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ESP系列精品教材（第一辑）

旅游英语

ENGLISH FOR TOURISM

赵 伐 袁贤铨 主编



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English for Tourism

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内容提要

全书按照主题分为8个单元: 1. Introduction to Travel Services; 2. Itineraries and Travel Tips; 3. Publicity Literature in Tourism; 4. Entertainment in Tourism; 5. Accommodations in Tourism; 6. Cuisine Culture in Tourism; 7. Shopping in Tourism; 8. Transportation in Tourism.

每单元有5至6项活动, 涉及阅读理解、翻译和写作等能力训练。活动设计本着先注重语言输入、后强调语言输出的原则, 首先通过纯正地道的原版材料让学生学习、了解旅游英语在某一主题下的词汇、表达以及语义、语法和语篇特征; 其次是通过翻译、写作等练习, 帮助学生运用习得的语言知识和技能进行原创性的工作; 每个单元的最后一项活动是要求学生承担1至2个实践项目, 培养学生的动手能力和自主创造能力。

本教材适合作为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、公共游乐场所和政府有关机构培训旅游管理人员和高层次导游的教材或参考书。

ESP 系列精品教材(第一辑)

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序

专门用途英语(ESP)教学作为一种特殊的外语教学模式,大概肇始于16世纪欧洲宗教改革时代,至今已有数百年历史。当时的英国政府对来自欧洲大陆的受宗教迫害的移民进行商务英语教育,以帮助其尽快适应市场经济相对发达的英国生活。从此,以探索英语在各行业中使用特殊性和规律性的教学与研究便有了开端。20世纪50年代始,高科技的迅猛发展使科技英语教育在西方盛行。而在我国,对英语专业学生系统开设专门用途英语类课程的历史还相对较短。在我国,近十几年外贸经济的迅猛发展对英语教学较早地提出了改革的需求。从20世纪90年代中期开始,为应对地方社会经济建设对应用型外语人才的需要,许多大学系统地开设了专门用途类课程,专门用途英语教材也作为重点建设教材推出,这些都有力地促进了英语教学的改革。如今,专门用途英语教学已成为外语人才培养中广为采用的教学模式。以探索行业英语特殊性和规律性的专门用途英语课程成为各个层面外语教学的必选课程,并在涉外人才培养中起到了非常重要的作用。

专门用途英语类课程融知识性和实践性为一体,拓宽了传统的英语专业人才培养模式。在知识领域,这类课程以英语为工具,涉及多种学科领域,融多家之说,炼自身之长,使学生能在学好英语的同时,了解多种学科知识,为其实现学科交叉、获得国际视野创造条件。在实践层面,这类课程突破传统外语教学以培养人文素质为目的的局限,通过仿真甚至真实的场景,为学生提供英语在各个行业中使用的特殊形态和内在规律。

在专门用途英语课程的建设上,国内仍处在探索阶段。这表现在教材方面,有的是以语言训练为核心,有的是以相关专业的基础知识介绍为核心。可以这样理解,专门英语教材的特殊性就在于它应当是以相关专业知识为载体的语言教学材料,其教学目的是帮助学生掌握英语在各行各业中使用时所产生的特殊的功能语体及其规律,进而增强在各行各业中运用英语进行交际的能力。

这套“ESP系列精品教材”就是本着这一思路编写的。本丛书是多所高校一直在专门用途英语教学方面孜孜研究的诸位教师的经验与智慧的结晶,其编写理念、体例及内容均经过大家多次商讨。希望读者能提出宝贵意见,以使本书臻于完美。

总主编

2006年1月20日

前 言

专门用途英语(English for Specific Purposes)是指英语在使用过程中由于行业、团体、功能、语境等因素而产生的语言变体。目前,国内外高校针对各类变体所开展的研究与教学可谓方兴未艾。这些研究以英语功能材料的变体为研究对象,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。同时,人们把这些研究的成果作为教学改革的内容,指导专门用途英语教学理论和课堂模式的研究与实践,本教材正是在这些研究的基础上编写出来的。

本教材作为专门用途英语系列教材之一,内容涉及旅游产业的各个领域,包括:旅游公司和旅行社的介绍,旅游路线的设计、组织和宣传,旅游国家、城市、自然景观、人文景观的宣传,游乐设施、节日庆典、传统礼俗的介绍,宾馆饭店、饮食文化、菜系菜谱的介绍,旅游购物、传统工艺品,交通运输、航空服务、长途客运和邮轮服务等介绍。学习者可以从本教材中了解旅游产业各个方面的词汇、常用表达法、旅游文本的理解、写作与翻译以及中国专有的景点、习俗、商品、文化遗产等方面的词汇,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所应当具备的专业知识。

本教材分《学生用书》、《教师用书》(以光盘形式提供)、《练习答案》(以小册子形式提供)。《学生用书》按照主题分为8个单元,每个单元有5至6项活动,涉及阅读理解、翻译和写作等能力训练。阅读的材料大多选自国内外旅游杂志、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。每单元的活动设计本着先注重语言输入、后强调语言输出的原则,首先通过纯正地道的原版材料让学生学习、了解旅游英语在某一主题下的词汇、表达以及语义、语法和语篇特征。其次是通过翻译、写作等练习,帮助学生运用习得的语言知识和技能进行原创性的工作,每个单元的最后一项活动就是要求学生承担1至2个实践项目,培养学生的动手能力和自主创造能力。各单元末尾还附有常用的网站网址和主要参考书目,为学生自主学习提供信息。《教师用书》包括各单元阅读材料的背景知识、语言知识和讲解要点,同时还配有帮助教师进行知识

扩展的经典范例和常用词汇及表达法。《练习答案》给出了各单元中各种练习的答案。为方便教学,《练习答案》将单独提供。《教师用书》及《练习答案》的索取请联系浙江大学出版社发行科,或 email 至 dll@zju.edu.cn。

与本系列的其他教材一样,《旅游英语》不是一本阅读教材、写作教材或翻译教材,它是一本以旅游英语为载体、探索某一功能语体特点和规律性的教材。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出的特殊性和规律性。书中设计的许多练习,其目的都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,便于日后举一反三、触类旁通,掌握旅游英语的本质和特点。

本教材的编写采用以学生为中心的交际教学法,以活动为先导,让学生在活动中发挥自己的主观能动作用。教师可先让学生在课外就准备好各项活动的练习,然后再在课堂上进行展示、讨论和讲解。每单元最后的开放式项目,最好结合当地旅游资源,组织学生走出去进行实地考察、设计、写作,锻炼学生的实践能力。

本教材适合作为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、公共游乐场所和政府有关机构培训旅游管理人员和高层次导游的教材或参考书。

本教材第 1、3、4、5、6 单元由赵伐编写,第 2、7、8 单元由袁贤铨编写。鉴于编者水平有限,书中难免有疏漏之处,敬请学界同仁及读者不吝指正。

编 者

2006 年 8 月

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Unit One

Introduction to Travel Services

In this unit

- ☞ Learn how to introduce a travel agency and its services to prospective tourists;
- ☞ Acquire vocabulary, sentence structures and ways of expression used in the introductions;
- ☞ Train students' skills in writing an introduction of a travel agency and its services.

Activity One

Directions: Read the following introductions to travel agencies, paying attention to different styles in which each introduction is written. Then do the exercises following each introduction.

Introduction I

Welcome from Brian W. Stack

Dear Traveler,

We are delighted to bring you our 2006 brochure as we enter our 74th year of providing quality vacations to travelers from North America.

Every year we modify our itineraries where needed, taking into consideration the feedback that we get from client questionnaires and by reviewing new products and hotels. We believe the factors that drive our growth include our focus on quality, our largest selection of motorcoach tours to Ireland and Britain, our dedication to customer service and our policy of including quality components in each tour.

In addition to our comprehensive range of travel arrangements to Ireland and Britain, we have added a couple of choice tours to Italy to our portfolio. We know that passengers who have experienced our Irish and British tours will enjoy exploring a new destination with us, secure in the knowledge that they will receive the same high standards.

CIE Tours adapted a policy of providing inclusive motor-coach tours so that your tour guide can focus on making your vacation a success rather than selling you "optional" tours. Our well-informed guides look after you every step of the way. We guarantee our tour prices that once you have paid the deposit, you need no concerns about currency fluctuations between the dollar, pound sterling and euro.

In the world of CIE Tours, indeed, it is the world, we share with you

some of the globe's most fascinating and luxurious travel destinations. For 74 years, we have been listening to your comments, your requests, and your dreams. And from a cornucopia of choices, we have hand-picked this selection, believing that it comes closest to all you could want in gracious travel. We have taken every care to assure that your days are rich with beauty and history, your meals are delectable and abundant, and your slumber is comfortable and undisturbed. Vacations are becoming more and more important in our lives. As always, you have my personal dedication to the fulfillment of your travel dreams and I invite you to contact me with comments or suggestions.

For now, please sit back and join us as you preview the delights of your journey. We hope that soon we'll find you traveling with us to our very favorite places in the world.

Brian W. Stack



President

C. I. E. Tours International, North America

Exercise One: Read the following sentences again and explain what the italicized words or phrases mean.

1. We are delighted to bring you our 2006 brochure as we enter our 74th year of providing *quality* vacations to travelers worldwide.
2. Every year we *modify* our itineraries where needed, *taking into consideration* the feedback that we get from client questionnaires.
3. In addition to our comprehensive range of travel arrangements to Ireland and Britain, we have added a couple of *choice* tours to Italy to our *portfolio*.
4. Passengers will feel secure *in the knowledge* that they will receive the same high standards.
5. We adapted a policy of providing *inclusive tours* so that your guide can focus on making your vacation a success rather than selling you "*optional*" tours.
6. In the world of CIE Tours, *indeed, it is the world*, we share with you some of the globe's most fascinating and luxurious *travel destinations*.
7. From a *cornucopia* of choices, we have *hand-picked* this selection,

- believing that it *comes closest to* all you could want in gracious travel.
8. We have taken every care to assure that your meals are *delectable* and abundant, and your *slumber* is comfortable and undisturbed.

Exercise Two: Read the following sentences from the above letter and decide what figures of speech are used in each sentence.

1. We have added a couple of choice tours to Italy to our portfolio.
2. Our well-informed guides look after you every step of the way.
3. In the world of CIE Tours, indeed, it is the world, we share with you some of the globe's most fascinating destinations.
4. We have been listening to your comments, your requests, and your dreams.
5. From a cornucopia of choices, we have hand-picked this selection.
6. We have taken every care to assure that your days are rich with beauty and history, your meals are delectable and abundant, and your slumber is comfortable and undisturbed.

Introduction II

Started in 1918, Collette Vacations has earned the distinction of being the oldest vacation tour operator in the United States. More than 80 years ago when the tour industry was in its infancy, Collette Tours got its start under the entrepreneurial Jack Collette. He began business as Collette Travel Service, Inc., offering transportation ticketing services and regional tours, in the Greyhound Terminal in Boston's Park Square.

Collette's first tour was a 21-day trip to Florida for \$61.50 that departed twice a month throughout the winter—a warm welcome for winter-weary New Englanders who liked the prospect of escaping the snow and cold. Soon Collette was supplementing Florida trips with \$50.00 Cherry Blossom specials to Washington, D. C. in April, which also became very popular. More than a dozen buses, filled with the patriotic and curious, would make the trip each season.

In 1927 Collette transferred his operations to the New England Transportation Company Terminal in Providence. His service quickly became a major ticket office for all types of motor coaches, with New England

Transportation Company and Greyhound as his major carriers.

In 1945, a young Dan Sullivan returned from a wartime commission in the Counter Intelligence Division. Coming from a family with a proud history in transportation—his father and his uncles were railroad conductors—it was natural for him to enter this field. While he eagerly followed in the family footsteps, he serendipitously chose highways instead of rails. He joined New England Transportation in their South Station, Boston offices. In Rhode Island, Jack Collette and Dan Sullivan became business friends. When Collette received an offer to purchase the company from an outsider, Sullivan knew he wanted to own Collette Tours and convinced the older man to sell the company to him instead. "I encouraged him," says former boss George Sage. "Anyone with Dan's moxie who would start something with a young family to support, had to have tremendous foresight," he says.

Sullivan and his brother-in-law, Arthur McWilliam, concluded the sale in 1962, and immediately made plans to expand the operation. "He bought it at exactly the right time because it was just before the World's Fair in 1964," says Sage, who now serves on Collette's Board of Advisors. "The Montreal Expo (1967) really got people in a traveling mood. It gave tremendous impetus to the development of tours, like the Nova Scotia, Montreal and Toronto excursions that are still popular today."

Sullivan's sister, Betty, though, remembers that it wasn't all luck in the early days. "Dan was such a hard worker. When the company was still very, very small, just six full time employees, he would walk to a neighboring shoe store and get old shoeboxes from the owner. We would use these instead of files for the tours—rooming lists, luggage tags, etc."

"We did a good job," Dan Sr. said, looking back at what would become the Collette signature in escorted tours. "We used good hotels in downtown New York and developed value packages." Working closely with the properties helped keep the prices low and Dan began to build a solid client base.

With New Englanders warming up to this concept of tours and affordable pricing in the late 60's, he turned his attention to other ways to grow the business. Initially skeptical, Furness Bermuda Line and the Holmes Line which sailed to Nassau were soon convinced by Dan to partner with Collette, offering package pricing on cruises that included transportation from the New

England regions. This is what really brought the cruise industry to the people of New England and it was only the beginning of numerous innovative travel partnerships that were to catapult the company into its position as an industry leader.

In the 1970's it was time for Collette Tours to bridge an important next step in its development. The second generation of Sullivans, Dan Jr. and his brothers and sisters began to create their own vision of what the family business would become. When Dan Jr. joined the company in the 1970's, he began learning it from the ground up. Beginning first as a tour guide during college, he poured his enthusiasm into taking the company to the next level by creating new product, sales and marketing strategies. Dan's salesmanship, ability to anticipate market trends and motivational skills drove Collette forward. His intuition about product and market directions led Collette to the next of many milestones to come. Though Dan Sr. turned the reins over to Dan Jr. in 1990, naming him president and chief executive officer, he remained as Chairman of the Board, occupying a corner office in the historic Pawtucket RI complex, until his death in February 2005.

Additional growth would come from an area not all agreed on—international travel. Betty Sullivan remembers that some family members looked askance at expanding into Europe, though Dan Sr. understood the immense possibilities. The market was full of the big companies. "Dan was fortunate to have a son with the ability to develop that international business," says George Sage. "He always had a vision of the company growing to the size it is today and he brought in people with the same dynamic ideas," adds Betty. "And as the company has grown, so too has his vision."

Escorted tours to Europe began in the late 1970's. In the 1980's, excursions were added to Australia, China, Africa and Mexico. South America and Antarctica were added in the 1990's. These new destinations added an exotic flavor that attracted younger travelers in their 30s and 40s, with the lure of soft adventure and unparalleled scenic beauty. They always included the unique aspects of an area, as well as history, culture and entertainment. And they always measured up to Dan Sr.'s principles of excellent accommodations and good value.

For more than 86 years, Collette Vacations' daily goal has been to deliver

the highest quality, best value and exceptional service to our family of travelers, every single time. With over 200 vacation packages to 50 different countries, Collette Vacations can help you make your travel dreams come true. So please check out all our website has to offer, and see for yourself!

Exercise Three: Guess the meaning of the italicized words and phrases according to their context, paying attention to the way in which they are used.

1. More than 80 years ago when the tour industry was in its *infancy*, Collette Tours got its start under the *entrepreneurial* Jack Collette.
2. Collette's first tour was a 21-day trip to Florida for \$61.50 that departed twice a month throughout the winter—a warm welcome for *winter-weary* New Englanders who liked the prospect of escaping the snow and cold.
3. “Anyone with Dan's *moxie* who would start something with a young family to support, had to have tremendous foresight,” he says.
4. His *intuition* about product and market directions led Collette to the next of many *milestones* to come.
5. It gave tremendous *impetus* to the development of tours.
6. Initially *skeptical*, Furness Bermuda Line and the Holmes Line which sailed to Nassau were soon convinced by Dan to partner with Collette.
7. It was only the beginning of numerous innovative travel partnerships that were to *catapult* the company into its position as an industry leader.
8. Though Dan Sr. *turned the reins over to* Dan Jr. in 1990, naming him president and chief executive officer, he remained as Chairman of the Board.
9. Betty Sullivan remembers that some family members *looked askance at* expanding into Europe, though Dan Jr. understood the *immense* possibilities.
10. *Escorted* tours to Europe began in the late 1970's.

Exercise Four: Paraphrase the following sentences in your own words.

1. More than a dozen buses, filled with the patriotic and curious, would make the trip each season.
2. In 1927 Collette transferred his operations to the New England Transportation Company Terminal in Providence.