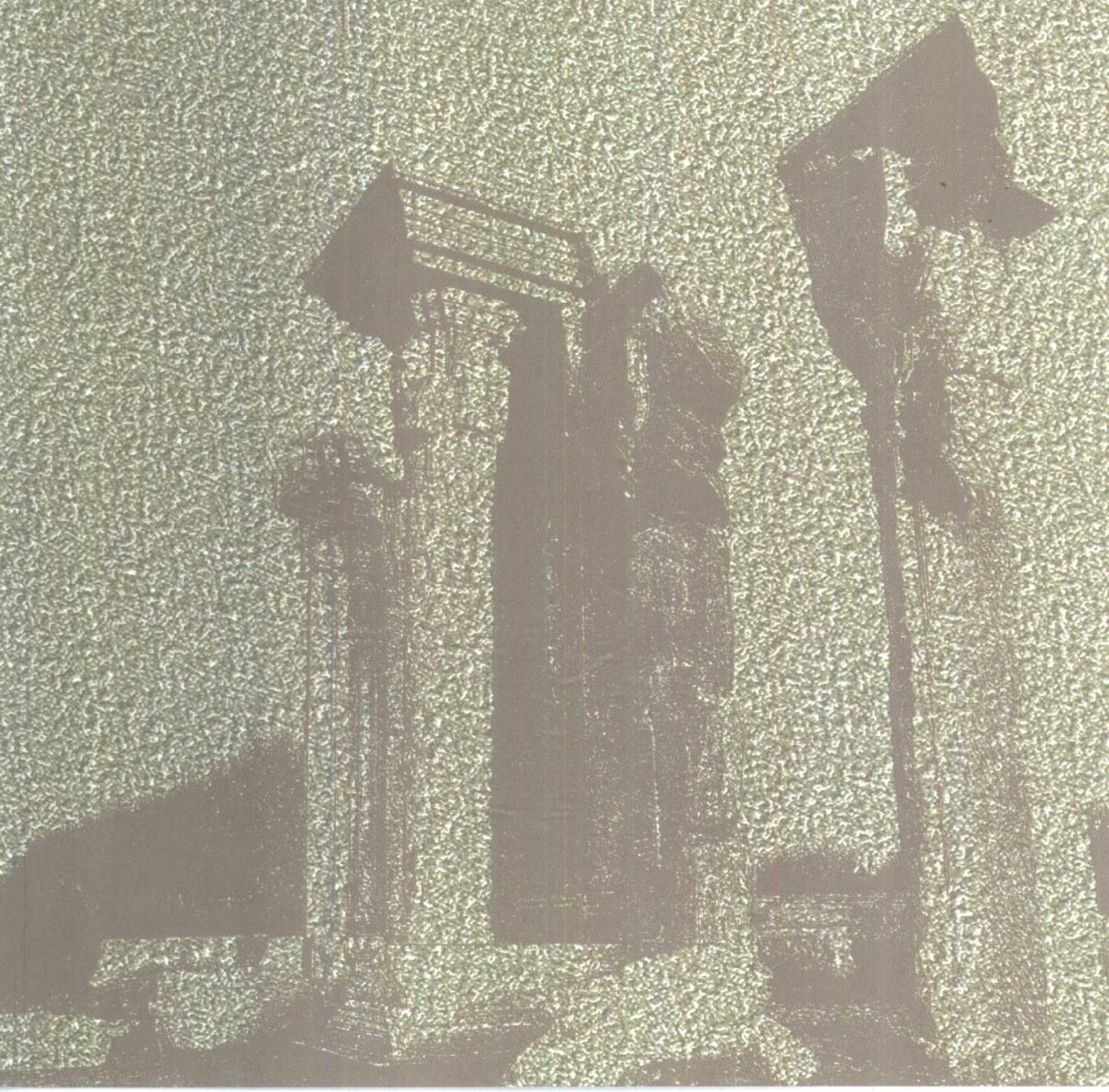


ENGLISH IN TOURISM

# 旅游英语

王苏平 主编  
中国林业出版社



**English in Tourism**

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## 序

如果说 20 世纪的最后 20 年是中国旅游业的起步阶段，那么 21 世纪的第一个 10 年将是中国旅游业蓬勃发展的时期。在过去的 20 年里，中国旅游业完成了由外事接待型向服务产业型，由旅游资源大国向亚洲旅游大国的历史性转变。本世纪的第一个 10 年，或者花更多一点时间，中国旅游业将完成由亚洲旅游大国向世界旅游大国的历史性跨越，从而实现成为世界最大旅游接待地的宏伟目标。

中国是一个有着 5000 年悠久历史的文明古国，中华民族积淀有丰厚的旅游文化底蕴，但过去它只是作为一种文化遗产形态而存在。古代的所有旅行、旅游活动，都只具社会文化意义，较少经济的成份。20 世纪二三十年代，虽然也有国际旅游，但由于战乱频繁而并未顺利成长成为一种产业。最近 20 年来，中国的旅游却是以全新的产业化面貌出现在世人的面前。对于我们这个虽然有着悠久的旅游传统却缺少旅游产业化经验的国家而言，全国性发展旅游业真是开天辟地第一回。

首先，我们需要在旅游产业化的制度层面上和国际社会诸旅游大国接轨，否则我们将无法融入到全球大市场中去。20 年来我们的旅游产业发展过程就是一部不断挣脱计划经济的桎梏，同时又努力和国际旅游市场经济制度接轨的历史。其次，我们需要在旅游产业化的物质层面上和国际接轨，即旅游产业化所必需的旅游设施应遵循国际惯例。否则我们将会遇到“书不同文、车不同轨”式的麻烦，以致拒人于千里之外。第三，我们需要一批又一批高素质的旅游从业人员，来推动中国的旅游产业。否则我们将会毁掉祖先留下的资源，失掉改革开放争得的市场。因此，在中国，旅游教育便十分自然、十分紧迫地被提上了议事日程。

一般人会认为通过高等旅游教育，培养高素质的旅游从业人员十分重要。其实，我们的各级领导干部，尤其是主抓旅游产业的领导干部；我们的国民，特别是旅游景区内的国民，都有自觉接受旅游教育的义务。《儒林外史》上说，南京城连挑大粪的人身上都有六朝烟水气。可见一个普通公民的素质如何会直接或间接影响旅游景区的对外形象，或曰旅游地形象。所以普及旅游知识，提高从业水平，惟其如此，中国丰富灿烂的旅游资源才会最大限度地得到科学维护和永续利用，中国优良的文化传统才会最大限度地走向世界并得到史无前例的弘扬。



也许有人会问：新千年伊始，旅游教育又有何新特点呢？答曰：2000 年中国旅游业最大的变化是国内旅游迅猛发展，增长速度令世人惊诧。今年五一节 7 天假日内，全国范围接待旅游者 4700 万人次，旅游收入 181 亿美元。近 5 年来，全国已有 24 个省市将旅游业作为第三产业中的支柱产业、先导产业来发展。旅游开发规划热和国内旅游热，加上西部大开发的时代机缘，势必给旅游教育打上新的时代烙印，这就是全民旅游教育时代的来临。

奉献在您面前的这套高等院校旅游专业系列教材就是以服务全民旅游教育为宗旨的旅游知识读本。本套教材包括《旅游概论》、《旅游文化》、《旅游经济》、《旅游资源》、《旅游地理》、《旅游英语》、《旅游规划》、《旅游饭店管理》、《旅行社管理》、《旅游景区管理》、《旅游心理》、《旅游客源地》、《旅游市场营销》、《旅游法规》等。

本套教材致力于贯彻科研成果应用化和教学心得理论化相结合的原则；创造意识培养和创新能​​力训练相结合的原则；基本学科原理和行业、产业实际相结合的原则。考虑到旅游学科边缘性强的特点，还致力于贯彻文理工管互相渗透的原则。

本套教材立足于总结学科发展轨迹这样一个高度，对本世纪人类，特别是改革开放以来中国人民在从事旅游业和旅游教育中所取得的经验和教训，进行综述性扫描，力求给读者展现一幅全景式的“画卷”。

本套教材注重大信息量和大众化风格的追求。同时，参考借鉴了欧、美国国家经典教材的成功经验，并力争在编写体例上有所超越。特别是在内容安排和案例引用上避免了地方性局限，以满足全国范围内各区域、各层次的读者要求。

自然，我们也十分清楚，由于旅游学科是一个十分年轻的学科，基础理论研究尚觉薄弱，而实际操作应用又需求过旺；当然，最主要的还是我们本身水平的局限，这套教材离我们所期望的目标还有距离，离学界同仁和广大读者的要求更有差距。我们诚挚地期待着大家的批评指正。我们也将密切关注旅游产业、旅游科研和旅游教育的每一步新进展，并通过修订增补，使这套教材不断完善和充满生命力，从而为我们伟大的祖国实现世界旅游大国这一宏伟目标贡献绵薄之力，为全民旅游教育做一点基础性工作。



2000 年 8 月于东南大学旅游研究所

# 前 言

面对旅游发展的新格局以及发展大旅游的趋势，我们深感要将旅游业作为支柱产业来发展，人才是首位的。我们国家有着丰富的旅游自然资源和人文资源，旅游人力资源也很丰富，应着重于培养和发掘。同时，组织旅游产业管理人员与高校旅游专业教师，将他们多年积累的实际工作经验和技巧与教学实践和理论结合起来，共同编写旅游专业的教材，是一个很好的想法。为此我们邀请南京、扬州、苏州等地大学的富有教学经验的教师和苏州旅游界具有丰富实践经验的人士，编写了这本《旅游英语》。

在编写过程中，我们坚持创意培养和创新能力训练相结合；理论知识与旅游产业实务相结合的原则，以培养从业管理人才为目标，从教材内容和形式上努力创新，对旅游产业进行综合性的扫描，争取给读者留下一幅全景式的“画卷”。

本书第一章第一、二单元由东南大学毛桃青编写，第三单元由王国华、陈肖静、陈德超、姜馨、王明军编写，第四、五单元由丁敏编写；第二章第六、七、十一、十二、十三、十四单元由吴根生、王苏平编写，第八、九单元由顾坤元编写，第十单元由唐本昌编写；第三章由潘华琴编写。全书由王苏平担任主编，喻学才教授担任主审。

当人们明白“只有服务别人才能真正满足自己”这个基本道理时，才会真正地使自己的满足具有充分的条件，才会从被迫转为自愿，在自愿中发挥出潜能，才会做好服务，真正使别人满意。这就是本书研究服务的基点。

因时间紧迫，书中难免出现谬误之处，恳请读者批评雅正。

编著者  
2000年11月

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# **PRACTICAL COMMUNICATION SKILLS IN TRAVEL INDUSTRY**

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**multidisciplinary***adj.* of many branches  
of knowledge**take... for  
granted***regard it as true or as  
certain to happen***insight***n.* power of seeing with  
the mind

**T**he travel industry is a service or hospitality industry to promote people-to-people understanding and earn hard currency. The future economic, social and environmental prosperity of the nation depends on creative management of services and excellent staff who work in the field. Services touch the life of every person every day. Therefore, those people who work in the field must recognize the **multidisciplinary** nature of services. How to enhance the sense of responsibility, how to study the new problems with the new theories, how to handle the things with correct principles, how to keep the healthy mind at any time, that's to say, they should be qualified with psychological quality of balance and stability; strong ability of social negotiation and communication; and reliable, modest, concentrated, sympathetic personality as well as good appearance.

Travel industry is a section of international service trades, one mustn't **take** anything in the real world of travel industry **for granted**, that would ruin the industry. So, the people who work in the travel industry must be able to have the international **insight** to learn and experience the things both in their own country and overseas countries, thus they can offer good services to the tourists who come from all over the world and always do their work efficiently.

# UNIT 1

## QUALITIES OF STAFF IN THE TRAVEL INDUSTRY

In 1994 last century a call of “service of high quality, staff of high quality and tourism of high quality” raised by WTO shows that the tourism of high-speed and sustained development requires the high quality of staff in the travel industry.

As a very important part in our national economy, tourism in our country started rather late. But it has developed quite fast since 1980'. The staff in this industry increased sharply. In order to flourish the tourism in our country, the qualities of staff in the travel industry must be improved. Only doing so can we better the quality of tourist service and the tourists enjoy themselves from all the travel activities.

According to the condition of our country and the complicated international situation, the staff in the travel industry of our country should have the following qualities in common:

1. Quite high political consciousness and good tourist professional morality (ethics);
2. Relatively good cultural accomplishment;
3. Mastering necessary service knowledge and service skills;
4. Rather strong abilities of recognition and communication with the others;
5. Good psychological quality and powerful physique.



## **STAFF IN THE TRAVEL INDUSTRY SHOULD HAVE QUITE HIGH POLITICAL CONSCIOUSNESS AND GOOD TOURIST PROFESSIONAL MORALITY**

China is an ancient civilized country. Chinese nation is an excellent nation with glorious tradition. What the people in the travel industry are going in for is the socialist tourism cause, which is characterized as a cause with socialist specialty, so it has a higher requirement for the staff who work in the travel industry both in political consciousness and professional morality. The staff in the travel industry can meet the requirement from the following 4 aspects.

### **Serve the tourists heart and soul**

It is the core of the socialist tourism professional morality to serve the tourists heart and soul, and it's also one of the essential principles of socialist tourism professional morality, the staff in the travel industry must carry out the principle form A to Z.

The object of tourism service is tourists and tourists come from different places, different strata, different occupation, and they have different ways of living and different characteristics. Therefore, the service work won't be good if without the idea of "serving the tourists heart and soul".

Serving the foreign tourists heart and soul will make them feel the Chinese people's hospitality and friendship; serving the overseas Chinese, Hong Kong and Macau residents and Taiwan compatriots heart and soul will make them feel the warmth from their motherland; serving the national tourists heart and soul will make them feel cordiality and equality.

Tourists will get more enjoyment from their travel activities, if the staff in the travel industry offer good service to them and the staff themselves will make good impressions on tourists, then a good tourism image of an area, even a country will be set up in this way.

### **Resist the harmful effects from different parts of the world conscientiously**

The policy of reform and opening to the world in our country has

resulted in great achievement since 1978. We still should recognize that during the opening to the world and the fast development of the travel industry. Some unhealthy thoughts and culture, harmful ideas and ways of living also came along with the good situation. As a "window" trade, the travel industry is affected more directly. If our staff are not aware of it enough, or their will is not strong enough, they will be surely affected and even commit some errors, worst of all, it would bring about disasters to the Chinese travel industry.

Only all the staff in the travel industry resists the harmful effects conscientiously, can they develop healthily.

### **Observe discipline and abide by the law conscientiously**

Everybody knows the Chinese saying: "A country has it's laws and a family has it's rules." to work on our socialist travel industry it is necessary to build and perfect the tourist laws and regulations, also it's necessary to train the people who work in this industry to know and carry out those laws and regulations.

### **Foster good tourist professional morality**

Tourist professional morality in our country means the codes of conduct and standards which must be followed by the staff in the travel industry under the socialist rules.

This tourist professional morality is a very important factor to judge the staff's political quality. Also to foster the good tourist professional morality is an important part in building enterprise inner culture it is good for us to avoid and rectify the mistakes in this industry.

According to objective reality in our country, the moral standards must be followed by the staff in the travel industry are as below:

1. Be warm-hearted and friendly, the guests foremost;
2. Be sincere and fair, reputations first;
3. Be sophisticated and courteous, service best;
4. Neither be self-abased nor feel superior, be fair to everyone;
5. Be cooperative and take the interests of the whole into account;
6. Observe discipline and abide by the law, and be honest in performing the official duties;
7. Endeavor to gain professional work; improve techniques and

skills.

## **STAFF IN THE TRAVEL INDUSTRY SHOULD HAVE A RELATIVELY GOOD CULTURAL ACCOMPLISHMENT**

The objects of the tourist service are human beings who received education in different degrees. This calls for the people who offer services have received related education, which can meet the general need of the visitors.

Since 1980's, most tourists' activities are no longer only traveling from place to place enjoying the beauties of nature, they are eager to know some knowledge about the places they are visiting. They expect to know the cultural connotations of the tourist destination, hope to see more humane landscapes and folk customs of the other areas or the other countries so as to gain more information and widen their field of vision. This requires the staff in the travel industry attach great importance to their own cultural accomplishment

### **Relatively good linguistic training**

Our country is a multi-national, multilingual country, but a relatively backward country in foreign language education. Language is a means of communication between human beings, also is one important means of tourist service, therefore, it's necessary to improve the staff's language skills, that would do good to tourism development and sharpen multiple-qualities of the Chinese nation.

For the staff in the travel industry of our country, they must first speak standard Chinese well: right in pronunciation, good in intonation, rich in vocabulary, and precise in expression, then learn to speak one or more foreign languages, try to have a better command of the languages.

### **Broad cultural knowledge**

Staff in the travel industry should have a wide range of knowledge, this is required by the characteristics of the tourism and the travelers.

On one hand, tourism involves both the knowledge of the general fields, such as politics, history, geography, economy, culture and the high-tech and science, aesthetics, psychology, religion, environmental protection and so forth. On the other hand,