

现 代 英 语 系 列

MODERN ENGLISH SERIES



# 现代旅游英语

曾 蕾 编著

中山大学出版社

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现代英语系列 = *Modern English Series*

# 现代旅游英语

## Modern Tourism English

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·广州·



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# 前 言

从第二次世界大战到今天的电子科技时代，旅游业已成为世界上最大的“无形贸易出口业”。为了迎接我国旅游业发展高潮的到来，为了占据 21 世纪的旅游市场，我们必须培养出一批批优秀的旅游管理和旅游服务人员。为此，对旅游工作者进行英语培训尤为重要。本教材正是鉴于此命而编写的。它不仅涉及到专业技能的训练，还涉及到语言文化方面的修养。

本书追求的特点：①适用面广。本书既适合旅游专业的学生、旅游工作者，又适合广大的英语自学者和出国人员、商务人员。②具有时代感。书中材料采用较新资料。③结构上既不过于严谨，也不过于松散。内容循序渐进、由易到难，但不乏生动活泼。

本书共分十二个单元。每一单元为一专题，由情景对话和课文组成。对话以旅游的各种不同场合为依据。课文对旅游业的各个领域进行了简要的介绍。为了便于自学，对话和课文都配有参考译文，并对一些单词、词组、难点和复杂的句子结构进行了注释。在每单元后附有大量的各类练习题。

本书在编写过程中，主要参考了美国专家 Eugene J. Hall 编著的 *The language of Tourism in English* 和其他大量中英文报刊杂志。

在编写过程中，美国专家 Patrick Sowle 教授对该书进行了仔细审校；此外，还得到了珠海海外旅游有限公司康研丽学友的大力帮助；同时还得到了南开大学旅游系系主任李维树教授的鼓励和支持。我在此一并致谢。

由于个人水平有限，加之时间仓促，书中难免存在缺点错误，敬希读者不吝指正。

编者

1997年7月

# Contents

Unit 1	Tourism	旅游业	(1)
第一章	Dialogue 1	对话一	(1)
	Dialogue 2	对话二	(2)
	Text	课文	(3)
Unit 2	Travel Agencies	旅行社	(16)
第二章	Dialogue 1	对话一	(16)
	Dialogue 2	对话二	(18)
	Text	课文	(19)
Unit 3	Transportation	交通运输业	(32)
第三章	Dialogue 1	对话一	(32)
	Dialogue 2	对话二	(34)
	Text	课文	(36)
Unit 4	Airline	航空公司	(50)
第四章	Dialogue 1	对话一	(50)
	Dialogue 2	对话二	(52)
	Text	课文	(53)
Unit 5	Hotel	饭店	(65)
第五章	Dialogue 1	对话一	(65)
	Dialogue 2	对话二	(68)
	Text	课文	(69)
Unit 6	The Front Desk	前台	(80)
第六章	Dialogue 1	对话一	(80)
	Dialogue 2	对话二	(82)

	Text	课文 .....	(84)
Unit 7	Catering	饮食业 .....	(95)
第七章	Dialogue 1	对话一 .....	(95)
	Dialogue 2	对话二 .....	(99)
	Text	课文 .....	(103)
Unit 8	City Tours	都市旅游 .....	(114)
第八章	Dialogue 1	对话一 .....	(114)
	Dialogue 2	对话二 .....	(116)
	Text	课文 .....	(119)
Unit 9	Natural Scenery Tours	山水游 .....	(132)
第九章	Dialogue 1	对话一 .....	(132)
	Dialogue 2	对话二 .....	(134)
	Text	课文 .....	(136)
Unit 10	Trip Back Home	旅游归来 .....	(149)
第十章	Dialogue 1	对话一 .....	(149)
	Dialogue 2	对话二 .....	(151)
	Text	课文 .....	(152)
Unit 11	Tourism of the Next Century (Part One)		
	跨世纪的旅游业 (上)	.....	(162)
第十一章	Dialogue	对话 .....	(162)
	Text	课文 .....	(164)
Unit 12	Tourism of the Next Century (Part Two)		
	跨世纪的旅游业 (下)	.....	(178)
第十二章	Dialogue	对话 .....	(178)
	Text	课文 .....	(184)
Appendix I	Key to Exercises	练习答案 .....	(195)
附录一			
Appendix II	Glossary	词汇表 .....	(203)

附录二

Appendix III Useful Vocabulary 有用词汇 ..... (219)

附录三



# Unit 1 Tourism

## Dialogue 1

(A foreign travel agent is talking with a Chinese tourism clerk on the phone.)

**Tourism Clerk:** Are you going to organize a tour group to China ?

**Travel Agent:** Yes, I have a group of people interested in traveling to China. Do you have any sightseeing guide-films or other guide-books ?

**Tourism Clerk:** We have some good color movies that tell all about our country. They give a brief history of our country and show all the beautiful scenery.

**Travel Agent:** That sounds good. Do you also have some brochures or other literature I could give out ?

**Tourism Clerk:** Certainly. We'd be happy to send the films and all the other materials to you.

**Travel Agent:** I would really appreciate that. Well, it'll be another couple of weeks. I'll probably get sent to China on one of our packaged tours with some routes.

### New Words

sightseeing ['saɪtsi:ɪŋ] n. 观光, 游览

brochure ['brəʊʃjʊə] n. 小册子

literature ['lɪtərɪtʃə]	n.	文献
tour group		旅游团
packaged tour ['pækɪdʒdtuə]		包价旅游团
give out		分发
appreciate [ə'pri:ʃi:et]	vt.	感激
route ['ru:t]	n.	线路

(一位外国旅行代理商与一位中国旅行人员在电话中交谈。)

TC: 你 这是第一次打算组团来中国吗?

TA: 是的, 我有一个团对来中国旅游感兴趣。你们有任何观光指南的影片或书本吗?

TC: 我们有一些介绍我们国家的彩色片子。它们简单介绍了中国的历史以及许多风景点。

TA: 听起来挺不错的。你们还有旅游册和其他可以分发的旅游宣传品吗?

TC: 当然有。我们很高兴把有关资料寄过来。

TA: 真是太感谢你了。几星期后, 我可能陪同一个包价旅行团到中国一些旅游线路去。

## Dialogue 2

(A tourist is asking for directions at the Tourist Information Center.)

**Tourist:** Excuse me, is this the Tourist Information Center?

**Tourism Clerk:** Yes, it is.

**Tourist:** I want to go on a one-day tour of the city. I would like to ask for a guide to show me around the city.

Do you know somewhere that I can hire a guide who can speak English?

**Tourism Clerk:** Why don't you try China Zhuhai Overseas Travel Corporation ?

**Tourist:** Where is it ?

**Tourism Clerk:** Oh, it's in Yuan Lin Road Ji Da.

**Tourist:** Thank you, I'll try there.

### ***New Words and Phrases***

Tourist Information Center 旅游服务中心

Overseas Travel Corporation 海外旅游公司

(一位旅游者在旅游服务中心询问有关事宜。)

T: 请问这是旅游服务中心吗?

TC: 是的。

T: 我想在市区旅游一天, 并想找一位带路的导游。你知道哪里可以找到能说英语的导游吗?

TC: 去珠海海外旅行社试试, 也许能找到。

T: 在哪里?

TC: 噢, 在吉大园林路。

T: 谢谢你, 我到那里问问看。

## **Text Tourism**

The tourist industry has become one of the most important economic influences of modern times. Tourism has been one of the fastest growing industries in recent years. In fact, the growth rate

of tourism, including that of both international tourism and internal tourism or domestic tourism, has generally exceeded the growth rate for the worldwide economy. Sometimes it seems as though a new resort area springs up every day wherever there are sun and sea.

Tourism is a relatively new phenomenon in the world. Since being away from home is a necessary component of tourism, its development as a mass industry depended on modern means of rapid and inexpensive transportation. Tourism as we know it today began with the building of the railroads in the 19th century. In fact, the words tourism and tourist themselves were not used for the first time until about 1800. The first tour in the modern sense was put together by Thomas Cook in England in 1841, and the firm of Thomas Cook and Sons has remained one of the prominent names in the tourist industry. Steamships also increased tourism, especially across the North Atlantic, the major route of modern tourism. The automobile and the airplane in still more recent times have also become major modes of transportation for recreational purposes. The greatest growth in international tourism has taken place only since the end of World War II in 1945, and it has paralleled the growth of air transportation.

The tourist industry is not a single entity. It consists of many different kinds of enterprises that offer different services to the traveler, such as transportation, accommodations, catering, tour operators, travel agents, and so on.

The tourism department operates tourism information offices in many origin countries. A tourism information office promotes, or builds travel to a destination country through advertising and special promotional activities. For example, representatives of the informa-

tion office give brochures about vacations, the destination country, and special tours to travel agents in the origin country.

Travel literature is given out to many people in the foreign countries. It is used to help travel agents sell tours to the destination country. Many people in origin countries go to lectures or meetings set up by travel agencies to learn about vacations in the destination country. Tourism information office employees attend these meetings to give out literature and answer questions about their country.

### **New Words**

tourism [ 'tuərizəm ]	<i>n.</i>	旅游, 旅游业
parallel [ 'pærəllel ]	<i>vt.</i>	与……平行, 与……并列
entity [ 'entiti ]	<i>n.</i>	实体, 统一体
internal [ in'tə:nl ]	<i>adj.</i>	国内的
resort [ ri'zɔ:t ]	<i>n.</i>	旅游胜地
enterprise [ 'entəpraiz ]	<i>n.</i>	企业单位
accommodation [ əkəmə'deɪʃən ]	<i>n.</i>	膳宿供应
destination [ ,desti'neɪʃən ]	<i>n.</i>	目的地
catering [ 'keɪtəriŋ ]	<i>n.</i>	饮食
phenomenon [ fi'nɒminən ]	<i>n.</i>	现象
component [ kəm'pounənt ]	<i>n.</i>	组成部分
transportation [ ,træns'pɔ:teɪʃən ]	<i>n.</i>	运输, 运输业
mass [ mæs ]	<i>adj.</i>	群众的, 大众的
automobile [ 'ɔ:təməbi:l ]	<i>n.</i>	汽车
origin [ 'ɒrɪdʒɪn ]	<i>n.</i>	起源, 由来
recreational [ ,rekri'eɪʃənəl ]	<i>adj.</i>	娱乐的, 消遣的
promote [ prəu'məut ]	<i>vt.</i>	促进
pamphlet [ 'pæmfli:t ]	<i>n.</i>	小册子

representative [ˌreprɪˈzɛntətɪv]    n.    代理人

### ***Notes on the Dialogues and the Text***

1. Do you have any sightseeing guide-films or other guide-books ?

你们有任何观光指南的影片或书本吗？

guide 在这里是“手册，指南，要览”的意思。所以 guide-films 和 guide-books 可以说是指南的影片和书本。

2. I'll probably get sent to China on one of our packaged tours with some routes. 几星期后，我可能陪同一个包价旅行团到中国一些旅游线路去。

get sent to = be sent to; packaged tour 是由旅行社安排一切的一揽子旅游，也称包价旅游。

3. In fact, the growth rate of tourism, including that of both international tourism and internal tourism or domestic tourism, has generally exceeded the growth rate for the worldwide economy. 实际上，旅游业（包括国际旅游和国内旅游）的增长率已普遍超过了世界经济的增长率。

这是一个复杂句，the growth rate of tourism 是主语，has generally exceeded 是谓语，including 引导的分词短语是说明前面的 tourism 的。

Tourism: Travel away from a person's usual place of residence for a period longer than twenty-four hours, primarily for pleasure or recreation, and frequently to multiple destinations. Tourism statistics, however, usually include people traveling for business or health, or to visit friends and relatives. The person traveling is a tourist. 旅游是人们离开通常居住和工作的地方超过 24 小时以上，短期暂时前往某地的和在该地逗留期间的各种活动。

International Tourism: Tourists travel between two or more countries. 国际旅游指的是一个国家的居民跨越国境线到另一个或几个国家进行的旅游。

Internal Tourism: Tourist travel within the same country of which the tourists are residents. This is also called domestic tourism. 国内旅游指的是一个国家的居民离开自己的长住地到本国境内其他地方去进行的旅游。

4. Sometimes it seems as though a new resort area springs up every day wherever there are sun and sea. 有时仿佛在世界各地只要有太阳和海的地方，每天就会出现一个新的旅游点。

A place or area to which tourists travel. It may be a resort, but it may also be a large city like Paris. 旅游胜地是人们为了娱乐前去旅游的地点。

springs up 是“出现”的意思。如：A great number of factories have sprung up in the countryside. 农村出现了许多工厂。

5. Tourism as we know it today began with the building of the railroads in the 19th century. 我们今天所熟知的旅游是随着 19 世纪铁路的建设而兴起的。

as we know it today: as 引导的这个从句是修饰 Tourism 的；began with 是谓语，以……开始，以……为起点。如：I shall begin with this book today. 我打算今天先读这本书。

6. The first tour in the modern sense was put together by Thomas Cook in England in 1841, and the firm of Thomas Cook and Sons has remained one of the prominent names in the tourist industry. 现代意义上的第一次团体旅游就是由托马斯·库克在 1841 年组织的，并且托马斯·库克父子公司一直都是旅游业中杰出的，人尽皆知的名字。

这个句子是由两个并列的句子组成的，第一个句子的主语是

The first tour, 谓语是 was put together; put together: “组合, 拼合, 把……放在一起”。如: We put together a crisis team. 我们组成一支应急队。第二个句子的主语是 the firm, 谓语是 has remained。

7. It consists of many different kinds of enterprises that offer different services to the traveler, such as transportation, accommodations, catering, tour operators, travel agents, and so on. 它由许多为旅客提供各种服务的多种不同企业所组成, 如交通运输业、住宿业、饮食业、旅行社经营商和旅行代理商等服务。accommodations: Places at which travelers can obtain a bed ( and usually food) while on a trip; in other words, hotels, motels, inns, camping grounds, hostels, and so forth. 膳宿供应为旅行者或过往旅客提供住处饮食和其他服务。旅馆业因提供上述服务, 所以常称为膳宿供应业。

## ***Exercises***

### **I. Answer the following questions orally**

1. What is tourism ?
2. What is the difference between international and internal tourism ? What is another expression for the latter ?
3. Why is it said that “The tourist industry has become one of the most important economic influences of modern times”?
4. When was the first tour in the modern sense put together? By whom?
5. What has the greatest growth in international tourism that has taken place only since the end of World War II in 1945 paralleled?
6. Is the tourist industry a single entity? What does it consist of ?



7. What does a tourism information office do to promote travel to the destination country?
8. What is a brochure and what is it used for ?
9. What is travel literature ?
10. What is the difference between origin countries and destination countries ?

**II . Fill in the blanks with appropriate words or phrases from the list**

media, phenomenon, appreciated, route, pamphlet, origin, brochure, literature, tourism information

1. The country from which the tourist comes is called the \_\_\_\_\_ country.
2. A \_\_\_\_\_ office promotes travel to the destination country.
3. A \_\_\_\_\_ is a printed pamphlet about a place, product, or company that is used for advertising.
4. Newspapers, magazines, and books are print \_\_\_\_\_ that spread information.
5. Unemployment is a common \_\_\_\_\_ in capitalist countries.
6. The travel literature has been published in \_\_\_\_\_ form.
7. The salesman gave some \_\_\_\_\_ on the new automobile .
8. They deeply \_\_\_\_\_ his thoughtfulness.
9. We can take all the buses on the Number 11 \_\_\_\_\_.

**III . Read the following passage and fill in the blanks with suitable words from the following list**

such, selling, much , to, or, relations, effective, attract, part, interest

The aim of promotion activities is \_\_\_\_\_ create demand for a product service. Promotion is a broad term that includes