易适度且深入浅出,范围广泛且专业实用涉及到诸如自然景观、人文景观、宾馆饭店、饮食文化、社会习俗、民族文化、公共节日、历史文物、文化名城、旅游娱乐胜地等方面。

在教材编写过程中,我们参考了大量的国内外旅游管理专业的教材和专著,坚持理论知识和旅游产业实务相结合,强调学以致用,着重培养学生在旅游行业中的英语实用能力。本教材按照旅游接待的业务内容,在食、住、行、游、购、娱六大部分的总体框架下安排语言材料。教材内容广泛,系统全面,有助于读者对旅游业知识进行深入了解和学习。

本教材由李彦任主编,叶红和李海侠任副主编。具体编写分工如下:李彦编写第四、五、七、八、九、十、十三单元,叶红编写第二、三、十一单元,李海侠编写第一单元和第六单元,南昌工程学院周燕第十二、十四、十五单元。本教材有幸得到山东理工大学杨爱兰教授的指教,山东师范大学旅游学院副教授孙静以及济南铁道职业技术学院刘成科老师在音标、练习题及资料方面提供了大量帮助,在此一并表示衷心感谢。由于编者经验与水平有限,疏漏和不足之处在所难免,敬请同行专家和读者批评指正。

编者

2010年9月

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Unit One Greeting the Guests

※本课的目的与学习重点:

1. 掌握在机场迎接客人和电话预订的对话
2. 了解旅游业的发展历史和游客的类型
3. 了解相关词汇和表达

Part A Dialogues

Dialogue One Meet the Guests at the Airport

Situation :

Li Ming, the tour guide, is at the airport to meet a tour group from Canada. Mr. Roberts is the leader of the group.

Li Ming: Excuse me, are you Mr. Roberts?

Roberts: Yes.

Li Ming: Oh, Mr. Roberts. Welcome to Beijing. I'm Li Ming, your local guide.

Roberts: Nice to meet you, Li Ming.

Li Ming: Nice to meet you, too, Mr. Roberts. How was your flight? It was a quite long flight.

Roberts: Well, it was a bit bumpy at first, but on the whole, it was a nice one.

Li Ming: How many pieces of luggage do you have?

Roberts: 25 altogether. And here are the luggage checks.

Li Ming: Good. I'll ask the porter to take care of them. Is everyone here now? Our bus is outside.

Roberts: Oh, let me see. Yes, everyone is here.

Li Ming: Shall we go now?

Roberts: Yes, I think so.

Li Ming: Attention, please! Everyone, please follow me to the bus.

Dialogue Two Booking Rooms by Phone

Situation :

Wang Mei is a reservation agent in a hotel of Shanghai. The telephone rings and she picks up the receiver.

Wang Mei: Good morning, Shanghai Garden Hotel. Reservation Department, may I help you?

Customer: This is Mike calling from the United States. I came across some information on your hotel from the internet. I'd like to reserve a double room.

Wang Mei: For which dates?

Customer: From April 11th to 15th.

Wang Mei: Would you please give me your full name?

Customer: Mike Adams.

Wang Mei: Thank you, Mr. Adams. Do you have any request on the room?

Customer: My wife and I don't smoke. We would like to have a non - smoking room.

Wang Mei: Yes, a non - smoking room.

Customer: That's good.

Wang Mei: Well, you need a non - smoking double room from April 11th to 15th. Am I right,
Mr. Adams?

Customer: Right you are. What's the room rate?

Wang Mei: 90 dollars per night, including breakfast.

Customer: OK. What shall I do if I want to guarantee my reservation?

Wang Mei: I'll just need your credit card number, and I'll take care of the rest.

Customer: Visa card, No. 2375 7843 7632 1953.

Wang Mei: Thank you, Mr. Adams. You're expected to be here then. Thank you for calling.

Customer: Thank you. Bye - bye.

Notes on the Dialogues :

1. local guide 地陪

2. bumpy ['bʌmpi]adj. 颠簸的

3. luggage check 行李票

4. porter ['pɔ:tə]n. 行李员

5. reservation agent 预定代理人

6. come across 偶尔碰到

7. double room 双人间

8. non - smoking room 无烟房

9. room rate 房费

10. guarantee [ˌɡærən'ti:]n. v. 保证,担保

11. credit card 信用卡

Part B Texts

Text A Tourism

In recent years, the emergence of tourism as a global growth industry exerts a great influence in different nations and regions. The World Tourism Organization (WTO) claims that tourism is currently the world's largest industry with annual revenue of over trillion dollars. Tourism provides over six million jobs in the United States, making it the country's largest employer.

Many of us have been "tourists" at some point in our lives, but defining what tourism actually is can be difficult. When we think of tourism, we think primarily of people who are visiting a particular place for sightseeing, visiting friends and relatives, taking a vacation, and enjoying themselves. They may spend their leisure time engaging in various sports, sunbathing, talking, and singing, taking rides, touring, reading, or simply enjoying the environment. If we consider the subject further, we may include in our definition of tourism is the activities of people traveling to and staying



in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.

Tourism is a dynamic and competitive industry, which requires the ability to constantly adapt to customers' changing needs and desires from time to time. The focus of tourism business is to cater to the customer's satisfaction, safety and enjoyment.

Tourism is a complicated social phenomenon and comprehensive activity, which can be divided into six different sectors: accommodation, food and beverage services, recreation and entertainment, transportation, travel services and shopping.

There are three elementary forms of tourism in relation to a given area (e.g. region, country, group of countries):

(1) Domestic tourism. This is defined as comprising the activities of residents in a given area traveling only within that area, but outside their usual environment.

(2) Inbound tourism. This is defined as comprising the activities of non-residents traveling in a given area that is outside their usual environment.

(3) Outbound tourism. This is defined as comprising the activities of residents of a given area traveling to and staying in places outside that area (and outside their usual environment).

All tourism activities are related to one or more of the following dimensions of tourism.

Attractions are the primary motivation for traveling. They may be a primary destination such as Disney World or secondary destination which is an interesting place to visit on the way to your primary destination. Most tourist traveling from the east to go to Las Vegas will stopover at the Grand Canyon National Park on the way. Attractions usually focus on natural resources, culture, ethnicity or entertainment.

Facilities: When tourists arrive at the attractions they require facilities to provide services: accommodation, food and beverage services, recreation and entertainment, transportation, and travel services.

There are four essential requirements for tourism: time, money, mobility and motivation.

Time is the critical component to tourism, as the hours for leisure increase so does the opportunity for travel and the ability to get from Point A to Point B and back or to Point C, and D. . . . The variables of time, how long it takes to get to a specific destination and changes in work days and school calendars will affect when and how people can travel.

Money is another crucial component to tourism. The majority of travel requires discretionary income. Discretionary income is money left over after all monetary obligations (such as food, rent, taxes, and so on) have been paid. How to get to your destination is decided by how much it costs. The developments of tourism are dependent on the ease of access and types of transportation available.

Mobility is the access to transportation (car, bus, plane, train or ship) and the hours required to get to their destination.

Motivation is the reason why people travel. Motivations may include seeking novelty, education, meeting new people, adventure or stress reduction.

There are different types of tourism according to the main purposes of travel. Generally speaking, different types of tourism have different tourism activities with their coverage.

1. Shopping: Visiting stores, shops, arcades in search of merchandise, or simply window - shopping.

2. Meetings and conventions: People attend meetings, conferences, congresses, conventions, seminars, trade fair and exhibitions during the travel in an incentive weekends.

3. Health activities: Spas, fitness, therapy health resorts, treatments and cures

4. Attending events (including sports): It includes festivals, fairs, rallies, expositions, sports and culture life, etc. It has different sizes of a specific theme regular or irregular in the same region in a particular time.

5. Sightseeing: Sight - seeing by group trips, touring, cruising, landscape or city scope by walking, cycling or by taking a drive.

6. Passive leisure: Relaxing, sunbathing, drinking and eating.

7. Religious activities: Attending religious activities, pilgrimages.

8. Education, heritage, nature: Educating, studying (not related to profession), visiting museums, exhibitions, visiting historical and cultural sites, botanical and zoological gardens, nature reserves.

9. Sports and physical activities: Participating in varieties of non - professional outdoor and indoor sports and activities, e. g. golf, tennis, skiing, skating, swimming, rowing, surfing, sailing, jogging, cycling, walking, hiking, trekking, mountaineering, horse riding, fishing, angling, shooting, hunting and so on.

Useful Words and Expressions

emergence [i'mə:dʒəns]*n.* 出现,浮现

exert [ig'zə:t]*vt.* 施加

trillion ['triljən]*n.* [美国英语]兆

annual ['ænjuəl]*adj.* 每年的,年度的

revenue ['revɪnju:]*n.* [c/u] 收入,收益;财政收入

particular [pə'tɪkjələ]*adj.* 特有的 特别的

consecutive [kən'sekjʊtɪv]*adj.* 连续的

environment [ɪn'vaɪənmənt]*n.* 环境,周围环境

definition [defɪ'nɪʃən]*n.* 定义

dynamic [daɪ'næmɪk]*adj.* 生气勃勃的

competitive [kəm'petɪtɪv]*adj.* 竞争的

constantly ['kɒnstəntli]*adv.* 经常地,不断地

elementary [eli'mentəri]*adj.* 基本的,基础的



complicated ['kɒmpleikeitɪd] *adj.* 错综复杂的

comprehensive [ˌkɒmpri'hensɪv] *adj.* 广泛的, 综合的

sector ['sektə] *n.* 扇形面

ethnicity [eθ'nɪsɪti] *n.* 种族划分, 种族, 种族性

accommodation [əˌkɒmə'deɪʃən] *n.* 住宿

beverage ['bevə rɪdʒ] *n.* 饮料

transportation [ˌtrænsˈpɔːteɪʃən] *n.* 交通运输

phenomena [fi'nɒmɪnə] *n.* (pl. of phenomenon) 现象

domestic [də'mestɪk] *adj.* 国内的

comprise [kəm'praɪz] *v.* 构成, 包含

resident ['rezɪdənt] *n.* 居民, 住民

inbound ['ɪnbəʊnd] *adj.* 入境的, 归国的

dimension [di'menʃən] *n.* 度(pl) 大小, 范围维度

outbound ['aʊtbəʊnd] *adj.* 驶往国外的, 出境的

attraction [ə'trækʃən] *n.* 吸引, 名胜

destination [ˌdestɪ'neɪʃən] *n.* 意图, 目的地

stopover ['stɒpəʊvə(r)] *n.* 中途停留地 *adj.* 中途下车的

component [kəm'pəʊnənt] *n.* 成分

critical ['krɪtɪkəl] *adj.* 决定性的, 危急的

variable ['vɛəriəbl] *adj.* 易变的, 不确定的

obligation [ˌɒbli'geɪʃən] *n.* 义务, 职责

monetary ['mʌnɪtəri] *vt.* 定为货币, 将……定为货币

discretionary [dɪs'kreʃənəri] *adj.* 随意的, 可随意使用的

reduction [rɪ'dʌkʃən] *n.* 减少, 缩小

coverage ['kʌvərɪdʒ] *n.* 覆盖, 覆盖范围

arcade [ɑː'keɪd] *n.* [建] 拱廊; 有拱廊的街道

exhibition [ˌeksɪ'biʃən] *n.* 展览

conference ['kɒnfərəns] *n.* 会议, 集会, 讨论会

congress ['kɒŋɡres] *n.* 代表大会

resort [ri'zɔ:t] *n.* 度假胜地

demographic [demə'græfɪk] *adj.* 人口统计学的; 人口的, 人口统计的,

therapy ['θerəpi] *n.* 治疗, 疗法

cruise [kru:z] *vi.* 航行, 漫游

landscape ['lændskeip] *n.* 风景, 山水

pilgrimage ['pilgrimidʒ] *n.* 朝圣

zoological [zəʊə'lɒdʒikəl] *adj.* 动物学的

botanical [bə'tænɪk(ə)l] *adj.* 植物学的

heritage ['heritidʒ] *n.* 遗产, 传统

verity ['veriti] *vt.* 证明, 确定

angle ['æŋɡl] *v.* 钓鱼

mountaineer [,maunti'niə] *v.* 登山. 登山者

trek [trek] *v.* 长途跋涉

Text B Different Types of Tourists

Tourism has become a widely shared experience all over the world now. It is a recognized form of leisure with attributes that allow it to be investigated like other forms of leisure behavior. In Oxford English Dictionary (1933: 190) the definition of "tourist" is "the one who makes a tour or tours; especially one who does this for recreation; one who travels for pleasure or culture, one who visits a number of places for the objects of interest, scenery or the like".

The tourists market of the resort is composed of different tourists with different social and demographic features, different tourism needs and motivations, as well as different tourism experiences. It is important for the tourism industry to analyze the motivations of tourists and distinguish between different types of tourists.

People who are participating in a convention, a business conference, or some other kind of business or professional activity, as well as those who are taking a study tour under an expert guide or doing some kinds of scientific research or study. The reasons why people are motivated to travel or to go on a holiday and the particular types of travel experience that they are seeking for when they do so, are wide and varied. The motivations of people are dependent on a number of disparate and varied factors particularly based on personalities, habits, aspirations and previous experiences. Some people wish to spend two weeks soaking in the sun's rays on a tropical beach whilst others would prefer to spend the same time hurtling down a skiing slope. Others still would like nothing better to spend their time trekking.

There are many different types of tourists, which can be classified in a number of ways by the duration of trip and distance traveled:



(1) Local tourists are the people visiting interesting sites in their own area which do not stay overnight in the place visited.

(2) Domestic tourists are the tourists who spend at least one night away from his normal place of residence, but they are still within the country they live.

Both of them can be called domestic tourists, which are the ones that travel within a country, from state to state or city to city.

(3) International tourists are the tourists that travel from one country to another country.

They can be called foreign tourists who are visiting a country, other than the country in which they usually reside, for a period of at least 24 hours.

Both domestic and international tourists can be considered as excursionists which in general can also be called backpackers. They usually stay in hostels and travel by different ways of transportation. They can also be defined as the tourists who travel in groups.

By the organization form of tourists:

(1) Singles - Travel and explore by themselves

(2) Families - Family units, Mom, Dad, and their children

(3) Groups - Could know each other, or sign on to a larger group or tour. Usually they get to know some or all of the rest of the group, depending on how social they are, the tour conductor or the social air they create, the size of the group, and the duration of the tour.

(4) Trekkers / Backpackers - often young, low budget, full of adventure, feel invincible, off to explore the world for weeks, months, or sometimes years at a time.

By age/socio-economic group:

(1) Backpackers: They are 18 - 24 years old, no children. Attracted to adventurous activity, they consider themselves travelers not tourists, usually well-educated and cost-conscious.

(2) DINKS: Couples with double income and no kids.

(3) SINKS: Couples with single income and no kids.

Both DINKS and SINKS are younger people, between 25 and 35 years of age, no children and affluent.

(4) Empty Nesters: Parents whose children have flown away from the family nest, who are between 45 and 55 of age, well-educated, well-paid and with disposable income.

(5) Boomers: They are the members of the baby boom generation in the 1950s.

(6) Youths: They are between 18 and 25 of age, not well-educated, low disposable income, and know how to indulge "the good life".

Knowledge of the types of tourists will allow the tourist industry to anticipate what people seek and are willing to pay for. By knowing the different types of tourists that exist and the varying types of travel experience that they seek and enjoy, the companies in the tourist industry can provide information, advice and services based upon the most popular of types in an increasingly diverse market.

Useful Words and Expressions

investigate [in'vestigeit]v. 调查