



普通高等教育“十五”国家级规划教材  
教育部高职高专规划教材

# 旅游英语

主编 李 昕

(第2版)

LÜYOUYINGYU



中国财政经济出版社

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# 出版说明

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教材建设工作是整个高职高专教育教学工作的重要组成部分。改革开放以来,在各级教育行政部门、学校和有关出版社的共同努力下,各地已出版了一批高职高专教育教材。但从整体上看,具有高职高专教育特色的教材极其匮乏,不少院校尚在借用本科或中专教材,教材建设仍落后于高职高专教育的发展需要。为此,1999年教育部组织制定了《高职高专教育基础课程教学基本要求》(以下简称《基本要求》)和《高职高专教育专业人才培养目标及规格》(以下简称《培养规格》),通过推荐、招标及遴选,组织了一批学术水平高、教学经验丰富、实践能力强的教师,成立了“教育部高职高专规划教材”编写队伍,并在有关出版社的积极配合下,推出一批“教育部高职高专规划教材”。

“教育部高职高专规划教材”计划出版500种,用5年左右时间完成。出版后的教材将覆盖高职高专教育的基础课程和专业主干课程。计划先用2—3年的时间,在继承原有高职、高专和成人高等学校教材建设成果的基础上,充分汲取近几年来各类学校在探索培养技术应用性专门人才方面取得的成功经验,解决好新形势下高职高专

教育教材的有关问题；然后再用2~3年的时间，在《新世纪高职高专教育人才培养模式和教学内容体系改革与建设项目计划》立项研究的基础上，通过研究、改革和建设，推出一大批教育部高职高专规划教材，从而形成优化配套的高职高专教育教材体系。

“教育部高职高专规划教材”是按照《基本要求》和《培养规格》的要求，充分汲取高职、高专和成人高等学校在探索培养技术应用性专门人才方面取得的成功经验和教学成果编写而成的，适合高等职业学校、高等专科学校、成人高校及本科院校举办的二级职业技术学院和民办高校使用。

教育部高等教育司

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# 再版说明

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《旅游英语》是高职高专旅游和饭店管理类专业专业的专业英语教材，供学生学习完大学英语后使用，以提高学生的英语阅读能力、会话能力、翻译能力和应用文体的写作能力。本书主要从高级应用型人才培养的总体目标出发，结合学生毕业后将从事的工作实际，力求向学生提供实际工作岗位所需要的专业英语知识，培养学生使用涉外业务英语的能力。

全书共分 10 个单元，每个单元包括 4 个部分。

第一部分为主课文 (Text)，旨在培养学生的旅游专业英语的阅读能力和翻译能力。每篇课文之后均设置适量的阅读理解练习和汉英翻译练习。

第二部分为情景会话 (Situational Conversation)，该部分设置两个情景对话实例，还给学生布置了若干相关话题的小组会话练习，旨在训练学生在旅游领域运用英语进行口头交际的能力。

第三部分为实践写作 (Practical Writing)，主要介绍与旅游相关的应用文体的基本格式和写作技巧，包括商务信函、备忘录、传真和电子邮件、求职简历、求职信、旅游行程、旅游合同、请柬、旅游广告、通知等，旨在培养学生参照范文的模

式进行实践应用文写作的能力。

第四部分为补充阅读材料 (Supplementary Readings), 该部分设置两篇阅读课文, 目的是增加学生的阅读量, 以进一步巩固和提高阅读能力, 并增加学生对旅游领域背景知识的了解。每篇阅读课文之后均设置若干阅读理解练习, 帮助学生检测自己阅读理解的准确性。本部分的内容, 教师可以根据实际教学时间的安排指导学生在课堂上完成或在课后完成。

为便于教师教学和学生课后复习, 书末配有各个单元练习题的参考答案及主课文和补充阅读材料的参考译文。

本书第一版由李昕教授主编, 参编人员有: 许淑清、宋德文、顾文利。这次修订主要更换了部分补充阅读材料, 使阅读课文的内容更贴近旅游实践, 难易程度更符合高职高专学生的英语水平。全部修订工作由李昕和许淑清承担。

编 者

2005 年 3 月

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# Contents

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<b>Unit One</b> .....	( 1 )
Text: World Tourism Organization .....	( 1 )
Situational Conversation .....	( 7 )
Practical Writing: Basic Format of Business Letters .....	( 9 )
Supplementary Reading One: What is Tourism? .....	( 14 )
Supplementary Reading Two: A Letter of Complaint .....	( 17 )
<b>Unit Two</b> .....	( 21 )
Text: Eat-out or Dine-out .....	( 21 )
Situational Conversation .....	( 26 )
Practical Writing: Memo .....	( 28 )
Supplementary Reading One: The Psychology of Service .....	( 30 )
Supplementary Reading Two: Cesar Ritz .....	( 34 )
<b>Unit Three</b> .....	( 37 )
Text: The International Tourist .....	( 37 )
Situational Conversation .....	( 44 )
Practical Writing: Fax and E-mail .....	( 46 )
Supplementary Reading One: Origin and Development of Air Transport Industry .....	( 49 )
Supplementary Reading Two: Thomas Cook .....	( 53 )
<b>Unit Four</b> .....	( 56 )



---

Text: Breakfast .....	(56)
Situational Conversation .....	(61)
Practical Writing: Resume .....	(62)
Supplementary Reading One: Centralized Home Delivery	
Restaurants .....	(65)
Supplementary Reading Two: Refreshment Break .....	(69)
<b>Unit Five</b> .....	(73)
Text: Shopping .....	(73)
Situational Conversation .....	(78)
Practical Writing: Application Letters .....	(79)
Supplementary Reading One: Theme Parks .....	(82)
Supplementary Reading Two: Escape and Entertainment .....	(86)
<b>Unit Six</b> .....	(89)
Text: Tourism and Peace .....	(89)
Situational Conversation .....	(96)
Practical Writing: Itinerary .....	(97)
Supplementary Reading One: Mass Culture and Mass Leisure .....	(99)
Supplementary Reading Two: Types of Accommodations for	
Tourism .....	(103)
<b>Unit Seven</b> .....	(107)
Text: The Most Common Menu Mistakes .....	(107)
Situational Conversation .....	(113)
Practical Writing: Format of Tourism Contract .....	(115)
Supplementary Reading One: The Scope of Leisure .....	(121)
Supplementary Reading Two: The Chef-owner Restaurant .....	(123)
<b>Unit Eight</b> .....	(127)
Text: Spatial Component of the Tourist .....	(127)
Situational Conversation .....	(132)
Practical Writing: Format of Invitation .....	(134)
Supplementary Reading One: The Value of Giving .....	(141)
Supplementary Reading Two: A Glimpse into the Restaurant	
Industry Computer World .....	(143)

---

<b>Unit Nine</b> .....	(148)
Text: Restaurant Couponing .....	(148)
Situational Conversation .....	(152)
Practical Writing: Tourism Advertising .....	(154)
Supplementary Reading One: Ten General Dining Tips (Part I ) .....	(157)
Supplementary Reading Two: Ten General Dining Tips (Part II ) .....	(160)
<b>Unit Ten</b> .....	(163)
Text: The Staff's Perception of Work Value and Internal Service .....	(163)
Situational Conversation .....	(168)
Practical Writing: Notice and Announcement .....	(169)
Supplementary Reading One: Visual Media (Part I ) .....	(172)
Supplementary Reading Two: Visual Media (Part II ) .....	(174)
<b>参考答案</b> .....	(178)
<b>参考译文</b> .....	(201)
<b>参考文献</b> .....	(251)

# Unit One

## Text

### World Tourism Organization

The World Tourism Organization (WTO) is the most widely recognized and leading international organization in the field of travel and tourism today. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 138 countries and territories and more than 350 Affiliate Members representing local government, tourism associations, educational institutions, and private sector companies, including airlines, hotel groups and tour operators. With its headquarters in Madrid, WTO is an inter-governmental body entrusted by the United Nations with the promotion and development of tourism. Through tourism, WTO aims to stimulate economic growth and job creation, provide incentives for protecting the environment and heritage of destinations, and promote peace and understanding among all the nations of the world.

The World Tourism Organization had its beginnings as the International Union of Official Tourist Publicity Organizations set up in 1925 in the Hague. It was renamed the International Union for Official Tourism Organizations (IUOTO) after World War II and removed to Geneva. IUOTO was renamed the World Tourism Organization (WTO), and its first General Assembly was held in Madrid in May, 1975. The Secretariat was installed in Madrid early the following year at the invitation of the Spanish government, which provides a build-

ing for the headquarters. In 1976, WTO became an executing agency of the United Nations Development Program (UNDP); in 1977, a formal cooperation agreement was signed with the United Nations itself.

WTO is engaged in many activities. The transfer of tourism know-how to developing countries is a major task. Here WTO contributes decades of experience in tourism to the sustainable development goals of nations throughout the world. WTO projects are based on the policy of sustainability, ensuring that the economic benefits of tourism development are not offset by damage to the environment or to local cultures.

WTO is well known for its statistics and market research. Research has been one of WTO's most important contributions. Their work here has set international standards for tourism measurement and reporting, measured the impact of tourism on national economies, produced forecasts, examined trends, and made the results available in publications.

Human resource development is another WTO goal. In cooperation with its network of 14 Education and Training Centers throughout the world, WTO sets standards for tourism education. The newly developed Graduate Tourism Aptitude Test (GTAT) is an example of their efforts to encourage standardization of curricula and to make degrees in tourism more internationally comparable. WTO also offers seminars, distance learning courses, and practical courses for tourism officials from member countries.

WTO attempts to facilitate world travel through elimination or reduction of government measures for international travel as well as standardization of requirements for passports, visas, and so forth. They work to improve the quality of tourism through trade liberalization, access for travelers with disabilities, safety and security, and technical standards. They also work to improve the promotional efforts of member governments through effective media relations and serve as a clearinghouse for international tourism information.

In addition to these global activities, WTO engages in regional activities. Each region of the world—Africa, America, East Asia and the Pacific, Europe, Middle East and South Asia—receives special attention from that region's representative. The WTO Representatives meet with top tourism offi-

cials from each of the countries in their region to analyze problems and help seek solutions, act as a liaison between tourism authorities and the UNDP to create specific development projects, organize national seminars of topics of particular relevance to an individual country, such as Tourism Promotion in Mexico or Eco-tourism in Kyrgyzstan, and hold regional conferences on problems that are shared by many countries so that members can exchange experiences and work toward common goals, such as Safety and Security in Eastern Europe or Aviation and Tourism Policy in the Caribbean.

They are also involved in regional promotion projects. The Silk Road and the Slave Route are two projects, being implemented in cooperation with the United Nations Educational, Scientific and Cultural Organization (UNESCO). Launched in 1994, WTO's Silk Road project aims to revitalize through tourism the ancient highways used by Marco Polo and the caravan traders who came after him. The Silk Road stretched 12000 km from Asia to Europe. Sixteen Silk Road countries have joined forces for this project. The Slave Route, initiated in 1995 as part of the United Nation's International Year of Tolerance, aims to boost cultural tourism to western African nations. Its immediate goals are to restore monuments, enhance history museums, and launch joint promotional campaigns in selected tourism generating markets, which will motivate foreign visitors to learn about the history of these countries and to discover their roots. The project is expected to be expanded in the future to include other nations in southern and eastern Africa, as well as countries in the Caribbean.

WTO is primarily financed by members' contributions. Full members pay an annual quota calculated according to the level of economic development and the importance of tourism in each country. Associate members pay a fixed annual contribution of U. S. \$20000 and affiliate members pay U. S. \$1700 a year. WTO's budget for the two-year period 1996 - 1997 totaled U. S. \$18099000. Membership dues accounted for about 90 percent of the budget, with the remainder coming from UNDP support costs, investment income, and sales of publications and electronic products.

## Words and Expressions

- forum *n.* (复数为 forums 或 fora) 论坛; 讨论会; 法庭
- issue *n.* 结果, 结局; 发行; 发行物
- know-how *n.* 实际知识; 技能, 诀窍
- affiliate *n.* 会员; 分支机构
- intergovernmental *a.* 政府间的
- Madrid 马德里 (西班牙首都)
- the Hague 海牙
- Geneva 日内瓦
- Spanish *a.* 西班牙的; 西班牙人的; 西班牙语
- Spain 西班牙
- entrust *vt.* 委托, 信托; 托管
- incentive *n.* 鼓励, 刺激
- heritage *n.* 世袭财产; 遗产, 传统
- destination *n.* 目的地, 终点
- assembly *n.* 集会, 集合, 议会
- secretariat *n.* 书记处, 秘书处
- install *vt.* 安置, 设置; 任命
- execute *vt.* 实行; 实施; 执行, 履行
- transfer *v.* 转移, 传递; 调动; 改变
- sustainability *n.* 维持, 继续, 忍受
- offset *n.* 抵消, 补偿
- statistics *n.* 统计; 统计数字, 统计资料
- impact *n.* 效果, 影响; 冲击, 碰撞
- network *n.* 网络, 广播网
- curricula *n.* (curriculum 的复数) 学校的全部课程, (一门) 课程
- comparable *a.* 可比较的; 类似的
- seminar *n.* (大学的) 研究班; 研究生课程, 讨论会
- facilitate *vt.* 推进, 促进; 使容易, 使便利
- elimination *n.* 排除, 消除

access *n.* 接近, 进入  
clearinghouse *n.* 交换所  
liaison *n.* 联络  
the Caribbean 加勒比海  
ecotourism *n.* 生态旅游  
Kyrgyzstan 吉尔吉斯  
implement *v.* 贯彻, 完成  
launch *v.* 发起, 发射, 开展, 开办  
revitalize *vt.* 使新生, 使有新的活动  
caravan *n.* 商队, 旅行队  
initiate *v.* 开始, 发动, 使入门  
boost *v.* 升, 提高, 促进  
restore *vt.* (使)恢复, (使)复位; 归还  
monument *n.* 纪念碑, 纪念馆  
enhance *v.* 提高, 增加, 美化  
quota *n.* 定额, 分配额  
serve as 充当, 作……之用  
aim to do sth. 想, 打算  
engage in 使从事于, 使忙于  
contribute to ... (对……) 有好处; 起作用  
in addition to 除……之外  
act as 充当, 起……作用  
relevance to ... 和……有关

### Notes

1. the World Tourism Organization (WTO) 世界旅游组织
2. the International Union of Official Tourist Publicity Organizations 国际官方旅游宣传组织联合会
3. the International Union for Official Tourism Organizations (IUOTO) 国际官方旅游组织联盟
4. the United Nations Development Program (UNDP) 联合国开发计划署
5. the United Nations Educational, Scientific and Cultural Organization (UN-

ESCO) 联合国教科文组织

6. Graduate Tourism Aptitude Test (GTAT) 研究生旅游能力考试

**Exercises**

**I. Based on your reading of the text, which of the following statements is true (T) or false (F)?**

1. WTO is currently the most widely recognized major international organization in the field of travel and tourism in the world.
2. More than 350 countries and territories have their membership in the World Tourism Organization at present.
3. The development of the Graduate Tourism Aptitude Test is an example of promoting peace and understanding among all the nations of the world.
4. The World Tourism Organization officially signed with the United Nations the cooperation agreement in 1976.
5. WTO is active in both regional and global activities.
6. The WTO representatives hold regional conferences on problems that are shared by many countries.
7. The Slave Route project aims to boost cultural tourism to both Asian and African nations.
8. The majority of the operation cost of WTO has been covered by the UN since its founding in 1975.
9. WTO attempts to facilitate world travel through elimination of requirements for passports and visas for international travelers.
10. The Silk Road and the Slave Route projects were implemented by the United Nations Educational, Scientific and Cultural Organization (UNESCO) to promote regional tourism.

**II. Answer the following questions based on the information in the text.**

1. Where did the World Tourism Organization hold its first General Assembly in 1975?
2. What is your understanding of WTO's major task?
3. Why has research been one of WTO's most important contributions?



4. Two national seminars are mentioned in the text to illustrate certain topics.  
What are they?
5. What was the major purpose of Silk Road project and how many countries took part in the project?

**III. Translate the following into English using the words or expressions given in the brackets.**

1. 这种方法可以作为进一步改进我们生活条件的基础。(serve as)
2. 除了统计资料和市场研究很有名气外, 国际旅游组织还从事人力资源的开发。(in addition to, engage in)
3. 计算机的发展对我国的工业、农业和科技都起了很重要的作用。(contribute to)
4. 我们采取了有效措施, 帮助他们恢复生产、重建家园。(restore)
5. 上个月中国又发射了一颗通讯卫星。(launch)

## Situational Conversation

### 1. Asking About Travel

**Jack:** Good morning. I want to go to Guangzhou. Could you please tell me if there is a flight tomorrow?

**Travel agent:** There are two flights every day at seven a.m. and at three p.m.

**Jack:** How long does it take to get there?

**Travel agent:** Around three hours.

**Jack:** How much does it cost?

**Travel agent:** The single fare is RMB 700 yuan for economy and RMB 1000 yuan for business.

**Jack:** By the way, is there any reduction for a return journey?

**Travel agent:** No, it's double fare, the same each way.