

· 专门用途英语 (ESP) 系列 ·

# 旅游英语

袁贤铨 赵 伐 编著

## ENGLISH FOR TOURISM

重庆出版社

Chongqing Publishing House

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# 旅游英语

## ENGLISH FOR TOURISM

袁贤铨 赵 伐 编著

江苏工业学院图书馆  
藏书章

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旅 游 英 语  
ENGLISH FOR TOURISM  
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## 内容提要

本教材旨在帮助从事或准备从事旅游工作的人员提高英语水平，掌握旅游英语的特点及其本质。全书共分 7 个单元，17 篇课文，涉及旅游产业的各个方面，包括旅游公司、旅行社的介绍、国内外著名旅游景点介绍、人文景观、自然景观、节日庆典、宾馆饭店、饮食文化、中国菜系菜谱、旅游购物、中国名店名品介绍、传统工艺品、航空、海运和陆路旅行服务等。本教材以阅读、写作、翻译为手段，融丰富、翔实材料为一体，注重旅游英语语体分析，介绍该语体的特殊性和规律性，有助于学习者抓住要领，有效地掌握并运用英语在这一特殊领域内的使用规律。

# 前 言

专门用途英语 (English for Specific Purposes) 是宁波大学校级重点学科、浙江省重点扶持学科 (B 类)。《专门用途英语 (ESP) 系列·旅游英语》是由宁波大学外语学院专门用途英语研究所组织编写的一套丛书之一。该学科着重研究英语在使用过程中由于行业、团体、功能等因素而产生的变体及其规律, 主要研究方向为: 一、语体研究, 以英语功能题材的变体为研究对象, 通过分析、归纳和总结各种不同功能语体的文本, 从语义、语法、语用、修辞和语篇各个角度, 探讨各种功能语体的特殊性, 进而总结其规律性; 二、教学论研究, 以专门用途英语教学理论和课堂模式为主要对象, 采用以学生为中心的交际教学方法, 通过课堂教改实验和教材编写, 总结出一套适合本学科教学的方法和测试手段及标准; 三、专门用途英语的翻译理论与实践, 重点研究此类变体文本与相应汉语文本之间的等值性和各自的特殊性及其规律性。

本教材涉及旅游产业的各个领域, 内容包括: 旅游公司和旅行社的介绍, 旅游线路的组织、宣传, 旅游国家、城市的介绍, 自然景观, 国外风景, 节日庆典, 人文景观, 传统礼俗, 宾馆、饭店介绍, 国外宾馆介绍, 饮食文化, 中国菜系、菜谱, 旅游购物, 中国名店名品介绍, 传统工艺品, 航空服务、长途客车和轮船服务等。学习者可以从本书中了解旅游产业各方面的词汇、表达法和中国专有词汇的英译法, 并且掌握许多旅游的常识和作为导游、服务员和旅游工作者的专业知识。

本教材按照主题分为 7 个单元, 共 17 篇课文。每课有 3 至 4 项活动, 涉及阅读理解、翻译和写作练习。材料大多选自国内外杂志、广告、宣传材料、书籍、互联网、布告、传单、报纸、时刻表、菜谱等, 既丰富又翔实, 对培养学生语言的实际运用能力和从事旅游工作的实务能力, 都有很大的帮助。经过宁波大学外语学院部分班级试用, 学生反映该教材涉及面广, 信息量大, 实用、生动, 练习丰富多彩, 形式新颖活泼, 有很强的课堂操作性, 是一部很好的旅游英语阅读教材、写作教材和翻译教材。

与本系列的其它教材一样, 《旅游英语》不仅仅是一本阅读教材、写作教材或翻译教材。它是一本以旅游英语为载体、摸索某一功能语体特点和典型性的教材。在编写过程中, 编者尤其注重旅游英语作为一种特殊的功能语体所表现的特殊性和规律性。书中设计的许多练习, 目的就是围绕旅游英语在词法、句法、修辞、语用、语篇等方面所展示的语体特点进行讨论, 以帮助学习者了解、认识这些特点, 并且归纳出规律, 便于学习者举一反三、触类旁通, 掌握旅游英语的本质和特点。

本教材适合作高等院校旅游英语课教材, 也可作为旅行社、旅游公司、宾馆饭店、公共游乐机构和政府有关部门培养导游、服务人员、旅游管理人员的材料或参考书。本教材还配有教师用书, 包括练习答案、写作提示、语体讨论、翻译改错等内容。为便于教师课堂操作, 教师用书将单独发行。需要者可与宁波大学外语学院专门用途英语研究所联系。

鉴于编者水平有限, 书中难免疏漏之处, 敬请学界同仁及读者不苟指正。

编 者

1999 年 3 月 24 日于宁波大学

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# Unit One

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## Travel Service

### LESSON ONE

#### International Travel Service

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#### Questions for Class Discussion

1. *What services do you think a travel agency should offer to tourists? Make a brief introduction to one of the travel agencies in your hometown.*
2. *When you read introductions to some travel agencies, have you noticed anything typical of the language? What are the features of the language you can summarize in those introductions?*

#### Activity One

**Directions:** Read the following two introductions to some travel agencies in China and prepare for the exercises that follow.

### INTRODUCTION

#### TO INTERNATIONAL TRAVEL SERVICE

**F**rom city to city, from city to countryside, that is what we call - travel.  
You will enjoy various pleasures of traveling, colorfulness of

activities and varieties of vacations if you join us, Shenhua International Travel Service.

You will have the most beautiful azure sky as imagined; you will be surprised at the breathtaking beauty of nature; you will feel the majestic loftiness of mountains, the peacefulness of clamorous cities and the tenderness of spacious plateaus.

Take a trip to Shenzhen, you will find a unique charm of the brand-new city. Welcome to Shenhua, we'll help you realize your dreams.

Shenzhen Shenhua International Travel Service is a first-class travel agency approved by the National Travel and Tourism Bureau, with a registered fund of 18.36 million *yuan*. Under its jurisdiction are Far East Grand Hotel (a 3-star hotel), Ambassador Hotel (a 3-star hotel), Shenhua Yuehai Passenger Transport Co. Ltd., and Red Woods Tourism Arts and Crafts Development Company, all forming a full service of catering, living, shopping, sightseeing and entertaining. We have a group of well-trained and experienced managers, staff members as well as interpreters and tourist guides of different languages. We always maintain "Quality, Efficiency, Dedication and Decorum" as our corporate spirit.

~

## **Shanghai Business Travel Service**

As a subordinate of Shanghai Foreign Service Company, Shanghai International Business Travel Service is a specialized international service-oriented enterprise that provides various kinds of tourism-related services for resident offices of overseas enterprises in Shanghai.

The Corporation has a team of management personnel versed in tourist business, and a group of tourist guides providing guide service in many languages and dialects. The corporation has established business connections with travel agencies in some Asian, American, and European countries.

Upholding the principle of "Customer Honored, Integrity Maintained, Charges Reasonable and Service Superior", Shanghai International Business Travel Service is going to establish friendship with our guests from all over the world and provide high-quality and comprehensive services for them.



## **Service Items**

1. Provide various services for business groups, families and individual tourists.
2. Provide business visitors with tour and business consulting service.
3. Provide comprehensive etiquette services for business groups.
4. Reserve hotel rooms, book air and/or train tickets.
5. Undertake various business activities.
6. Handle the formalities of business and tourist visas.
7. Undertake business FIT service.

---

**Exercise One: Read the above two introductions and discuss the following questions.**

1. Are those two introductions written in the same style?
2. What is the effect of using the “second person” in the first introduction?
3. Do you think it necessary to show the registered fund in such an introduction? Why?
4. If you are a tourist and you are going to take a tour, what are the main facts that you should consider when you are choosing travel agencies?
5. What are the services that a travel agency should offer?
6. Is this kind of introduction an advertisement? If it is, should it be informative, persuasive or a combination of both?
7. In your opinion, what is a good introduction to a travel agency?

**Exercise Two: Translate the following phrases and sentences into English.**

1. 提供国际旅游信息
2. 车站机场接送客人服务
3. 代办旅游签证, 代购机票
4. 免费提供各种旅游小册子
5. 供应礼品和纪念品
6. 你一旦付清旅游费用(至少在出发前两个月), 你的机票将提前两周寄给你。我们将同时给你寄上行李标签、旅游线路图以及你所暂住的旅馆介绍。

**Exercise Three: Read the following information about a travel agency, and write an introduction to it in English. Remember your introduction should**

**be persuasive, informative, and attractive as well.**

1. 名称: 永安旅行社
2. 性质: 国家一类旅行社
3. 服务:
  - 1) 接待海外旅游者来中国探亲、观光、旅游;
  - 2) 组织中国公民国内旅游、赴海外旅游;
  - 3) 代售机票并办理旅游包机;
  - 4) 从事工艺品、丝绸、瓷器、土特产等旅游商品进出口贸易。
4. 设施:
  - 1) 由豪华大巴、中巴组成的车队;
  - 2) 一支英、日、法、德等语种的导游队伍。
5. 特色: 开辟了针灸、钓鱼、佛教、休假、商务、投资考察、学术交流和文化习俗等特色旅游项目。
6. 联系: 地址: 东港市鱼市路120号  
电话: 0543-2167890  
传真: 0543-2164312

## **Activity Two**

**Directions: Read the following introduction to the travel agency – National Holidays, and do the exercises that follow.**

# **NATIONAL HOLIDAYS**

## **MORE VARIETY –AT VERY LITTLE COST**

We try to make our holidays even better every year. It is difficult to plan a program to cater for every taste, but we believe that the sheer variety of holidays included in this brochure will provide something for everyone. Sit back and browse through the pages – all you have to do is choose – and leave the rest to us.

## **WHY CHOOSE NATIONAL HOLIDAYS?**

Quite simply because we believe that we **CARE** for your holiday enjoyment more than most other companies. We enjoy planning your holidays, finding new destinations and hotels that come up to our high standards. And we have a

reputation to keep - ask any Travel Agent - for good service, good accommodation and value for money.

## **TRAVEL WITH CONFIDENCE**

With over 60 years of experience in coach holidays and with the strength of Pleasurama PLC, one of Europe's leading coach holiday operating companies behind us, National Holidays offers you security and service you cannot beat.

## **WE ARE BONDED FOR YOUR SECURITY**

In 1980 we became a founder member of the Bonded Coach Holidays scheme operated by the Bus and Coach Council and also we are a member of the Association of British Travel Agents (ABTA). This means that we provide increased financial guarantees to safeguard our passengers' interests.

## **THE HOTELS WE USE**

We try to give an accurate impression of all the hotels used in this brochure, together with a photograph, to enable you to choose the hotel which best suits your requirements. Our hotels do vary in style and standards - some are first-class, large and modern, others are smaller and have been chosen with care, with the objective of giving you an enjoyable holiday. Our knowledge of hotels is second-to-none, and many of the hoteliers have become our personal friends, who will do their utmost to look after you on our behalf.

## **FREE TRAVEL FROM JOINING POINTS**

We believe that we offer a greater variety of holidays with regular departures than any other company and try to pick you up as close to your home as we can - at no cost to you. We operate free 'feeder' connecting services from many departure points, specially planned to enable you to join your holiday as easily as possible.

## **BIGGER AND BETTER CHOICE — OUTSTANDING HOLIDAY VALUE**

Free travel to join your holiday.

Hotel accommodation and meals as specified in the price panels.

The services of a driver/courier on all coach holidays.

Specially planned excursions on all coach holidays.

Portage, where available, and gratuities at hotels.

VAT at the current rate of 15%, where applicable.

## **TRAVEL IN COMFORT AND SAFETY WITH YOUR NATIONAL HOLIDAYS DRIVERS**

Comfortable, well-equipped coaches and experienced driver/couriers have gained us an enviable reputation that is hard to match. Our carefully selected driver/couriers will ensure that you enjoy your holiday to the full.

## **TRAVELLING ALONE DOESN'T COST EXTRA**

We welcome you on our holidays. We know that traveling by coach is one of the best ways of making new friends, if you want to. At hotels we insist that **NO SINGLE ROOM SUPPLEMENT IS CHARGED**. Unfortunately, however, our allocation of single room is usually restricted, so please book early to obtain the holiday of your choice.

## **PRIVATE FACILITIES**

An increasing number of our holidays features hotels where rooms with private facilities (toilet, bath and/or shower) are standard and automatically included in the price. At other hotels, rooms with private facilities may also be available at supplementary charge and this is shown in the price panel.

## **REDUCTIONS FOR CHILDREN**

On all centered coach holidays a reduction of 25% is available for children aged 3 - 13 sharing a room with two adults paying the full price. For availability of family rooms please inquire at time of booking.

## **GROUP HOLIDAYS**

We have a special Department that can arrange group bookings at discounted prices on certain departures. If you can get together a group of ten or more people, booked collectively, and would like us to organize a holiday for you, contact our Groups Department by telephoning Wakefield (0924) 383838.

## **HOLIDAY INSURANCE**

Occasionally things can go wrong when you are on holiday, and we strongly recommend you take out comprehensive insurance cover. We have, therefore, made arrangements with Cornhill Insurance to provide such cover at very advantageous premiums.

## **HOW DO WE DO IT FOR THE PRICE?**

It is a question we are often asked! When you consider that we include all travel from your home area, hotel accommodation on a dinner, bed and breakfast basis, plus sightseeing excursions, the value of our holidays is unquestionable! Because we are Britain's largest coach holiday company and can book so many people at hotels who welcome our business and good reputation, we are able to obtain far cheaper rates than you would pay individually.

---

### **Exercise One: Explain the following sentences in English.**

1. National Holidays offers you security and service you can't beat.
2. Our hotels do vary in style and standards, but all have been chosen with care, with the objective of giving you an enjoyable holiday.
3. Our knowledge of hotels is second-to-none.
4. Our carefully selected couriers will ensure that you enjoy your holiday to the full.
5. No single room supplement is charged.
6. We have made arrangements with Cornhill Insurance to provide such cover at very advantageous premiums.
7. We are able to obtain far cheaper rates than you would pay individually.
8. Occasionally things can go wrong when you are on holiday, and we strongly recommend you take out comprehensive insurance cover.
9. We have a reputation to keep – ask any Travel Agent – for good service, good accommodation and value for money.

### **Exercise Two: Read the above introduction again, and compare it with those in Activity One. Then prepare for the following questions.**

1. Compared with those in the first activity, which introduction is better? And why?
2. What is the writing style of each introduction? What is the effect of using "we" to refer to the agencies and "you" to address any prospective tourists in the introductions?
3. What should be included in an introduction to a travel agency?
4. When you are writing an introduction, what should always be kept in your

mind?

5. What are the language features in each article?

**Exercise Three: Write an introduction to one of your local travel agencies. Your introduction is expected to include the following information.**

1. 省级或市级旅行社
2. 健全的服务设施, 多种服务项目
3. 旅馆住宿状况
4. 各种优待条件
5. 旅游保险
6. 收费低廉, 价格合理

### **Activity Three**

**Directions: Translate the following introduction into English. Remember, in doing the translation of this kind of text, creativeness and originality are preferred.**

## **中国 • 甘肃国际体育旅行社**

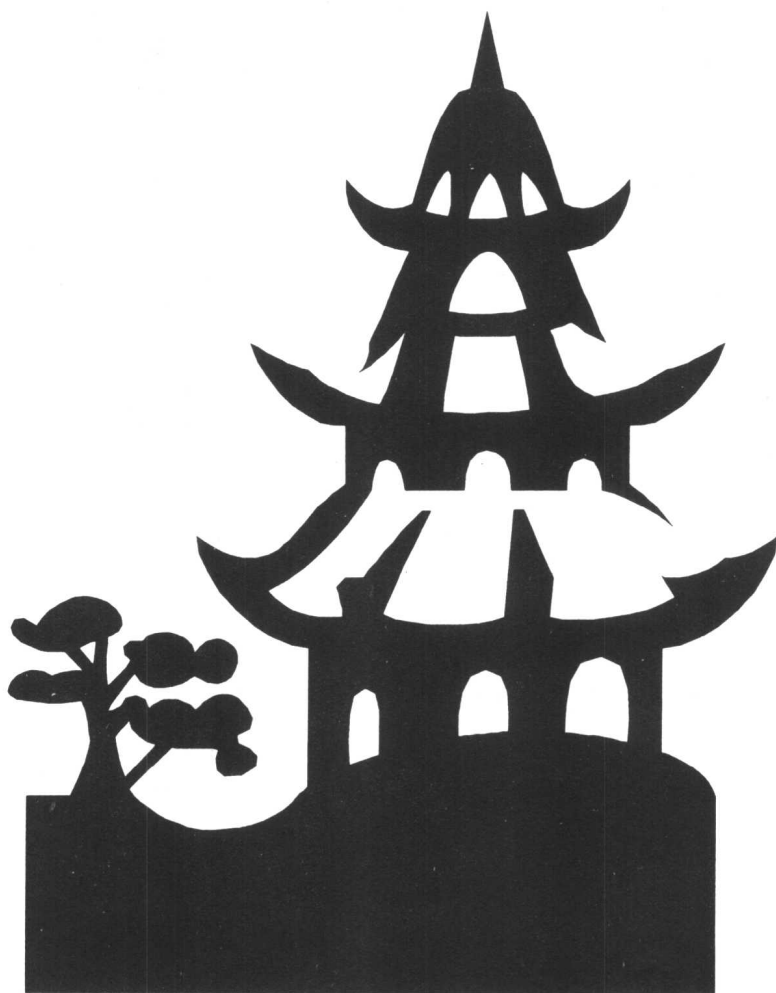
甘肃国际体育旅行社的前身——中国体育旅游公司甘肃分公司成立于1981年, 1989年更名为甘肃国际体育旅行社, 正式注册国际旅行社。作为一家专业旅行社, 它以组织接待海内外团体、个人来华开展汽车、摩托车、自行车、滑翔、热气球、徒步考察、登山、漂流等特殊旅游为主, 并开展丝绸之路观光旅游活动。

甘肃国际体育旅行社设立国际部、探险部、计调部、国内部、财务部等机构, 拥有一批经验丰富的管理人员和训练有素的导游队伍, 有英、日、德、法、俄、韩等多语种导游。本社配有电话、传真、微机、无线电台等现代化通讯工具和越野汽车、摩托车、滑翔机、热气球、登山帐篷等装备, 并与中国体育旅游公司、中国登山、探险、汽摩协会及各省主要旅行社保持着密切的业务关系, 将确保旅游者在中国大地上畅游无阻, 终身难忘。本社已经成功地组织接待过丝绸之路汽车、摩托车、自行车拉力赛; 巴黎——北京——莫斯科汽车越野赛; 英国老式汽车团及攀登大雪山、

素株连峰、党河南山、大夏河漂流、滑翔拉力等大型活动，赢得了良好的声誉。

随着国内旅游市场的日渐成熟和壮大，我社也积极组织开展国内旅游观光活动，开展了丝绸之路、大漠风光、西部探险、世界屋脊、佛教朝拜、穆斯林风情、石窟考察等文化旅游项目。

“以优质的服务取胜”是我们一贯坚持的经营方针。在抓好内部管理、提高员工素质的同时，我们将不断改进和完善各种旅游配套设施。目前，我们拥有自己的涉外车队，野外旅游及登山所用的各项设备，先进的通讯联络工具。与我们同行将保证您的旅行安全、畅通、愉快、惊奇！



## LESSON TWO

### Tour Itinerary

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#### Questions for Class Discussion

1. *If you were to organize an America-China tour, which cities would you choose to put on your itinerary? And why?*
2. *What is an itinerary? What should be included in it? What is typical of an itinerary in terms of its language?*

#### **Activity One**

**Directions:** An itinerary is both a travel route and the plan of a journey. Read the following itinerary and prepare for the exercises that follow.

## PASSPORT TO CHINA

**Leave USA May 31, 1989**

**Return to USA July 1, 1989**

Wed. May 31 to Thurs. June 1

Depart USA & Arrive Beijing

Departure from USA midday from Los Angeles Airport for the trans-pacific flight. Night en route. Arrival in Beijing late evening. Transfer to hotel. Night in Beijing.

Fri. June 2

Beijing

Beijing, the capital of the People's Republic of China, is a city with a history stretching way back over 3,000 years. There is much to see and we start with the



imposing Forbidden City which houses the Imperial Palace, a maze of palaces built between 1417 and 1420 as the residence of the emperor. It is the largest and most complete group of ancient buildings in China. In front of the Forbidden City is Tiananmen Square, at 98 acres, the largest public square in the world. The square consists of several important monuments and buildings - The Great Hall of the People, Memorial Hall of Mao Zedong, Museum of Revolution, Museum of Natural History. Also tour the famous Summer Palace, the retreat of the Dowager Empress. See the lovely hills, lakes and pavilions that provide the setting for the Marble Boat. Also see the 15th century Temple of Heaven.

Sat. June 3

Beijing

One highlight of any visit to this part of China is the famous Great Wall. You will realize your dream as you walk atop the Great Wall. Visit the 13 Ming Tombs and the Underground Palace en route. A drive along the Sacred Way, guarded by sculpted stone animals.

Sun. June 4 to Mon. June 5

Xi'an

Depart via air from Beijing to Xi'an, the capital of Shaanxi Province, and once the world's largest city. Xi'an has served as the capital of 11 dynasties, and the area was inhabited 8,000 years ago. Xi'an is famous for the discovery of thousands of life-sized terra-cotta warriors, buried centuries ago to guard the entrance to the tomb for China's first Emperor. Also tour the city including China's oldest and richest assembly of ancient stone tablets, mausoleum, 1300-year-old Big Wild Goose Pagoda and, time permitting, a Neolithic village from 6,000 BC.

Tues. June 6 to Sun. June 11

Chengdu

Chengdu is known as a Paradise on Earth. Located in one of the country's richest agricultural plains and also known as the gateway to Tibet, it is a pleasant city graced by flower-bright boulevards and parks. Activities include Sichuan Opera with its combination of music, dance and acrobatic, the lovely Hermitage of Du Fu, a tranquil complex of temples and gardens, and the 1,000-year-old Divine Light Monastery. Also included is the Provincial Museum, Dujiangyan, the oldest water conservancy project in the world, and perhaps the dance group at Southwest Minority Institute and Zhuge Liang Shrine. Nights in Chengdu.

Mon. June 12 to Wed. June 21

Chongqing

Chongqing sets on a rocky promontory at the meeting of the Yangtze and Jialing