

21世纪全国高职高专旅游专业新创规划教材

旅游英语

李淼 刘英 主编



中国科学技术出版社

CHINA SCIENCE AND TECHNOLOGY PRESS

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内 容 提 要

《旅游英语》是集旅游英语实用口语及旅游专业知识阅读为一体的综合性教材。本书主要由 14 个单元和附录组成,每个单元分为对话、阅读、补充资料、练习题、日积月累五个部分;附录 I 是经验之谈,以现身说法解答英文导游实践中常见的一些问题,供读者参考;附录 II 是课文中出现的生词列表。本书内容按照英语导游的服务流程进行组织,涉及接站、酒店服务、途中介绍、景点服务、购物服务、游客沟通、紧急事件处理以及送别等一系列环节。教师在用本书时可根据难易程序选取适当部分作为教学内容。

本教材主要面向旅游相关专业高职高专及以上水平的学生,同时,也可作为旅游从业人员及旅游外语爱好者的自学教材或读物。

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丛书序

我国拥有世界上最为多样化的旅游资源,最为悠久的历史文化,最为丰富的劳动力储备,而且旅游教育体系比较完备,这是发展旅游业的突出优势。相对于高新技术、工业发展等方面与发达国家的差距,我国旅游业具有抢占全球高地的先天条件。旅游教育为旅游业抢占全球高地提供着人才保障,是变劳动力储备为人才优势,变旅游大国为旅游强国的重要途径。

近年来,随着我国旅游业的迅速发展,旅游高等教育,特别是高职高专教育,进入到一个新阶段。开办旅游管理专业的院校之多,招生数量之众,办学条件之好都大大超过了历史上任何一个时期。然而,作为高等院校基本建设之一的教材建设,却远远滞后于旅游教育发展的步伐,以致许多高等院校的旅游管理专业缺乏适用的教材,这势必影响旅游业继续发展的人才支撑,也不利于旅游高等教育的进一步发展。虽然有关部门、单位组织编写了一批旅游管理专业教材,但仍然远远满足不了旅游教育发展的需要。

上海财经大学的全华教授等国内有关高校的众多一线教师,即将编写出版一套“21世纪全国高职高专旅游专业新创规划教材”。获悉此事,我甚感欣慰。翻阅系列教材的部分书稿,我认为这套教材体现了以旅游行业需求为导向,以应用为主,以必需、够用为度的编写思路,其突出特点有三。

(一) 行业能力的导向性

旅游业的发展实践证明,旅游管理队伍大多来源于一线员工的晋升,需要理论素养,更需要能力建设。这套系列教材,不拘于学科知识体系框架,更加突出旅游行业岗位能力标准,使学生在课程学习后,能形成适合旅游发展需要的行业能力结构。

(二) 学习兴趣的引导性

兴趣是最好的老师,旅游活动本身就是一种趣味活动,在知识和技术不断更新的情况下,旅游教材不仅应在内容上及时予以反映,更要激活学生不断探究旅游知识,掌握旅游管理技能的兴趣。这套教材重在学生对旅游业相关岗位兴趣的培养,在激发学生浓烈兴趣基础上,再提供经典的学习材料和进一步探索相关知识、培养相关能力的途径,变被动听讲,为主动求索旅游管理知识和技能。

(三) 因材施教的针对性

处在当今信息化社会中的大学生,思维活跃、接受能力强,而且精力充沛,追求着时尚和新潮。教材内容老套,教学手段落后,教学方法刻板,是当今大学生厌学的重要原

因。针对旅游本身就是青年人追求的生活时尚，这套教材版式活泼，图文并茂，做到了科学性、趣味性、可读性与当代大学生学习、思维特点的有机结合。每章有“学习目标”、“学习重点”、“引入部分”以及小案例或小对话，生动活泼，吸引学生进一步学习后续内容。教材中插入的“小知识”、“小资料”、网址等，不仅针对旅游行业特殊性，而且紧密结合当代大学生的思维特点，做到因材施教。

随着旅游业影响力的不断扩大，越来越多的莘莘学子步入高等学府，学习旅游专业；越来越多的高等院校开办旅游专业，输送旅游行业的新生力量；越来越多的出版单位和专家学者关注旅游教育，出版多种教材。欣喜之余，也企盼着在方方面面的努力下，旅游教材日臻完美，旅游教育日趋完善，中国早日由劳动力储备大国转变为旅游人才强国，由旅游教育大国转变为旅游教育强国。

中国旅游文化资源开发促进会副会长 魏小安

2008 年夏

丛书引言

高职高专教育是旅游行业人才培养最为有效的形式之一，而一套适合高职高专层次、把握现代服务业发展脉搏、切准旅游业岗位需求的教材，是许多高职高专院校孜孜以求的教学要件。为了落实教育部《关于以就业为导向深化高等职业教育改革的若干意见》的精神，确保高质量教材进课堂，“21 世纪全国高职高专旅游专业新创规划教材”编委会，在全国范围内，精选高职高专教学一线的教师，根据高职高专旅游专业课程设置的需要，针对当前高职高专学生的学习特点，编辑出版了“21 世纪全国高职高专旅游专业新创规划教材”。对于出版社和编者而言，这是一大挑战，而对于高职高专院校来说，实为一大幸事。

纵观这套教材，具有如下特点：

1. 定位明确：紧紧围绕旅游行业岗位的要求、标准编写。教材的结构符合学生学习动机，能够诱发学生的学习兴趣。遵循从实际到理论，从具体到抽象，从个别到一般，或者说是提出问题、解决问题、归纳总结问题，选用任务导向和案例分析。教学目标具体、层次分明、文字凝练、信息传递高效，让学生一目了然。

2. 特色突出：突出了高职高专特色和旅游行业特色，强化就业中要用到的技能，弱化理论和原理介绍。对操作性比较强的课程，实训内容占较大比例。每本书的参编人员要求必须有一名和本书内容对应的旅游企业在岗人员，确保其实用性。

3. 版式活泼：图文并茂，力图做到科学性、趣味性、可读性和实用性的有机结合，每章有“学习目标”、“学习重点”、“引入部分”、“正文”、“课后总结”等几个板块。使教材使用者能便捷地把握主要内容、重点、难点以及知识和能力要求。章节正文内容之前的“小案例”或“小对话”生动活泼，吸引学生进一步学习后续内容。教材中插入的“小知识”、“小资料”、网址等，为学生在兴趣驱使下，自主深化学习内容，提供了丰富的材料和便捷的途径。

教材编写者为了突出上述特色，做了许多努力，他们的每一点努力，哪怕是细微之处的改进，都将会使教师使用教材时，更加得心应手，学生学习教材时，收益更多。

我相信随着这套教材走进课堂，教师备课、授课将更加轻松，学生的学习活动，将变得更加生动有趣，高职高专的教学质量，将得到进一步提升。

高 峻

2008 年 6 月 22 日

21 世纪全国高职高专旅游专业新创规划教材

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前 言

在国际交往日益频繁的今天，我们每个人都可能担当起友谊的使者、文化的传播者这样的角色。掌握英语，尤其是旅游接待服务中常用的英语对于扮演好这个角色是十分必要的。而对于旅游管理专业的学生来说更是如此。

正是带着这种想法，我们设计编写了《旅游英语》这本教材。全书按照英文导游服务流程所涉及的主要环节进行构建，力图使之在内容上更贴近实践，形式上更丰富多样，以期读者能够获得更实用的知识并享受到英语学习中的那份快乐。书中浓缩了编者以往导游实践的经验，也承载着他们在教学工作中对学生的期望。

本书的完成是团队合作的结果。具体来说，分工如下：李森编写了第1、2、6、7、10、12、14章及附录Ⅱ，刘英编写了第3、4、5、11、13章，陈丽编写了第8、9章，董婵娟编写了附录Ⅰ。此外，大连理工大学建筑与艺术学院的谢荣为书中第12章的课后习题绘制了漫画。这本书能够如愿面世，还要感谢中国科学技术出版社职业教育图书事业部的支持。

由于时间和水平的局限，书中难免有某些疏漏之处，恳请各位读者不吝赐教，批评指正。

李 森

2008年12月于东北财经大学

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UNIT ONE Travel as a Product & as a Service

Section I: Oral Practice

1. Dialogues

➡ Dialogue One

A travel agency clerk is answering a phone call from a customer.

Clerk: Good morning. China International Travel Service. What can I do for you?

Customer: Yes. I'd like to know if you offer any travel program to Tibet.

Clerk: We do have such programs. May I suggest you our ten-day/nine-night package tour^① to Tibet?

Customer: Very good. What do you charge for it?^②

Clerk: The minimum price for such a tour is RMB 4500 Yuan. And all prices are on a per person basis^③.

Customer: Well, I see. What does the package include?

Clerk: It includes a round-trip train ticket between Beijing and Tibet, five-night hotel accommodation and daily hotel breakfast. When are you planning the travel, sir?

Customer: Not decided yet. Would you please send me a fax about the details?

Clerk: No problem. May I have your fax number?

Customer: That's 010-86625889.

Clerk: 010-86625889. Okay, you'll receive our leaflet very soon.

Customer: Thank you for your help.

Clerk: Thanks for calling. Goodbye, sir.

offer ['ɔfə]	v. 提供, 出售
Tibet [ti'bet]	n. 西藏
package ['pækɪdʒ]	n. 包裹
charge [tʃɑ:dʒ]	v. 收费, 要价
minimum ['mɪnɪmə]	adj. 最小的, 最低的
round-trip ['raʊnd'trip]	adj. 往返的, 来回旅程的
fax [fæks]	v. 传真

detail ['di:teɪl]

n. 细节

package tour

包价旅游

➔ Dialogue Two

In the office of China International Travel Service, one telephone rings and a clerk answers it.

Clerk: Hello, this is China International Travel Service. Can I help you?

Alice: Hello, this is Alice Parker calling. I am an agent of Explorer Travels in the United States. I got your number from a friend of mine, who went on one of your trips last year. I am calling to see if it is possible to arrange a group trip with your Service.

Clerk: Yes, of course. We're happy to cooperate with any foreign and domestic travel agencies.

Alice: We have here a group of 15 people who want to visit several places of interest in China for 20 days.

Clerk: Yes, we can arrange that.

Alice: Good. But first of all, I'd like to know what kind of tours your Service provides.

Clerk: Our Service provides all kinds of tours, ranging from individual tour to group package tour^④. We also offer specialized tours as cultural tour, biking tour, camping tour, etc.^⑤

Alice: Excellent. It seems I have found the right person and the right agency to cooperate with.

Clerk: I hope so. When do you expect to come?

Alice: July 16th.

Clerk: What about the group makeup?

Alice: Nine men and six women.

Clerk: Their age makeup?

Alice: Between 25 and 45. I can send you a fax on their personal data.

Clerk: Great. What specific places do you wish to visit in China?

Alice: We would like to visit Beijing, Xi'an, Guilin, Shanghai, Hangzhou and the Three Gorges.

Clerk: OK. But are there any specific sights in each place that you would like to visit?

Alice: I'm not quite sure. This is where you can advise us.

Clerk: Where will your group disembark?

Alice: The group will disembark in Beijing and will also leave from Beijing.

Clerk: OK. I tell you what, Miss Parker. I will work out a preliminary

itinerary and send it to you through fax.

Alice: Marvelous. Our fax number is 808-732-3386. My e-mail address is parkerbee@exploretours.com. What is the earliest time we can receive it?

Clerk: Tomorrow afternoon.

Alice: May I know your name, please?

Clerk: Wu Ming, W-U, M-I-N-G.

Alice: Fantastic. Well, Miss Wu, thank you very much. I look forward to^⑥ cooperating with you.

Clerk: Thank you for calling, Miss Parker. Good-bye.

Alice: Good-bye.



arrange [ə'reindʒ]	v. 安排
range [reindʒ]	v. 涵盖的范围
domestic [də'mestik]	adj. 国内的
individual [ˌindi'vidjuəl]	adj. 个体的, 个别的
specialized ['speʃəlaɪzd]	adj. 专门的, 有特色的
regional ['ri:dʒənəl]	adj. 地方性的, 区域性的
makeup [meɪkʌp]	n. 组成
advise [əd'vaɪz]	v. 提议, 建议
disembark [ˌdisɪm'bɑ:k]	v. 下车, 下飞机
preliminary [pri'liminəri]	adj. 预备的, 初步的
itinerary [ai'tinəri]	n. 路线
marvelous ['mɑ:vələs]	adj. (口语) 好极了
fantastic [fæn'tæstik]	adj. (口语) 极好的, 美妙的
place of interest	风景名胜

2. Class work

☒ Role-play

Work in pairs. Take turns to act out the roles in dialogue one and dialogue two.

☒ Brainstorming

Suppose you work for a travel agency. List the sentences that you are possible to use when answering a phone.

☒ Discussion

What do you think is the proper telephone etiquette?

3. Notes to the dialogues

① package tour 包价旅游

包价旅游是指旅游者在旅游活动开始前即将全部或部分旅游费用预付给旅行社,由旅行社根据同旅游者签订的旅行合同相应的为旅游者安排旅游途中的行、游、食、住、购、娱等活动。包价旅游分为团体包价旅游、散客包价旅游、半包价旅游、小包价旅游和零包价旅游。

② **What do you charge for it?** 你要价多少?

charge sb. for sth. 向某人索取某项费用

例如: The restaurant charged us 100 yuan for the wine. 餐馆向我们收取了 100 元的酒水费用。

③ **And all prices are on a per person basis.** 所有的价格都以人为基准。

④ **Our Service provides all kinds of tour, ranging from individual tour to group package tour.** 我们旅行社提供各种旅游项目,从散客旅游到团队包价旅游都有。

individual tour 散客旅游

range from sth. to sth. 从……到……

例如: The prices of the dishes range from 5 yuan to 100 yuan. 菜品的价格从 5 元到 100 元不等。

⑤ **We also offer specialized tour as cultural tour, biking tour, camping tour, etc.** 我们还提供文化之旅、自行车之旅、露营之旅等特色旅游。

specialized 的意思是“有特殊用途的,专门的,有特色的”,与 *specific* 含义不同, *specific* 意为“特定的,具体的”。

例如: He uses a specific tool for each job. 做每一种不同的工作他都用一种特定的工具。

⑥ **look forward to** 期待,盼望

例如: We look forward to your arrival. 我们期待着您的到来。

需要注意的是,这里的 *to* 是介词,如果要表达盼望做某事的话, *to* 后面的动词要用动名词的形式,即 *look forward to doing sth.*。

例如: We look forward to seeing you again. 我们期望再次见到您。

Section II: Reading



Travel as a Product and as a Service

Industries generate either products or services. The garment industry makes products, such as suits, dresses, shirts, blouses, and other items of clothing. The health care industry, for its part, provides services, such as the diagnosis of illness, the relief of pain and discomfort, and the setting of bones.

Some authorities say the travel industry provides products, while others say it provides services. Actually, the travel industry provides both products and services.

Almost all products are tangible, that is, they can be seen and touched. They have weight and occupy space. Televisions, furniture, clothes, and appliances are all tangible. The travel industry produces a few tangible products such as food and beverages. However, most of its products are intangible, that is, they cannot be seen or touched. Intangible travel products include a flight on an airplane, a stay in a hotel room, a ride on a bus, relaxation on a warm beach, a reunion with family members, fun at a nightclub, a view of the ocean, and much more. None of these things can be weighed or measured or stored in a room. Unlike an old car or a washing machine, travel products exist as experiences.

A service industry has three special characteristics. First, its employees perform actions that benefit or serve customers. Second, its employees are professionals. They are expected to perform their duties with a high level of expertise and to be able to give their customers information and counsel^①. Third, a special attitude or relationship exists between the employee performing the service and the customer receiving it. Clearly, these three characteristics describe much of the travel industry.

Members of the travel industry provide travellers with benefits. They help to plan trips, transport passengers to their destinations, arrange places to stay, and much more. Travel professionals are like other professionals. Just as a lawyer gives you legal advice and an accountant offers you financial guidance, the travel professional is able to provide the travel products and services that best meet your needs. Doctor-patient, lawyer-client, and teacher-student are familiar professional relationships. In the travel industry, the relationship is host-guest, with the travel professional as the host and the travellers as the guest. This relationship assumes that the host will focus attention on the needs and welfare of the guest and strive to make his or her travel experience happy and rewarding^②. Travel professionals must maintain this relationship if they want customers to return.

for one's part	adv. 对某人来说
diagnosis [ˌdaɪəg'nəʊsɪs]	n. 诊断
relief [rɪ'li:f]	n. (痛苦等的)减轻
tangible ['tændʒəbl]	adj. 有形的,可触知的
intangible [ɪn'tændʒəbl]	adj. 无形的,难以明了的
expertise [ˌekspə'tɪz]	n. 专门技能(知识)
counsel ['kaʊnsəl]	n. 建议
destination [ˌdestɪ'neɪʃən]	n. 目的地
professional [prə'feʃənəl]	n. 专业人员
guidance ['gaɪdəns]	n. 指导,领导
fulfill [fʊl'fɪl]	v. 履行,实现,完成
maintain [meɪn'teɪn]	v. 维持,保持

Notes

① **They are expected to perform their duties with a high level of expertise and to be able to give their customers information and counsel.** 人们期望他们以高水准的专业技能完成任务并且能够为顾客提供信息和建议。

be expected to do 被期待去做某事

expect 与上文中提到过的 *look forward to* 都有“期待”的意思,但含义有所区别。*expect* 表示有一定根据的“期待”,肯定性较强,而 *look forward to* 是抱着欢悦、焦急的心情“期待”。

例如: *She is expecting a letter from her mother.* 她在等待母亲的来信。

The children were eagerly looking forward to the party. 孩子们急切地盼望着聚会。

② **This relationship assumes that the host will focus attention on the needs and welfare of the guest and strive to make his or her travel experience happy and rewarding.** 这种关系假定主人会关注客人的需要与幸福,并努力使其旅行充满幸福和意义。

assume 假定,以为

例如: *Assuming that his story is true, what should we do?* 假定他的话是真的,我们该怎么办?

focus on 集中(注意、关心)于……

例如: *We must focus our attention on urgent problems.* 我们必须把注意力集中在紧急的问题上。

strive to 非常努力,拼命尝试

例如: *The hotel is striving to improve its public image.* 这家酒店努力想要改进自身的公众形象。

Section III: Additional Information

电话作为一种现代化通讯工具,是旅游企业必不可少的联络工具。让员工了解并掌握电话交谈礼仪将有助于企业塑造良好的形象。下面是一家旅游企业对员工接听电话提出的要求,你不妨对照一下,看看自己在哪些方面还需要提高。

Guide to Telephone Behaviour

 Answer the telephone promptly, within three rings if possible.

 Listen with your right ear on business calls. Your right ear is connected to the left (logical) side of the brain.

 Start each call by stating your name and position.

-  Find out the caller's name and use it in the conversation.
-  Listen. Try not to interrupt.
-  Concentrate. Don't attempt to do two things at the same time.
-  When the caller is speaking, make "continuity noises" to let him/her know you are listening.
-  Make notes and read them back to the caller to check you have got the correct message.
-  If an incoming call is inconvenient, explain why, take the caller's name and number, and offer to call him/her back.
-  Always smile into the mouthpiece. It shows in your voice.

Section IV : Exercise

① Match the sentence halves.

- | | |
|---|--|
| 1. If you need any further details | A. Will you hold? |
| 2. I can put you on the waiting list and ring you | B. I'll call you back. |
| 3. The line's busy at the moment | C. please do not hesitate to contact me. |
| 4. If you give me your number | D. if there's a cancellation. |
| 5. I'm afraid she isn't here at the moment | E. There's no answer from room 301. |
| 6. I'm sorry. | F. Can I take a message? |

② Write as many adjective words as possible in the block to describe the possible experiences you may have in the following tourist attractions.

historic buildings and sites

theme parks
