

Tourism



全国高等职业教育规划教材·旅游与酒店管理专业

旅游 实用英语

徐琳 单萍 主编 陈晓霞 副主编



电子工业出版社

PUBLISHING HOUSE OF ELECTRONICS INDUSTRY

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内 容 简 介

本书是一本集知识性、实践性和趣味性于一体的旅游英语教学用书,旨在帮助旅游专业学生和旅游从业者掌握旅游英语地道的表达方式,提高业务素质。

全书按照主题分为12个单元,涵盖了旅游相关的主要内容,包括日程安排、接待、住宿、餐饮、购物、建筑、宗教、节日、主要景点介绍等旅游话题,每个单元紧紧围绕一个主题,安排了5项活动:听力入门、情景会话、专题阅读、实用写作、沟通案例,涉及听、说、读、写、译等能力训练,提供了地道、实用的旅游素材,模拟旅游实务,通过情景会话、模拟解说、翻译、写作等练习形式帮助学生学习原汁原味的旅游英语。

中西方文化差异是涉外活动中的难点,也是本书的亮点。本书提供了沟通失误的典型案例分析,有助于提高从业者的跨文化交际能力,满足了当前市场的需求。

本书适用于旅游专业学生以及有志于从事导游及酒店管理工作的人士。为了方便涉外导游以及相关专学生自修,本书为专题阅读部分提供了参考译文以及全部练习答案,并为听说部分的资料配备了mp3格式的音频文件。

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前 言

据世界贸易组织预测：到 2020 年底，中国将成为世界第一旅游大国。2008 年北京奥运会的成功举办和全球经济一体化格局的形成，为我国旅游业的发展带来了前所未有的机遇和挑战。面对迅速崛起的中国旅游业，出版地道、实用的旅游英语教材已成为旅游教育的当务之急。

针对高端旅游市场，全方位的旅游服务不仅应做到细致周到，更要注重中西方文化的沟通。通过旅游传递友谊、传承文化、增进彼此间的了解和信任，这是本书区别于其他相关教学用书的特色。本书注重旅游实务，除了日程安排、住宿、餐饮、购物、主要景点介绍等旅游话题之外，中西方文化差异将成为同类丛书中的亮点，本书提供的沟通失误的典型案例，有助于提高从业者的跨文化交际能力，以满足高端市场的需求。

本书适用于旅游管理专业《旅游英语》课程以及有志于从事导游及酒店管理工作的人士。全书共分 12 个单元，每个单元紧紧围绕一个主题，通过听力入门、情景会话、专题阅读、实用写作、沟通案例五个部分培养学生旅游专业实用技能，具体安排如下：

听力入门：提供原汁原味的听力素材。

情景会话：提供真实场景的实用对话。

专题阅读：探索旅游目的地的文化背景。

实用写作：展示旅游英语宣传推介活动样本。

沟通案例：介绍跨文化沟通的典型案例。

中国是个文化旅游资源十分丰富的国家，旅游市场潜力巨大。希望本教材能够成为沟通中西方文化的桥梁，为旅游英语教材建设尽微薄之力。

本书由徐琳(东北财经大学职业技术学院)、单萍（大连海事大学）任主编，陈晓霞（大连海事大学）任副主编。其中第 1 单元、第 2 单元和第 3 单元由徐琳编写，第 4 单元、第 5 单元、第 6 单元和第 7 单元由陈晓霞编写，第 8 单元、第 9 单元、第 10 单元、第 11 单元和第 12 单元由单萍编写。

本书的听说部分配有 mp3 格式的音频文件，读者可以到“华信教育资源网（www.huaxin.edu.cn）”免费下载。为了方便涉外导游以及相关专业学生自修，本书为专题阅读部分提供了参考译文以及课后习题答案。

由于时间仓促，作者水平有限，书中难免存在错误和不足之处，敬请广大读者批评指正。

编 者

2008 年 10 月

《旅游实用英语》读者意见反馈表

尊敬的读者：

感谢您购买本书。为了能为您提供更优秀的教材，请您抽出宝贵的时间，将您的意见以下表的方式（可从 <http://www.huaxin.edu.cn> 下载本调查表）及时告知我们，以改进我们的服务。对采用您的意见进行修订的教材，我们将在该书的前言中进行说明并赠送您样书。

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Unit 1

Unit 1 Tour Arrangement

Tour Arrangement

In this unit, you will:

- learn how to deal with a telephone enquiry
- read what a package tour is and its development
- write an itinerary and talk about the tour
- build up your vocabulary related to the subject



Part I Listening

Task 1

Listen to the recording twice and decide whether the following statements are true or false.

1. Harry Porter will stay three days in *Nanjing*.
2. It is alright that Mr. Porter arrives at airport before 8 o'clock that morning.
3. Mr. Porter will return to *Dalian* in the afternoon of 18Oct.
4. Mr. Porter has booked a single room in a five-star hotel.

Task 2

Listen to the recording twice and answer the following questions.

Conversation 1

5. What does the woman want to consult?
6. What's the woman's opinion about the guiled tour rourd *Nanjing*?

Conversation 2

7. What kind of trip does the speaker want to take?
8. Which city will the speaker go?
9. How much does the trip cost?

Task 3

Listen to a short passage twice and then fill in the blanks with the missing words.

A Ceremonial Speech at a Chinese Dinner Party

Ladies and gentlemen: It's a great pleasure to have you all here this evening. _____ (1) the

China Textile Import and Export Company, I'd like to extend a _____(2) welcome to you all. Welcome to *Beijing*! Welcome to the trade fair!

I also want to take this _____(3) to express my thanks for the close cooperation and kind support our friends have given us over the years.

Now, I'd like you to _____(4) me in a toast: To the success of the fair! To our friendship and cooperation! To the _____(5) of everyone! Cheers!



Part II Speaking

Section 1 Role-play. Read the dialogue and act it out.

(A travel agent deals with a telephone enquiry about *Beijing*.)

(A—Travel Agent; C—Customer)

A: Good morning, China International Travel Service *Dalian* Branch, *Yang Lin* speaking. What can I do for you?

C: Hello, I saw your advert in the newspaper for fly-drive holidays in *Beijing*. Does that mean you get flights, accommodation and car hire all included in the price?

A: That's right, madam.

C: My husband and I want to see the places of interest in *Beijing*. Can you arrange a tour for us?

A: How long would you like to stay in *Beijing*?

C: Well, four days.

A: There is a four-day package tour. You will have 4 full days in *Beijing*. The itinerary includes places of interest such as the Great Wall, *Ming* Tombs, the Forbidden City, Temple of Heaven, the Summer Palace, *Hutong* and *Lama* Temple.

C: That sounds good. How much is the tour?

A: That all depends on when you travel. When are you thinking of going, madam?

C: Well, some time when it's quieter, the second half of October. Is it off-season then?

A: Yes, it is. That's a very good time to go. We have a great offer at the moment: RMB2000 for each person.

C: Could I book it now?

A: Certainly. May I have the names of the people traveling, please?

C: There's me, Jane Wright and my husband Simon.

A: Could you spell your surname for me, Mrs. Wright?

C: Yes, That's W-R-I-G-H-T.

A: OK, thank you. Just let me confirm the details.

Notes

1. advert ['ædvə:t] =advertisement (英口) 广告
2. off-season (旅游) 淡季
3. busy season 旺季

Dialogue 2 Talking about the Itinerary

(A tour guide comes to see the head of an American tourist group.)

(G—Tour Guide; L—Tour Leader)

G: Did you sleep well last night?

L: Oh, yes. I had a sound sleep. How about you?

G: Very well, too.

L: How is the itinerary you've prepared for our group? Did you receive the fax that we sent to your company?

G: Yes, I did. Here is a copy of the itinerary I've prepared for your group. Please read it carefully to see if there is a need for any changes.

L: (*Reading the itinerary*) We're visiting a *hutong* in *Beijing*. That's marvelous. I'm sure everyone in the group will be excited to learn about the visit.

G: A visit to a university in *Beijing* has also been arranged at your request. At the university, you will be meeting not only the administrators, but professors and students. Most of them are proficient in English, so your friends can talk to them directly.

L: That's good. Mr. and Mrs. Johnson and two other couples, in particular, will appreciate the opportunity because they used to teach at a university.

G: Your fax also requests going to church on a Sunday. That will be done when your group is in *Hangzhou*. As to the request of the journalist in your group who wants to interview a governor or mayor, I'm afraid that is difficult to satisfy.

L: May I know why?

G: Our government has made it clear that when a foreign journalist visits China in the capacity of a tourist, he or she will not enjoy any of the privileges that are granted to journalists, such as the chance to interview a government official.

L: That sounds reasonable.

G: If necessary, I can explain to him the difficulty involved in making the special arrangement on his behalf.

L: That's very kind of you.

G: I think that some of your friends may have their own needs and wants, likes and dislikes. Shall we make it a rule for them to go to you first if they have any individual requests to make? Or shall we allow them to approach me directly?

L: I've already told them to come to me if they have any special requests.

G: That's very considerate of you. Still, please assure your friends that I'll be doing all that is within my power to make your visit to China a pleasant experience.

L: Thank you.

G: Thank you for your understanding and cooperation. Shall I say that we have finalized the itinerary?

L: Yes.

Notes

- | | |
|---------------------------------------|------------------|
| 1. itinerary [ai'tinərəri] adj. | 行程表, 活动安排 |
| 2. at your request | 按照你的要求 |
| 3. administrator [əd'minis'treɪtə] n. | 管理人, 行政人员 |
| 4. proficient [prə'fɪʃənt] adj. | 精通的; 熟练的 |
| 5. governor ['gʌvənə] n. | (中国) 省长, (美国) 州长 |
| 6. in the capacity of a tourist | 以一个旅游者的身份 |
| 7. within my power | 尽我所能 |
| 8. finalize the itinerary | 最终敲定活动计划 |

Professional Practice

The following telephone enquiry tips are useful when answering the telephone.

● introduce yourself and offer to be of assistance

Good afternoon, CITS Shanghai Branch, Wang Ming speaking.

How can I help you?

● be enthusiastic

That's a very good time to go.

We have a great offer at the moment.

● make sure you get all the necessary information

Can I have the names of the people traveling, please?

Could you spell your surname for me, please?

● repeat names, phone numbers and details to make sure everything has been understood

Just let me confirm the details.

Is that correct?

Exercise



Complete the following dialogues and speak with your partner.

(W—Wanda, a travel agent is dealing with telephone enquiry; C—Caller)

W: Good afternoon, ____ 1 ____ (我是 Wanda) .

C: Hello, is that City Travel?

W: Yes, how ____ 2 ____ (需要帮忙吗) ?

C: I'd like to book a city break in *Guangzhou* please, as advertised in your brochure. It's on page 19.

W: Right. ____ 3 ____ (您想什么时候旅行) ?

C: May 14th for three nights.

W: May 14th . Fine. For three nights.

C: That's right. Leaving from *Pudong*. We're staying in *Shanghai* on the 13th.

W: ____ 4 ____ (好的, 我查一下) availability. Sorry to keep you waiting. The computer's just going to be a few seconds. OK, here we are. ____ 5 ____ (您想什么时间走) ?

C: Early morning if possible.

W: Fine, ____ 6 ____ (有一个在 9:10 起飞的航班) .

C: Yes, that sounds OK. How long does the flight last?

W: ____ 7 ____ (需要 2 小时 25 分). With check-in an hour beforehand. And then back on the 17th. There's a flight at 17:10 or 18:05.

C: The later one, please.

W: OK. ____ 8 ____ (就您自己旅行吗) ?

C: Yes, it is.

W: ____ 9 ____ (我能知道些详细情况吗) ? Can you tell me your name, please?

C: Yes, it's Hunter, Gary Hunter

W: H-U-N-T-E-R?

C: That's right.

W: And your telephone number, Mr. Hunter?

C: 09902 57731.

W: 09902 57731. And ____ 10 ____ (您选了哪家宾馆) ?

C: The Holiday Inn seems to be very good.

W: Yes, that's right. It's a lovely hotel. I'm sure you'll like it. And ____ 11 ____ (是单间吗) ?

C: Yes.

W: Right. OK. So that's three nights from 14 May for Mr.G.Hunter, staying at the Holiday Inn, departure Pudong, return from *Baiyun* airport on the 17th. The price is RMB 2000 in all. Do you have a pen and paper?

C: Hang on. OK.

W: I'm just going to give you your booking reference number. It's BT 8825. I'll prepare everything for you. And ____ 12 ____ (您怎样付款) ?



Part III Reading

With the improvement of living standard, the working week becoming shorter and the vacations increasing, more and more people are able to make a holiday trip to places of interest. As far as the holiday trip is concerned, there are different ways of travel: package tour, self-drive, and backpacking. It is one thing to decide to go on a tour, but quite another to organize the trip. Many people don't have the time or the inclination to plan a tour for themselves. They prefer to have somebody else make the decisions and the arrangements, hence the package tour. A package tour offers travelers prearranged transportation, accommodations, meals and other vacation preparations—all at predetermined price.

The innovator of the organized package tour was Thomas Cook, a Baptist missionary from England, who chartered a train in 1841 to carry 570 people to temperance meeting. This first tour had a number of features that were to become standards for later package tours, including transportation, meals, entertainment, an event, and a tour escort.

A package tour is a combination of several travel components provided by different suppliers which are sold to the consumer as a single product at a single price. The package tour is typically comprised of two or more of the following components: one or more forms of transportation (including fly-drive, fly-cruise, motor-coach tour, and rail tour packages); accommodations; meals; attractions and events (including sightseeing and admission to natural and commercial attractions, entertainment, recreation, and a variety of special events); and extras (including transfers and baggage handling, tips and taxes, the services of a professional tour manager and tour guides, travel bags, and discount coupons for restaurants and shops).

The package tour industry is one of the fastest-growing sectors of the travel industry. Why have package tours become so popular? The main reason is that they offer a variety of practical benefits that independent travel cannot provide. Firstly, when travelers buy a package tour, they are also buying peace of mind. A package tour takes the anxiety out of traveling because all arrangements have been made in advance by the tour operator. People need not to worry about they will miss any famous tourist spots since the provided tourist guide have the experience to know which attractions are worth a special trip. Moreover, he'll explain the history of the spots to make tourists enjoy the beautiful spots better. Secondly, the single greatest attraction of the package tour is its relatively low cost. All package tours are prepaid; the client can fairly accurately calculate the total cost of the tour in advance. Besides, on a package tour, the traveler does not have to spend time looking for accommodations, arranging transfers, or getting tickets for a show.

In short, package tours take some of the annoying things out of travel and usually provide significant cost savings as well. Time saving, together with increased prosperity and low airfares, has brought overseas travel within the reach of ordinary working people who have only

a few weeks of annual vacation. International travel is no longer the exclusive privilege of a wealthy few.

Words and Expressions

- | | |
|--------------------------------------|---------------|
| (1) prearrange [priə'reindʒ] v. | 预先安排 |
| (2) accommodation [ə,kɒmə'deɪʃən] n. | 食宿 |
| (3) predetermine [pri:'di:tə:min] v. | 预先决定 |
| (4) innovator ['inəuveɪtə] n. | 创新者 |
| (5) charter ['tʃɑ:tə] v. | 包租（飞机、轮船等） |
| (6) feature ['fi:tʃə] n.& v. | 特征，特色；以……为特色 |
| (7) entertainment [entə'teɪnmənt] n. | 招待客人的娱乐活动 |
| (8) combination [ˌkɒmbɪ'neɪʃən] n. | 混合，结合体 |
| (9) component [kəm'pəʊnənt] n. | 成分 |
| (10) extra ['ekstrə] n. | 另外收费的项目；额外物 |
| (11) coupon ['ku:pən] n. | 商家的优惠券 |
| (12) relatively ['relətɪvli] adv. | 相对地；相当地 |
| (13) accurately ['ækjʊrɪtli] adv. | 精确地 |
| (14) calculate ['kælkjuleɪt] v. | 计算；打算 |
| (16) significant [sɪg'nɪfɪkənt] adj. | 显著的，有效的；有意义的 |
| (17) prosperity [prɒs'perɪti] n. | 繁荣；富足；成功 |
| (18) as far as...be concerned | 就……而言 |
| (19) be comprised of | 包含，由……构成 |
| (20) in advance | 预先 |
| (21) spend...doing sth. | 花（时间、金钱等）做某事 |
| (22) be worth (doing) sth. | 值得（做）…… |
| (23) in short | 简而言之，总之 |
| (24) within the reach of | 为某人的能力、影响等所能及 |

Notes

1. There are different ways of travel: package tour, self-drive, and backpacking. 有不同的旅行方式：随团旅游，自驾游和背包徒步游。

2. A package tour offers travelers prearranged transportations, accommodations, meals and other vacation preparations—all at predetermined price. 在预定价格内，包价旅游为旅游者提供预先安排好的交通、膳宿及其他度假准备工作。

3. Thomas Cook: 托马斯·库克（被誉为旅游业的先驱者，1841年，他以包租火车的方式组织了570人乘火车参加一个禁酒大会，这次活动被后人视为近代旅游业的开端。）

4. Baptist missionary 浸礼会教徒

5. International travel is no longer the exclusive privilege of a wealthy few. 跨国旅游不再是少数有钱人专有的特权。

6. tour operator: 旅游代理商；tour escort: 旅游团陪同。