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世纪高职高专规划教材★旅游与酒店管理系列

LÜYOU YINGYU

旅游英语

主编 © 郭晓斌 尚季玲



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前言

21 世纪的今天，旅游业已经成为世界各国国民经济的重要组成部分，是世界上发展势头最强劲的产业之一，也是现代人日常生活的重要组成部分。就我国而言，公民的出境游和外国游客来华游的人数呈逐年上升的趋势。

在这种形势下，用英语向外国游客介绍我国悠久的历史文化和秀丽的山水，或在异国他乡与外国人进行交流沟通、深入了解异域文化，掌握旅游业的基本英语知识，显得十分必要。根据多年从事旅游工作和旅游教学的经验，我们精心编写了这本《旅游英语》教材，以期为较快提高旅游专业学生和旅游从业人员的英语水平提供一定的帮助。

本教材以旅游活动的整个过程为主线，选取了多个符合旅游活动流程的典型工作场景，密切贴合旅游业的核心工作轨迹，其所涉及的工作流程和服务理念特别适合旅游专业学生和旅游业从业人员的需求。本教材分为旅游业介绍、旅游服务和旅游文化三大部分，共十二章，内容涵盖旅游活动中的食、住、行、游、购、娱等各个方面。每一章包含引言、情景对话、专业词汇短语、阅读材料、技能练习和知识扩展等内容。

引言 包括本章简介、教学目标和背景知识，以帮助读者快速了解本章的主题和相关背景，以及本章要达到的知识和能力目标。

情景对话 选取了多个旅游活动场景，真实再现旅游服务过程，有利于读者快速熟悉旅游业工作流程和掌握旅游服务常用语。

专业词汇短语 大量补充和本章内容相关的词汇及常用表达方式，对读者扩充词汇量和提高口语表达能力有非常大的帮助。

阅读材料 与本章主题相关的文章，既可扩大词汇量和提升英语阅读能力，又可加深对国内外旅游业的历史和文化的了解。

技能练习 词汇、翻译练习部分可巩固本章所学知识，并提高读者对所学内容的应用能力；对话练习部分是对读者旅游英语口语能力的强化。

知识扩展 主要引入与本章相关案例研究、旅游业最新发展动态和发展思路、成功案例展示等，知识性和趣味性兼具，有利于增加读者的阅读兴趣。

本书由郭晓斌和尚季玲担任主编，刘冬阳和汤晓凤担任副主编，蔡琳、黄玮和朱秀杰参与编写。具体的编写分工为：郭晓斌（郑州铁路职业技术学院）编写第二章、第八章；尚季玲（郑州铁路职业技术学院）编写第三章、第五章；刘冬阳



（郑州牧业工程高等专科学校）编写第四章、第十二章；汤晓凤（河南省轻工业学校）编写第九章；蔡琳（郑州铁路职业技术学院）编写第六章；黄玮（北京商贸学校）编写第七章、第十章；朱秀杰（郑州铁路职业技术学院）编写第一章、第十一章。

由于编者水平有限，疏漏和不足之处在所难免，恳请读者不吝指正。

郭晓斌 尚季玲



目 录

Contents

Chapter 1	An Introduction to Tourism Industry	1
Part I	Lead-in	3
Part II	Situational Dialogues	3
Part III	Vocabulary & Useful Expressions	7
Part IV	Reading Materials	8
Part V	Skill Training	10
Part VI	Knowledge Expansion	12
Chapter 2	At the Travel Agency	15
Part I	Lead-in	17
Part II	Situational Dialogues	18
Part III	Vocabulary & Useful Expressions	22
Part IV	Reading Materials	24
Part V	Skill Training	26
Part VI	Knowledge Expansion	29
Chapter 3	Staying in a Hotel	31
Part I	Lead-in	33
Part II	Situational Dialogues	34
Part III	Vocabulary & Useful Expressions	39
Part IV	Reading Materials	44
Part V	Skill Training	48
Part VI	Knowledge Expansion	49
Chapter 4	Food and Beverage	53
Part I	Lead-in	55



Part II	Situational Dialogues	55
Part III	Vocabulary & Useful Expressions	60
Part IV	Reading Materials	63
Part V	Skill Training	68
Part VI	Knowledge Expansion	71

Chapter 5 Transportation 73

Part I	Lead-in	75
Part II	Situational Dialogues	75
Part III	Vocabulary & Useful Expressions	81
Part IV	Reading Materials	88
Part V	Skill Training	92
Part VI	Knowledge Expansion	93

Chapter 6 Shopping 97

Part I	Lead-in	99
Part II	Situational Dialogues	99
Part III	Vocabulary & Useful Expressions	104
Part IV	Reading Materials	107
Part V	Skill Training	110
Part VI	Knowledge Expansion	113

Chapter 7 Entertainment 115

Part I	Lead-in	117
Part II	Situational Dialogues	117
Part III	Vocabulary & Useful Expressions	121
Part IV	Reading Materials	122
Part V	Skill Training	125
Part VI	Knowledge Expansion	127

Chapter 8 Sightseeing 129

Part I	Lead-in	131
--------	---------------	-----

Part II	Situational Dialogues	131
Part III	Vocabulary & Useful Expressions	135
Part IV	Reading Materials	137
Part V	Skill Training	139
Part VI	Knowledge Expansion	141

Chapter 9 Complaints 143

Part I	Lead-in	145
Part II	Situational Dialogues	145
Part III	Vocabulary & Useful Expressions	150
Part IV	Reading Materials	152
Part V	Skill Training	155
Part VI	Knowledge Expansion	157

Chapter 10 Dealing with Emergencies 161

Part I	Lead-in	163
Part II	Situational Dialogues	163
Part III	Vocabulary & Useful Expressions	166
Part IV	Reading Materials	168
Part V	Skill Training	170
Part VI	Knowledge Expansion	171

Chapter 11 Chinese Local Activities 173

Part I	Lead-in	175
Part II	Situational Dialogues	175
Part III	Vocabulary & Useful Expressions	179
Part IV	Reading Materials	180
Part V	Skill Training	184
Part VI	Knowledge Expansion	185

Chapter 12 Red Tourism 189

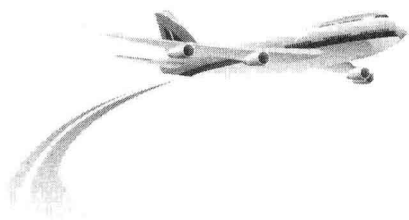
Part I	Lead-in	191
--------	---------------	-----



Part II	Situational Dialogues	191
Part III	Vocabulary & Useful Expressions	196
Part IV	Reading Materials	198
Part V	Skill Training	203
Part VI	Knowledge Expansion	205
附 录	国内著名景点中英文对照	207
参考文献		211



Chapter 1



An Introduction to Tourism Industry



| Part I Lead-in

【本章简介】

本章主要对旅游产业进行总体概述。读者通过情景对话以及延伸阅读了解旅游产业的定义和构成、旅游产品的特点，最后通过练习进一步掌握与旅游产业有关的知识。

【教学目标】

1. 掌握与旅游产业相关的专业词汇及用语；
2. 熟悉旅游产业的构成要素；
3. 了解旅游产品的文化知识；
4. 能够简要阐述旅游产业的特点。

【背景知识】

作为服务行业，旅游业是由许多有形和无形的要素构成的。旅游业的有形要素包括交通和住宿等；旅游业的无形要素主要与旅游者的旅游动机、旅游目的以及旅游体验相关，比如通过旅游结识新朋友、体验新文化或者经历一次冒险等。旅游业在许多国家是一个动态且具有前瞻性的产业。

| Part II Situational Dialogues



Dialogue One

The Tourism Industry

A: We all know that tourism is one of the world's fastest-growing industries as well as the major source of foreign exchange earning and employment in many coun-



tries. Now, I'd like you to think and define the tourism industry ... Yes, Mary?

B: In my opinion, tourism industry is a comprehensive international industry that aims to provide facilities and services for people traveling away from home, and it is at the same time, a type of foreign relations work.

A: OK. Yes, John? What's your understanding about tourism industry?

C: Well, there is some truth in what Mary just said. However, as far as I am concerned, tourism industry is the business of providing tours and services for travelers. It is closely relevant with businesses such as transportation, accommodation, food and beverage, tourist attractions, travel agencies and so on.

A: Very good. Both Mary and John have given the right answers. The tourism industry is a complex industry and therefore includes a number of different elements and organizations which work together.

Notes

1. comprehensive *adj.* 综合的, 复杂的
2. provide for 供养, 提供
3. facility *n.* 设备, 工具
4. transportation *n.* 交通
5. accommodation *n.* 住宿
6. food and beverage 餐饮
7. tourist attractions 景点
8. travel agencies 旅行社
9. element *n.* 要素, 元素



Dialogue Two

The Structure of the Tourism Industry

A: Could you tell us something about the structure of the tourism industry, sir?

B: Well, as we know, the tourism industry is a massive business chiefly made up of the three indispensable components: tourism resources, tourism facilities, and travel

services.

A: Thank you, sir. But what do tourism resources, tourism facilities, and travel services refer to?

B: Tourism resources indicate tourist attractions. Tourism facilities refer to fixtures and devices for tourism industry. Travel services are services specially supplied for tourists.

A: Hmm, sir, do you mean that tourism industry cannot exist without the three elements?

B: Yes, absolutely. Tourist attractions are the basic things that make people become tourists, such as natural or historical scenery. When people travel, they need vehicles to transport them, hotels to accommodate them and restaurants to feed them. During traveling, people also require services offered by tour guides, hotels and restaurants.

A: Thank you, sir. Are the services supplied by the tour guides the most important part of travel services done by travel agencies?

B: Yes, very good. To be specific, travel agencies, accommodation operators and transport operators are the three key organizations that are likely to be involved in any traveling, which work together to form what is called as a distribution chain.

A: Thank you very much!

Notes

1. massive *adj.* 厚重的, 大块的, 巨大的
2. indispensable components 不可或缺的成分
3. tourism resources 旅游资源
4. tourism facilities 旅游设施
5. travel services 旅游服务
6. accommodation operators 住宿运营商
7. transport operators 交通运营商
8. involve in 陷入, 卷入; 涉及
9. distribution chain 分销链



Dialogue Three

Tourism Industry Products

A: Accommodation is a key requirement for tourists, isn't it?

B: Sure. It plays an essential role in people's traveling.

A: Do you know what types of rooms are usually available in hotels?

B: Er, I think single rooms, twin rooms, double rooms are more popular among tourists. In addition, family rooms and suites are normally provided in hotels.

A: Are there other services supplied by hotels?

B: Good question. Laundry service, swimming pool, games rooms, meals and so on are also provided in larger hotels.

A: Is transport another key product of tourism industry?

B: Yes, you are right. Water transportation, air transportation and land transportation are the elements developed by transport operators.

A: Thank you.

Notes

1. single rooms 单人房
2. twin rooms 双人房
3. double rooms 双人房
4. family rooms 家庭式旅馆
5. suite *n.* 套房
6. laundry service 洗衣服务
7. water transportation 水运
8. air transportation 空运
9. land transportation 陆运



Dialogue Four

Tourists of the Tourism Industry

A: Could you name the different types of tourists according to the services provided

by the tourism industry?

B: I'm sorry.

A: Well, please have a try. Just think about the services provided by the tourism industry.

B: Er...I think there are domestic tourists, outbound tourists and incoming tourists, right?

A: Very good. Could you give us examples about each type of tourists?

B: OK. Imagine that a Chinese tourist who is traveling from China to America, he or she is an outbound tourist. If the Chinese tourist is traveling from his or her home to a destination elsewhere in China, he or she is a domestic tourist. While a tourist who is visiting China from America, he or she is a incoming tourist.

A: Absolutely right!

B: Thank you.

Notes

1. domestic tourist 国内游客
2. outbound tourist 出境游客
3. incoming tourist 入境游客

Part III Vocabulary & Useful Expressions

itinerary *n.* 旅行计划

sightseeing *n.* 游览

travel industry 旅游业

guide book 旅行指南

guide practice 导游实践

international tourism 国际旅游业

multilingual guide 会多种语言的导游

local guide 地陪

national guide 全陪



tour leader 领队
low season 淡季
season-low 淡季
slack season 淡季
off-peak season 淡季
off season 淡季
season-high 旺季
selling season 旺季
on season 旺季
peak season 旺季
receiving country 旅游接待国
tourist association 旅游协会
tourist authority/office 旅游局
tourist destination 旅游目的地
tourist organization 旅游组织
tourist spots 旅游点
World Tourism Day 世界旅游日
World Tourism Organization 世界旅游组织
Tourist Administration 旅游局
China's National Tourism Administration 中国国家旅游局
Provincial Tourism Administration 省旅游局
Municipal Tourism Administration 市旅游局
County Tourism Administration 县旅游局

| Part IV Reading Materials



Passage One

World Travel and Tourism Industry

Tourism was among one of the worst hit sectors during the global financial crisis.