

21世纪高等学校规划教材



航空商务英语

AIR BUSINESS ENGLISH

(第2版)

■ 潘水明 编著 ■



国防工业出版社

National Defense Industry Press

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前 言

在最近一二十年内,特别是进入 21 世纪以来,我国的航空运输业有了突飞猛进的发展,并正在迅速地与国际接轨。航空运输业急需补充大量既懂专业又懂航空商务英语的专业人才。《航空商务英语》一书就是为了满足培养此类专业人员的需要编写的。

本书作者积二十余年从事大型旅客机设计、制造、试飞研究的丰富航空经历,其中包括长达近八年之久任美国麦道飞机公司专家翻译的磨练,加上九年从事航空运输类专业英语(包括航空商务英语)教学的积累,为编写本书打下了良好的基础。

编写该书的材料主要来自美国关于 Airline Management 和 Airline Economics 方面的教材和专著,还有国际航空运输协会(IATA)的英语培训教材,以及国内近几年出版的关于民航运输、航空乘务、机场运行等方面的相关英语教材,选材广泛而新颖。

本人对所选材料作了大量的归并、删节、改写与注释工作;对文中的部分难句除了给出句意解释之外还作了必要的语法分析;对于在参考文献的选材中出现的个别错误作了修正;对于部分适合作口语训练的课文配了 Questions,并对部分 Answers 作了句型和结构方面的提示,以方便学习者练习。

该书适合作本科、专科院校和民航中专航空运输类相关专业(航空商务、乘务、物流、经营管理等)学生的教科书或参考书,也可作为航空公司员工的英语培训教材。对于本科、专科院校和已参加工作的英语爱好者,本书可作为课外、工余的读物,对扩大知识面、提高英语水平亦有裨益。

在本书的编写过程中,路新生老师在电脑编排方面给予了不少指导;王曦韵、鲁熙等学生协助本人作了大量的电脑输入工作,在此向他们表示衷心的感谢。

该书完稿付印出版之际,本人已届退休年龄。愿以此书献给我国培养航空运输从业人员的教育与培训事业,以表本人对航空事业的热爱之心,为其尽一份绵薄之力。

编著者

2007 年 8 月于上海

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Lesson 1 Advantages of Air Transport

(航空运输的优势)

Air freight has many advantages over other modes of transport. It is generally most practical for goods which have a high unit value, i. e. a high ratio of price to weight¹. Commodities of low value, such as ordinary furniture, newsprint, cotton, rice, potato, washing machine, rubber shoes, etc., cannot afford to bear the air freight rates²; but precious art goods, fur garments, high-class instruments, computers, cameras, watches, etc., can bear the high cost of transportation without any dampening effect on their marketability. Merchants are more inclined to have their goods of these kinds shipped by air³.

Above all, quick delivery is the most obvious advantage of air freight service, which means a saving of time spent on transit. For instance, if silk piece goods⁴ are shipped from Tianjin to Hamburg or Paris, it may take 2 to 3 months to reach the port of destination. Now if they are transported by air, the length of time may be reduced to a period of 3 or 4 days. To tie up a large amount of capital, say US\$ 100,000, for 3 months at 1% interest per month would cost US\$ 3,000⁵. For high-priced commodities, the time value which a shipper is able to gain usually outweighs the high cost of air transport. For this reason, many exporters prefer air freight, especially when they may not be able to afford having their capital tied up for three months while a ship completes her voyage.

Furthermore, exporters can benefit from quick delivery in that they can achieve quick turnover and maintain a relatively small inventory of raw materials or finished products, particularly in the export market. The advantage is even more conspicuous where the market is demanding and the commodities are highly competitive. There are instances where the buyers on overseas markets require immediate delivery and those who promise fast delivery are in a better position to win the orders in competition.

Air transportation proves to be almost indispensable to perishable goods, which are liable to deteriorate or become useless if the voyage takes a longer time, say more than a week. During the winter of 1974 and the spring of 1975, a consignment of small eels was exported from Fujian to Japan by sea route; the death rate was as high as 50%.

Soon afterwards, the exporter made a change in the mode of transport and switched to air transport. It proved to be a more desirable method of transportation as the death rate of the eels declined to 5% or less in spite of the fact that the eels were transhipped at Hong Kong where the temperature is usually around 32°C. Another striking example is that exporting lichee from South China to Singapore by sea was a losing business because the fruit, though stored in refrigeration installations, mostly became rotten or turned dark when it arrived at the port of destination; but if shipped by air, lichee remains fresh and thus can find a ready market⁶. Crabs exported from Shanghai, mango from Kunming, grapes and melons from Xinjiang are known to people living in Hong Kong, who willingly pay a price much higher than that obtainable on the home market.

For goods of high unit value, shippers usually pay extra charges to the shipping line at the ad valorem rate on f. o. b. value, in addition to the freight charge, which is higher than that on a weight basis; while shipping by air, no extra charge at the ad valorem rate is collected by airline, unless there is declared value of the cargo and valuation charge is paid for it, in order to protect against possible loss or damage⁷. The latter is not a freight charge.

In ocean transport, freight is charged on a weight ton or a measurement ton, whichever is greater, the ratio being 40 cubic feet against 1 metric ton. In air transport bulky commodities, i. e. low-density cargoes, are also charged by cubic measurement, but the ratio is 6,000 cubic cm against 1 kg. Obviously airlines allow a lot more cubic space for one measurement ton than shipping lines. In view of this difference, to ship quite a few kinds of bulky cargo by air will, in certain cases, be more economical than by sea. Fresh flowers are a typical example of perishable goods which must be shipped by air, otherwise they are liable to deteriorate and become rubbish. Airlines charge less freight for flowers than they would otherwise be charged if the same ratio (40 cu ft for 1 mt) used by shipping lines were adopted in air freight⁸. All this contributes to the development of the flower export trade between countries which are thousands of miles apart.

The insurance company charges the shipper a lower premium for the same kind of coverage if goods are shipped by air rather than by sea on account of gentler handling of air freight, smoother ride, less jostling in transit and hence less probability of damage to the cargo. Air cargo is relatively well taken care of as compared with the rough handling which often occurs at the docks and terminals, and is less susceptible to theft and pilferage. When the insurance premium is taken into consideration, the cost of air freight is not as high as it appears to be. This advantage is conspicuous especially when goods of

high unit value are consigned.

Air freight packing is less expensive than that of consignment by sea. Normally domestic packing is often sufficient; therefore, no extra export packing is required. Lighter packing can be a big advantage in those export transactions for countries where customs duties are based on the total weight of the consignment. Sometimes the saving in this connection is considerable. For example, an exporter ships ceramic heating tubes made up (in consignment) of 24 tubes of different diameters with an average weight of 300 grams each, and the total net weight is 7.2 kgs. If the consignment is shipped by sea, he has to pack the consignment in five smaller wooden cases, which in turn go into a big wooden case. The packing together with the strappings weighs 64.5 kgs, nine times as much as the net weight. After consultation with a freight forwarder he decides to devise a new packing and ship the goods by air. It consists of a corrugated cardboard box, expanded polystyrene and foam rubber for cushioning and two wooden boards for stiffening. The total weight of this new packing is 6.9 kgs, hence a saving of 57.6 kgs. What a difference it makes!

Air transport is all the more preferable to the other modes of transport under the following circumstances:

(I) When a certain consignment of goods must be rushed and arrive at destination before the expiration date of the import license;

(II) When some seasonal goods must be put on the market before holidays; or

(III) When some commodities are exported for publicity purposes, such as newspapers and magazines, and any delay would make them valueless.

Last but not the least, air transport has a vast network of airlines, which can reach remote places in the interior across high mountains, which are hardly accessible by rail or road transport, to say nothing of sea transport. Desirable as it is, air transport has its limitations⁹. There are a number of commodities which are unsuited to carriage by air, including bulky commodities of low value, raw materials, etc. , where the high cost of air freight outweighs the other advantages. Besides, owing to technical reasons, hazardous cargoes and commodities of awkward sizes are out of the question. Government regulations forbid the transportation of hazardous goods by air.

It is essential for a dispatch clerk or a manager in charge of foreign trade transportation to strike a balance between the advantages and disadvantages of¹⁰ air transport so as to get the most economical results.

Special Terms

Turnover: The act or result of turning over; and also the amount of money turned over or

drawn in business.

f. o. b. : The abbreviation of free on board.

Net weight: Only the weight of goods themselves. On the other hand, we often speak of gross weight. It is the total weight of goods together with their packings.

Expiration date: The date on which a license or document expires.

Network: A complicated intermingling of lines, such as that of a railroad or an air route system.

Words and Expressions

advantage *n.* 优点, 优势; 优越性; 好处

transport *v. & n.* 运输

air ~ 航空运输

modes of ~ 运输方式

freight *n.* 货运; (货运的) 货物; (货运的) 运费

air ~ 航空货运

practical *adj.* 实用的

unit value 单(位)价(值)

commodity *n.* 商品; 货物

newsprint *n.* 新闻纸

bear *vt.* 承受, 负担

precious art goods 珍贵艺术品

fur garments 皮毛服装

dampen *vt.* 使潮湿; 抑制; 降低, 减弱

marketability *n.* 适销性; 市场销路

merchant *n.* 商人; 贸易商, 批发商

be inclined to ... 倾向于……

ship *vt.* 海运, 航运; 运输

shipper *n.* 发货人; 货主

delivery *n.* 交付

obvious *adj.* 显著的

transit *n.* 运输, 载运; 通行; 中转; 过境

in ~ 在运输(途)中

Hamburg 汉堡(德国港口)

tie up 停顿; 冻结; 占用

capital *n.* 资本; 资金

outweigh *vt.* 胜过, 优于; (重要性)超过

voyage *n.* 航行; 航程

turnover *n.* 营业额

inventory *n.* 存货, 库存(量); 细账; 详细目录

(记载)

finished products 成品

conspicuous *adj.* 显著的; 明显的; 引人注目的

demanding *adj.* 要求严格的; 费力的

competitive *adj.* 竞争的, 有竞争(能)力的

promise *v.* 承诺, 允诺; 保证, 答应

order *n.* 次序; 指令, 命令; 订(货)单

competition *n.* 竞争, 竞赛

prove *v.* 证实; 证明

indispensable *adj.* 必不可少的

perishable *adj.* (容)易腐(烂)的; 容易变质的

be liable to ... 易于

deteriorate *v.* 变质

consign *v.* 托运

consignment *n.* 托运; 托运的货物

switch to ... 转到, 换到, 转向……

eel *n.* 鳗鱼

decline to ... 降至, 减少到……

transship *v.* 换船; 转运, 转载

striking *adj.* 显著的; 惊人的

lichee *n.* 荔枝

Singapore 新加坡

refrigeration *n.* 冷藏

installation *n.* 装置; 设备

rotten *adj.* 腐烂的; 腐败的

fresh *adj.* 新鲜的

crab *n.* (螃)蟹

mango *n.* 芒果

grape *n.* 葡萄

melon *n.* 瓜

obtainable *adj.* 可得到的, 可买到的

home market 产地市场; 国内市场

shipping line 海运公司

ad valorem (或 ad val) (拉丁语) 按(照)价
(格)

the ~ rate 按价费率

valuation charge 保价费

weight ton 重量吨

measurement ton 尺码吨(船只装载单位:
木材等=40 立方英尺,
石料=16 立方英尺,
焦炭=28 普式耳,
煤=49 普式耳,
小麦=20 普式耳)

metric ton 公吨(即 1000 千克)

bulky *adj.* 体积大的; 蓬松的; 又大又笨的

low density cargo 低密度货物

typical *adj.* 典型的

rubbish *n.* 垃圾

cu ft (cubic feet) 立方英尺

mt (metric ton) 公吨

insurance company 保险公司

premium *n.* 保险费; 津贴; 奖金

insurance ~ 保险费

coverage *n.* 保险范围; 险种

on account of 由于, 因为

ride *n. & v.* 行驶; 航行

jostle *v.* 挤撞; 拥挤

compared with... 与……比较(相比)

rough *adj.* 粗野的

dock *n.* 码头

be susceptible to... 易受……影响的

theft *n.* 偷(扒)窃; 失窃

pilferage *n.* 小偷小摸; 窃得赃物

customs duty 关税

ceramic *adj.* 陶瓷(材料)的

in turn 依次; (本身)又

strapping *n.* 捆扎带

consultation *n.* 磋商

forwarder *n.* 转运商; 代运人, 代理

freight forwarder 货运公司; 货代

intermingle *v.* 混合; 掺和

air ~ 航空货运公司; 航空货代

devise *v.* 想出; 设计; 发明

corrugated cardboard box 瓦楞纸板箱

expanded polystyrene 膨化聚苯乙烯

foam rubber 泡沫橡胶

cushion *vt.* 给……加衬垫

stiffen *vt.* 加强, 增强

be preferable to... 比……更可取; 比……更
好

circumstance *n.* 情况

publicity *n.* 宣传

valueless *adj.* 没有价值的, 没有用处的

remote *adj.* 遥远的, 边远的

interior *n.* 内地

be accessible 可以进进出出的

be unsuited to... 不适合于……; 与……不
相称

owing to 由于, 因为

hazardous *adj.* 危险的

awkward *adj.* 笨拙的; 难以搬运的

forbid *vt.* 禁止

Notes

1. a ratio of price to weight

价格与重量之比

2. the air freight rates

航空货运价(格)

3. have their goods of these kinds shipped by air

(让人)空运他们的这(些)类货物

4. silk piece goods

一匹一匹的丝绸

5. To tie up a large amount of capital, say US\$ 100,000, for 3 months at 1% per month would cost US\$ 3,000.

冻结一大笔资金,比如说 10 万美元,每月按 1% 的利息计算,3 个月就将损失 3000 美元。句中,“say”是“比如说,假定(设)”的意思。

6. find a ready market

找到现成的市场;立即投放市场

7. For goods of high unit value, shippers usually pay extra charges to the shipping line at the ad valorem rate on f. o. b. value, in addition to the freight charge, which is higher than that on a weight basis; while shipping by air, no extra charge at the ad valorem rate is collected by air-line, unless there is declared value of the cargo and valuation charge is paid for it, in order to protect against possible loss or damage.

对于高单价货物,发货人通常除了向海运公司支付比按重量计算的运费高的货运费之外,还要根据离岸价计算的费率支付一笔附加费;而如果空运的话,除非为了防止可能的丢失或损坏而申报了货(物)价(值)并为其支付了保价费,航空公司是不收取用按价费率计算的附加费的。

8. Airlines charge less freight for flowers than they would otherwise be charged if the same ratio (40 cu ft for 1 mt) used by shipping lines were adopted in air freight.

航空公司对花卉类货物所收取的运费,要比航空货运采用与海运同样的比率(1 公吨折合 40 立方英尺)收的运费低。

句中,“they would ... if ... were ... in air freight”为虚拟条件句。

9. Desirable as it is, air transport has its limitations.

虽然航空运输是合乎人们愿望的,但它也有局限性。

句中,“as(conj.)”作“虽然”解,与“although”同义,但不可用于句首。

10. strike a balance between the advantages and disadvantages of ...

权衡……的利弊

Discussion

1. What are the goods of high unit value? Give some examples to explain.
2. What are the goods of low unit value? Also give some examples to explain.
3. Is air transport practical for the goods of low unit value (such as ordinary furniture, cotton, etc.)?
4. Why is air transport most practical for the goods of high unit value?
5. Why are the merchants more inclined to have their goods with a high unit value shipped by air?
6. What is the most obvious advantage of air freight service?
7. Why can exporters benefit from quick delivery?
8. Why are fresh flowers usually shipped by air?

Hints: Typical perishable goods—liable to deteriorate / go bad and become rubbish

Air freight—not very high . . . can afford

9. Why does insurance company charge the shipper a lower premium for the same kind of coverage if goods are shipped by air rather than by sea?

Hints: Gentler handling . . . —less probability of damage

Besides / In addition, . . . less susceptible to theft—less possibility of being lost

In view of / On account of / Because of . . .

10. What is the advantage of air transport in freight packing?
11. Under what circumstances is air transport more preferable to the other modes of transport?
12. What cannot be shipped by air nowadays?

Lesson 2 Airline Services

(航空公司的服务)

The airlines of the world offer many varieties of services using many different kinds of aircraft. Transcontinental and transoceanic flights are made in giant jet planes, some of which can carry several hundred passengers on each flight. Smaller jets are commonly used on the shorter, more heavily traveled routes between major centers of population—Paris-London, for example, or New York-Chicago. In contrast to the jets are propeller airplanes, as they are now generally called, which are slower and smaller than the jets. Many different kinds of propeller planes fly on short routes into small airports that cannot handle the big planes. The DC-3 (or the Dakota, as the British call it), one of the first successful commercial airplanes, is still used in many parts of the world.

There are several ways in which airline service can be divided into categories. One distinction is between trunk lines and feeder lines. Trunk lines are those that operate between major population centers. New York to San Juan, Puerto Rico is an example of a trunk route. Feeder lines, which are sometimes called local lines, connect smaller cities and towns with each other or with the major centers and the major airports. A passenger traveling from Binghamton, New York to Mayaguez, Puerto Rico would probably take a flight on a feeder airline from Binghamton to New York City. There he would change to a major airline, which would take him on to San Juan¹. At San Juan he would transfer to another feeder airline to travel on to Mayaguez.

In the last few years, there has been a rapid development of feeder airlines in the United States and in many other countries. Some smaller cities have no other means of public passenger transportation. In countries where there is a large frontier, such as Canada or Brazil, air service may provide access to some areas even before they are reached by roads². Similarly, in countries with rugged terrain, such as Colombia, airplanes can provide more effective transportation between regions than highways or railroads.

Airline passenger service can also be divided into scheduled and non-scheduled flights. A scheduled flight leaves at the same time on the same day to the same destina-

tion. The schedule for the flight is published by the airline in its timetable. The passenger can make a reservation in advance for a scheduled flight with the reasonable expectation that the flight will leave at a certain time and go to a certain place regardless of the number of passengers who have tickets for the flight. Many scheduled flights often carry only a small number of passengers.

A non-scheduled flight, on the other hand, depends on the availability of passengers and aircraft. It is more or less the air version of taxi or rent-a-car service³. It takes passengers where they want to go at a time that is convenient for them, as long as a plane is available. Non-scheduled flights may carry only a few passengers in a small plane, or they may carry hundreds of people on a jumbo jet. These latter flights are often called charters. Charters are especially popular with groups on vacation since they usually cost much less than scheduled flights on the same routes⁴.

Scheduled airlines often provide non-scheduled services—particularly charter flights—during the tourist season. Occasionally, they also provide extra sections of scheduled flights at times when travel over a particular route is especially heavy—during a holiday weekend, for example. An extra section of course depends on the availability of aircraft.

On the flight itself, there is usually a distinction between first class and economy, which was formerly known as tourist class. The first class passenger has more space and receives more in-flight service. In most modern jets, the seating plan in first class is usually two seats on each side of the aisle; in economy there are usually three seats side by side. The first class seats are usually farther apart so that the passenger has more room for his legs⁵. To the passenger, the chief difference between first class and economy may well be the cost—first-class fares are much higher than economy fares.

Many airlines offer one-service flights, especially on short, heavily traveled routes. On a few routes, notably New York-Washington, New York-Boston, and Los Angeles-San Francisco, there are shuttle flights. The passenger does not have to make a reservation in advance, and he pays for his ticket either at the departure gate or on the flight itself⁶.

A final distinction is between passenger and freight (or cargo) service. In the early days of the airlines, freight was usually carried in the baggage compartment of the plane. In some cases, freight was even carried in the passenger compartment. In this event, the reclining seats were taken out; the passengers sat in "bucket seats" along the sides of the plane; and the freight was strapped down in the middle of the compartment. Nowadays, small

shipments may still be carried in the baggage compartment, but there are also special planes that provide both scheduled and non-scheduled air freight service. Some of these planes are converted from passenger aircraft; others are specially designed to carry freight. With these special planes, freight in bulk can be moved by air, though the cost is usually considerably higher than surface shipment.

The airline industry is still very young. The first scheduled service across the Atlantic, for instance, began in 1939. Today the airlines carry millions of passengers every year on both local and long-distance flights. In some areas of the world, air service is the only effective means of public transportation⁷. The airlines are still growing rapidly and at the same time occupying an increasing important place in the economy of many nations. They employ thousands of people to handle the passengers and freight that they carry.

Many of these people work in various technical jobs where they have little or no direct contact with the public—in aircraft maintenance or air traffic control, for example. Thousands of others, however, come into daily contact with the traveling public. They include reservations and ticket agents, ground service personnel, stewardesses and other flight personnel, and many others.

Special Terms

Airline: A company that offers air transportation between two or more points. It includes all the support activities, such as aircraft, airports, ticket offices, and so on, that are necessary for providing the air transportation.

Airport: The place where airplanes take off or land. It includes all the facilities that are necessary for servicing airplanes, passengers, and freight.

Flight: Used generally for the act of flying. Specifically, however, flight is used by the airlines to indicate a trip or journey by one airplane. Every airline flight has a number to identify it. It can be a non-stop flight—direct from Miami to Caracas, for example; or it can be a flight with several stops—Miami-Panama-Bogota-Lima.

Fare: The price charged for transportation. We speak of bus fares, taxi fares, railroad fares, and air fares.

Freight: Goods that are transported by surface or air. Many airlines use the term cargo instead of freight. Cargo can also refer to goods being transported by ship.

Route: The way or road or line over which transportation moves between two points. Airlines often speak of short-haul routes—New York to Washington, for example—or long-haul routes—San Francisco to Tokyo. A route can be direct, or it can include other points in between—New York to San Francisco by way of Chicago, for example. The airlines provide service over established routes.

Timetable: A schedule which shows the times at which airplanes or other forms of transportation arrive and depart. Airline timetables also give the type of aircraft, frequency of service, meal service, and other information.

Words and Expressions

- variety *n.* 种类;品种;多样性(化)
transcontinental *adj.* 横跨大陆的
transoceanic *adj.* 横跨大洋的
route *n.* 航线,航路
Paris 巴黎(法国首都)
London 伦敦(英国首都)
New York 纽约
Chicago 芝加哥
in contrast to ... 与……相反(大不相同);
与……形成对照
propeller *n.* 螺旋桨
handle *n.* (箱、包等物上的)提手,把手
v. 处理,应付;经营;操纵
divide ... into ... 把……分成……
category *n.* 种类,范畴
distinction *n.* 区别;特性
trunk line(s) 干线;主航线
feeder line(s) 支线;地方航线
operate *v.* 运行;经营;管理
San Juan 圣胡安(波多黎各首都)
Puerto Rico 波多黎各
local line(s) 地方航线
connect *v.* 连接,衔接;中转
major *adj.* 重要的,主要的;多数的
Binghamton, New York 宾安顿(纽约)
Mayaguez 马雅圭(波多黎各城市)
transfer *v.* 转移;转换;转机;转场
frontier *n.* 边界,边境
Canada 加拿大
Brazil 巴西
access *n.* 接近;进出,出入;入口,通道;
途径
~ to ... 进出……的通道(途径)
similarly *adv.* 同样地
rugged *adj.* 高低不平的;粗糙的
terrain *n.* 地带,地形
Colombia 哥伦比亚
effective *adj.* 有效的,起作用的
region *n.* 区域;地区
scheduled flight(s) 定期航班
non-scheduled flight(s) 不定期航班
destination *n.* 目的地
schedule *n.* 进度,时刻表;(航班)班期
vt. 安排,调度;为……安排时刻表
publish *vt.* 出版;发行;公布
timetable *n.* 时刻表;航班时刻表
reservation *n.* 保留,预约,预定;订(定)座
in advance 事先;提前
reasonable *adj.* 合理的,恰当的
expectation *n.* 期待(望);预期
certain *adj.* 确凿的,肯定的;某(一),一定
的
regardless of 不管,不顾;不考虑
ticket *n.* / *vt.* 票子;机票 / 给……票子;售
给……机票
on the other hand 另外,另一方面
availability *n.* 利用(或获得)的可能性;可用
性
version *n.* 版本;形式;变形(种)
rent-a-car service 租车业务
available *adj.* 可利用的,可用的
jumbo *adj.* 巨大的
charter *n.* & *v.* 包机
cost *n.* & *v.* 代价;价值;花费
particularly *adv.* 特别,格外,尤其
charter flight 包机飞行;包机航班
tourist *adj.* / *n.* 旅游的 / 旅游者
occasionally *adv.* 偶尔
extra *adj.* 额外的,多余的
section *n.* 部分,段