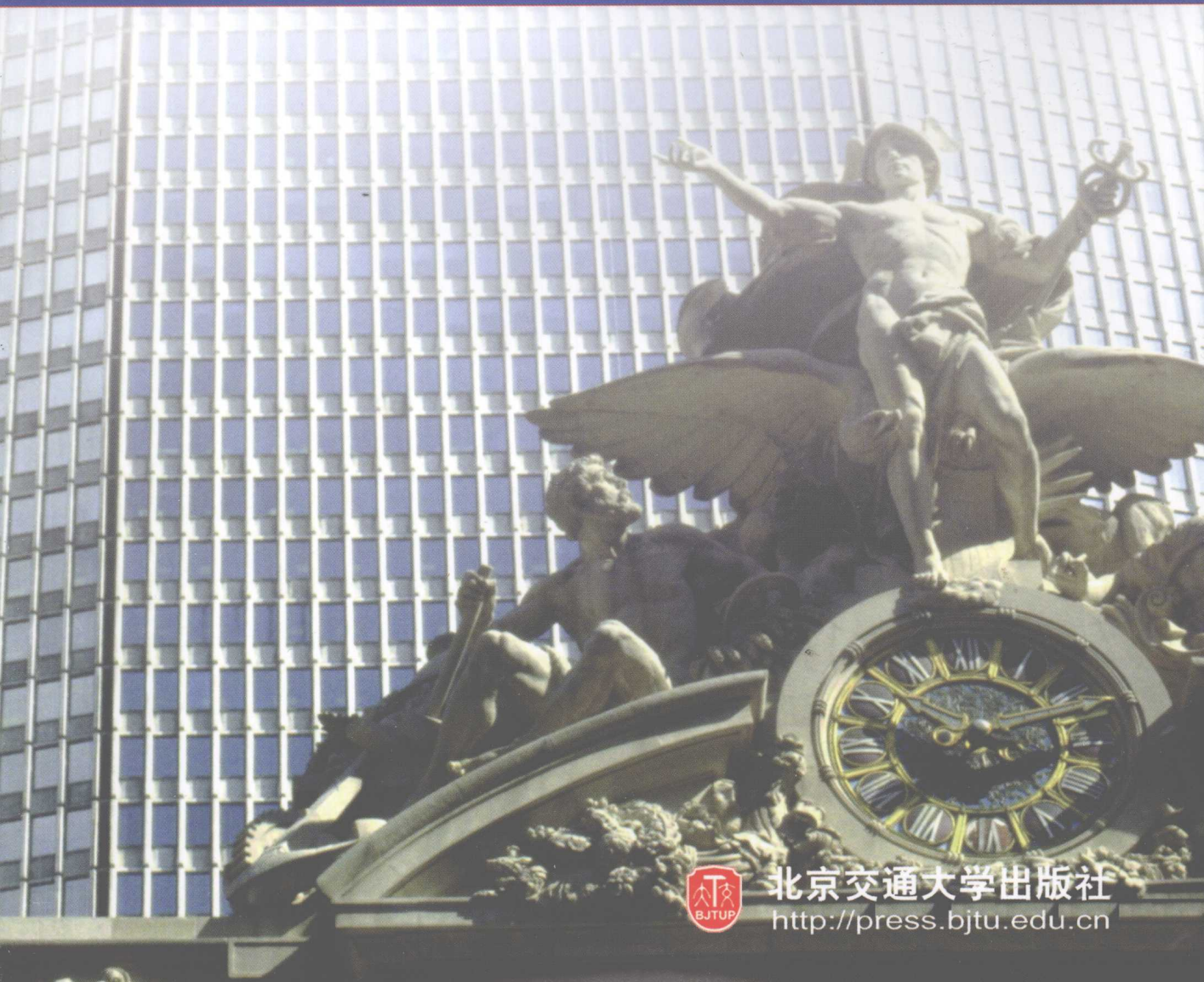




全国高职高专教育精品规划教材

实用旅游英语

主编 张贺玲



北京交通大学出版社
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全国高等院校英语专业精品教材系列

实用旅游英语

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全国高职高专教育精品规划教材

实用旅游英语

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· 北京 ·

内 容 简 介

本教材是集旅游英语专业文献阅读、旅游专业英语中口笔译技巧、旅游英语应用文写作于一体的综合性专业教材。适用于高等院校旅游管理专业高年级学生、旅游从业人员、旅游英语自学者。为此，我们在编写本教材时注意了以下5个方面：起点定在有一定的英语基础，具备了一定的听、说、读和写的能力；本教材注重在介绍国内外旅游业的同时，用一定的篇幅介绍中国的自然景观、历史、地理、民风民情、宗教信仰、文物古迹及古诗词等旅游资源；本教材在基础知识与专业知识相结合、知识与素质培养相结合的基础上，在介绍国际旅游新动态和发达国家旅游信息等方面做了一定的尝试；课文难度的增加不是通过生词的增加，而是通过课文的思想深度和语法复杂性来体现；补充阅读材料及其配套练习是对课文所涉及的内容的补充和拓展。

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出版说明



高职高专教育是我国高等教育的重要组成部分，其根本任务是培养生产、建设、管理和服务第一线需要的德、智、体、美全面发展的应用型专门人才，所培养的学生在掌握必要的基础理论和专业知识的基础上，应重点掌握从事本专业领域实际工作的基础知识和职业技能，因此与其对应的教材也必须有自己的体系和特点。

为了适应我国高职高专教育发展及其对教育改革和教材建设的需要，在教育部的指导下，我们在全中国范围内组织并成立了“全国高职高专教育精品规划教材研究与编审委员会”（以下简称“教材研究与编审委员会”）。“教材研究与编审委员会”的成员所在单位皆为教学改革成效较大、办学实力强、办学特色鲜明的高等专科学校、成人高等学校、高等职业学校及高等院校主办的二级职业技术学院，其中一些学校是国家重点建设的示范性职业技术学院。

为了保证精品规划教材的出版质量，“教材研究与编审委员会”在全国范围内选聘“全国高职高专教育精品规划教材编审委员会”（以下简称“教材编审委员会”）成员和征集教材，并要求“教材编审委员会”成员和规划教材的编著者必须是从事高职高专教学第一线的优秀教师和专家。此外，“教材编审委员会”还组织各专业的专家、教授对所征集的教材进行评选，对所列选教材进行审定。

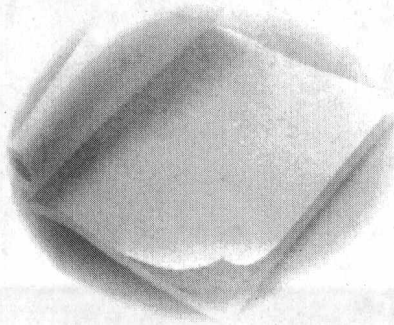
此次精品规划教材按照教育部制定的“高职高专教育基础课程教学基本要求”而编写。此次规划教材按照突出应用性、针对性和实践性的原则编写，并重组系列课程教材结构，力求反映高职高专课程和教学内容体系改革方向；反映当前教学的新内容，突出基础理论知识的应用和实践技能的培养；在兼顾理论和实践内容的同时，避免“全”而“深”的面面俱到，基础理论以应用为目的，以必需、够用为尺度；尽量体现新知识和新方法，以利于学生综合素质的形成和科学思维方式与创新能力的培养。

此外，为了使规划教材更具广泛性、科学性、先进性和代表性，我们真心希望全国从事高职高专教育的院校能够积极参加到“教材研究与编审委员会”中来，推荐有特色的、有创新的教材。同时，希望将教学实践的意见和建议，及时反馈给我们，以便对出版的教材不断修订、完善，不断提高教材质量，完善教材体系，为社会奉献更多更新的与高职高专教育配套的高质量教材。

此次所有精品规划教材由全国重点大学出版社——北京交通大学出版社出版，适应于各类高等专科学校、成人高等学校、高等职业学校及高等院校主办的二级技术学院使用。

全国高职高专教育精品规划教材研究与编审委员会

2007年7月



总 序

历史的年轮已经跨入了公元2007年，我国高等教育的规模已经是世界之最，2005年毛入学率达到21%，属于高等教育大众化教育的阶段。与此相对应的是促进了高等教育举办者和对人才培养的多样化。我国从1999年高校扩大招生规模以来，经过了8年的摸索和积累，当我们回头看时，发现在我国高等教育取得了可喜进步的同时，在毕业生就业方面，部分高职高专院校的毕业生依然稍显不足。近几年来，与本科毕业生相比较，就业率落后将近20个百分点，不得不引起我们的思考与重视。

是什么导致高职高专院校的学生就业陷入困境？是什么破坏了高职高专院校的人才培养机制？是哪些因素使得社会给高职高专学生贴上了“压缩饼干”的标签？经过认真分析、比较，我们看到各个高职高专院校培养出来的毕业生水平参差不齐，能力飘忽不定，究其根源，不合理的课程设置、落后的教材建设、低效的教学方法可以说是造成上述状况的主导因素。在这种情况下，办学缺乏特色，毕业生缺少专长，就业率自然要落后于本科院校。

新设高职类型的院校是一种新型的专科教育模式，高职高专院校培养的人才应当是应用型、操作型人才，是高级蓝领。新型的教育模式需要我们改变原有的教育模式和教学方法，改变没有相应的专用教材和相应的新型师资力量的现状。

为了使高职院校的办学有特色、毕业生有专长，需要建立“以就业为导向”的新型人才培养模式。为了达到这样的目标，我们提出“以就业为导向，要从教材差异化开始”的改革思路，打破高职高专院校使用教材的统一性，根据各高职高专院校专业和生源的差异性，因材施教。从高职高专教学最基本的基础课程，到各个专业的专业课程，着重编写出实用、适用高职高专不同类型人才培养的教材，同时根据院校所在地经济条件的不同和学生兴趣的差异，编写出形式活泼、授课方式灵活、引领社会需求的教材。

培养的差异化是高等教育进入大众化教育阶段的客观规律，也是高等教育发展与社会发展相适应的必然结果。也只有使在校学生接受差异性的教育，才能充分调动学生浓厚的学习兴趣，才能保证不同层次的学生掌握不同的技能专长，避免毕业生被用人单位打上“批量产品”的标签。只有高等学校培养有差异性，毕业生才能够有特色，才会在就业市场具有竞争力，才会使高职高专的就业率大幅提高。

北京交通大学出版社出版的这套高职高专教材，是在教育部“十一五规划教材”所倡导的“创新独特”四字方针下产生的。教材本身融入了很多较新的理念，出现了一批独具匠心的教材，其中，扬州环境资源职业技术学院的李德才教授所编写的《分层教学》，教材立意很新，独具一格，提出以生源的质量决定教授数学课程的层次和级别。还有无锡南洋职业技术学院的杨鑫教授编写的一套《经营学概论》系列教材，将管理学、经济学等不同学科知识融为一体，具有很强的实用性。

此套系列教材是由长期工作在第一线、具有丰富教学经验的老师编写的，具有很好的指导作用，达到了我们所提倡的“以就业为导向培养高职高专学生”和因材施教的目标要求。

教育部全国高等学校学生信息咨询与就业指导中心择业指导处处长
中国高等教育学会毕业生就业指导分会秘书长
曹 殊 研究员

前 言

随着全球化进程的加快，中国旅游资源的魅力和旅游业的发展潜力吸引了世界各国的旅游人士，中国旅游业正面临着持续发展的良机和挑战。要想使之获得飞速发展，那么就需要越来越多的专业人才加入到这个行业中来，这对我国的旅游教育也提出了更高的要求，特别是培养高素质旅游外语人才的要求。人才的竞争是人的素质的竞争，提高旅游从业人员的文化素质是提高旅游综合素质中不可缺少的部分。

但纵观近年来的旅游专业学生和导游人员，能用地道的外语向国外游客介绍中国悠久的历史 and 壮美的山河，或独立带领国内游客畅游欧美的，为数不多。导游的外语成了制约我国旅游业国际化发展的瓶颈。为此，笔者根据教学要求，集多年教学经验，精心编写了《实用旅游英语》，以期较快提高旅游专业口语水平，为我国旅游的事业发展做出贡献。

全书共分 16 个单元，每单元均有听说练习、情景对话模仿与练习、课文、英语写作、补充阅读等版块。本教材力求做到基础与专业相结合、知识与技能相结合，介绍国际旅游新动态，全面提高学生旅游英语综合交际能力，培养旅游业跨世纪人才。

对于使用本教材的英语教师，建议：切勿机械地采用传统的精读课或四、六级统考的教学方法来讲授本教材，而应根据本校旅游英语专业的培养目标、旅游业的实际发展状况、学生的英语水平，以及对旅游业现状的了解程度和实际需要，来确定本教材的使用时间长度；灵活地使用本教材，在教学中对本教材的各种内容进行适当的删减或增加，特别要多练，充分发挥学生的主观能动性，让学生多读、多想、多做，以全面提高学生的英语实际应用水平。

本书由郑州旅游职业学院张贺玲担任主编。参加编写的人员有：郑州旅游职业学院张贺玲、张洁、郝琨、李娟、张丽君、焦静、张祎；景德镇高等专科学校郭小丽。在编写过程中，郑州华信职业技术学院王长虹、浙江育英职业技术学院欧阳驹提供了重要的编写思路。

由于编者水平有限，在此恳请专家、读者给予批评指正。

编 者
2007 年 6 月

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Unit 1

Meeting Guests

Listening and Speaking

Spot Dictation

Listen to the following passages and fill in the blanks with the exact words you have heard.

Passage One

Welcome to Zhengzhou. My name is Lin Tao and I'll be your (1) for the next several days during your (2) in our beautiful city. First I would like to give you a brief outline of your schedule for the next few days and tell you something about your accommodation when we arrive at the hotel, the Hilton Hotel. After we (3) and get settled, we will meet for lunch and at that time I will give you more (4) and answer any questions you may have about your stay in our city. Again, (5) my travel agency, I warmly welcome you all to Zhengzhou and sincerely hope you will have a pleasant stay here. I will try my best to be at your service. Now let me talk a little about your (6).

Passage Two

As a tour guide, the following items should be included when you deliver a (1). Firstly, extend a welcome to the tourists after you have met them. Secondly, (2) yourself and the driver to the tour group. Thirdly, (3) the hotel, mention places of interest, and talk about their historical and cultural background. Fourthly, tell your guests what they will see in the following days. Then, give a brief (4) of the hotel in which the guests are going to stay and see if they have any questions to ask and make sure that you are always (5). Finally, give good wishes to the guests for a pleasant stay and an (6).

Situational Dialogues

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

Dialogue One

You are at the airport to meet a tour group of 20 people by the name of Microsoft



Corporation. Its tour escort is Andrew Smith. Several groups are getting off the plane. You don't know which tour group is the one you are going to meet.

Guide: Excuse me, but are you from Canada?

Tourists: Yes, we are.

Guide: Welcome to Beijing. I am Lily, your local guide from China Youth Travel Service. Who is your tour escort, please?

Mr. Smith: I am Andrew Smith, the tour escort of the group. Thank you for coming to meet us.

Guide: Oh, Mr. Smith, nice to meet you.

Mr. Smith: Nice to meet you, too. This is our first trip to China. We have been looking forward to visiting China for quite a long time. I'm afraid we'll bring you a lot of trouble.

Guide: No trouble at all. We are so pleased you could come. Mr. Smith, how was your flight?

Mr. Smith: Very nice. We had a very pleasant flight.

Guide: You have a group of 20, right?

Mr. Smith: Yes.

Guide: How many pieces of luggage do you have?

Mr. Smith: 26 altogether. Here are the luggage claim checks.

Guide: Good. I'll ask the porter to take care of them. Well, is everybody here now? Our coach is outside the airport waiting for us.

Mr. Smith: Oh, let me see. Yes, everyone is here.

Guide: Shall we go now?

Mr. Smith: Yes, I think so.

Guide: Attention, please, everyone. Now please follow me to the coach.

1. () The tour group is made up of 18 people.
2. () The tour group comes from Canada.
3. () This is their first trip to China.
4. () The tour group had a very unpleasant long flight.
5. () Lily is the tour group's national guide.

Dialogue Two

You are at the airport with the general manager of your travel service to meet Mr. White, who is coming with his wife. Mr. White is the general manager of the Oriental Travel Service in the United States. They are coming to China to hold some business talks with their Chinese counterparts.

Guide: Excuse me. Are you Mr. White?

Stranger: No, I'm Johnson Smith.

Guide: I'm so sorry.



Stranger: Never mind.

Guide: Excuse me, are you Mr. White?

Mr. White: Yes.

Guide: Oh, Mr. White. Welcome to China. I'm Li Ming, a tour guide from China International Travel Service.

Mr. White: Hello, Mr. Li. Thank you for coming to meet us. This is my wife, Shelly.

Guide: Nice to meet you.

Mrs. White: Nice to meet you, too.

Guide: This is our General Manager Wang and this is Mr. White and Mrs. White.

Mr. Wang: Welcome to our city. Very pleased to meet you.

Mr. and Mrs. White: Pleased to meet you, too. It's very kind of you to come to meet us here.

Mr. Wang: My pleasure. Well, did you have a nice trip?

Mr. and Mrs. White: Yes, a very pleasant one.

Guide: Could I have your luggage claim checks? I'll take care of the luggage for you.

Mr. White: Here you are. Thanks.

Guide: My pleasure.

Guide: Here is the luggage. Our car is parked outside. Shall we go now?

Mr. White: Ok. Let's go. By the way, we'd like to know where we are going to stay tonight.

Guide: The Holiday Inn. It is a five-star hotel and it's newly-furnished. The people there are very friendly. You will enjoy excellent service there. Let me tell you that there will be a dinner party for you this evening. I hope you will come.

Mr. and Mrs. White: We'll be glad to.

Guide: Good. Shall I come for you at seven?

Mr. and Mrs. White: Ok. We'll be ready.

1. () The tour guide recognized Mr. and Mrs. White immediately.
2. () General Manager Wang also went to the airport to meet the couple.
3. () The guide helped the couple get the luggage.
4. () They are going to stay in the Holiday Inn, a five-star hotel.
5. () Mr. and Mrs. White didn't want to go to the dinner party held especially for them.

Speaking

Make a dialogue based on the following cues and then change roles.

Student A

You and your friend have just arrived at the airport. You are going to meet Mr. and Mrs. Black who are going on a study tour. But you have never met them before. A lot of people are going out of the plane. You are waiting at the gate. Here are some questions



you would ask.
Excuse me? Are you Mr. Black?
Introduce yourselves.
Did you have a pleasant flight?
Tell them the itinerary.

Student B

Mr. and Mrs. Black have just got off the plane. They are going to the gate. They are certain that someone will be waiting for them. Two men are walking towards them. The following is some information about the Blacks' tour to China.

Mr. and Mrs. Blacks' tour has been arranged according to their occupations and tastes. It includes a two-week tour in China. First, it's the sightseeing in Beijing for three days, during which they are going to visit the Forbidden City, the Summer Palace, the Great Wall and so on. Then a four-day stay in the Imperial Summer Resort of Chengde, where they are to experience the life of an ancient emperor. Finally they will go to Central China to pay a visit to some of the ancient capitals of China, such as Kaifeng, Luoyang, Anyang and Zhengzhou. They will fly back to their country from Beijing.

Notes

1. escort 陪同
2. luggage claim checks 行李牌
3. newly-furnished 新装修的
4. itinerary 旅行日程
5. get off the plane 下飞机
6. according to 根据
7. occupation 职业
8. include 包括
9. a two-week tour 为期两周的旅行
10. the Forbidden City 紫禁城
11. the Summer Palace 颐和园
12. the Great Wall 长城
13. the Imperial Summer Resort of Chengde 承德避暑山庄
14. Central China 中原
15. pay a visit to 参观
16. ancient capitals 古都

Text

A Welcome Speech

Good afternoon, ladies and gentlemen:

Welcome to Beijing.



Please sit back and relax. Your luggage will be sent to the hotel by another bus, so you don't have to worry about it.

Let me introduce my team to you first. Mr. Zhang is our driver. He has 20 years of driving experience under his belt, so you are in very safe hands. Miss Lin, an excellent college graduate, is a trainee tour guide. My name is Jessie and I'm your national guide. We're from the China International Travel Service, Beijing Branch. On behalf of CITS Beijing and my colleagues, I'd like to extend a warm welcome to you all. For most of you I suppose this is your first trip to China. While you are here, you will learn about our culture and history, as well as the realities of modern China.

On the one hand, China is one of the oldest civilizations in the world, with a history that reaches back over 4 000 years. On the other hand, the People's Republic of China was founded on October 1, 1949. So, although we are among the oldest civilizations, we are also among the youngest nations of the world. Even with our long history, we are still a developing country, especially in the area of tourism. We are building more facilities and training more personnel to accommodate and serve the growing numbers of people who are eager to visit China, and our long tradition of hospitality is legendary. In the following days, you will experience the civilizations and the quick development of China in recent years. We hope that this will be one of the special memories you will take home with you.

During your stay in our city, Miss Lin and I will be your local guides. We'll do everything possible to make your visit a pleasant experience. If you have any problems or requests, please don't hesitate to let us know. You must be very tired after such a long flight. You're going to stay at the Sheraton Hotel, a luxurious five-star hotel. Although the hotel is not exactly in the downtown area, it is strategically located. As you'll be staying in our city for three and a half days, it would be better for you to remember our bus number. It is 86176.

The flight from Chicago to Beijing has taken you from the Western Hemisphere to the Eastern Hemisphere. The time difference between the two cities is 14 hours. Please reset your watches to Beijing standard time, which is 7 : 30 p. m. at the moment. Although China encompasses five time zones, the entire country follows Beijing standard time.

There is one thing I must warn you against drinking any tap water in the hotel because unboiled water here might make you ill.

I hope you will enjoy your stay in Beijing.

New Words

luggage ['lʌɡɪdʒ] *n.* 行李, 皮箱

belt [belt] *n.* 带, 腰带

graduate ['grædʒueɪt] *v.* 毕业; 定等级, 分级

n. 毕业生

trainee [treɪni:] *n.* 练习生, 新兵, 训练中的动物

