

21世纪实用商务英语教程

Know-How 21st Century International Business English

► 丛书主编 张立玉

# 商务旅游英语

► 主编 肖 芬

*English  
for Business Travelling*



WUHAN UNIVERSITY PRESS

武汉大学出版社

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## 序

自从实行对外改革开放的政策以来,我国与世界各国的商务往来日益增多。随着近年来中国的政治和经济实力不断的提升,特别是中国加入世界贸易组织以来,中国经济以前所未有的深度和广度继续对外开放,日益融入到区域经济和全球经济一体化的框架中,国际间的商务活动和接触愈加频繁。国外著名跨国集团公司、金融机构、工商企业纷纷抢滩中国市场,在中国设立分支机构、分公司及合资企业,引发了新一轮对高素质复合型外经贸人才的需求:要求他们具备良好的英语听、说、读、写、译以及对外交流、沟通的能力,同时熟知外经贸专业知识及国际贸易惯例。所有这些对高等院校在人才培养方面提出了新的挑战,如何充分利用现有教育资源,培养大批社会急需的复合型商贸人才是我们所面临的重大研究课题。

目前,许多高等院校关于如何利用翻译技巧,准确处理商务资料,处理不同信息,进行商务谈判的书籍较少;从文化的角度向读者介绍商务沟通技巧,不同民族商务活动的差异、作用、影响等的实用书籍也不多;此外,随着现代商务活动国际化程度的不断提高,目前全国从事商务领域活动,包括财贸、金融、商务、经济、法律、外交等部门的专业人员和从业人员也越来越多,为了满足当前社会经济发展的需要,也为了满足高等院校师生及从业人员的需要,我们结合近年来国际商务(贸)活动发展趋势及具体案例,从现代商务结合国际贸易的基本原则,从实用的角度向读者推出了《21 世纪实用商务英语教程》(Know-How for 21st Century's International Business)丛书。该丛书为“高等教育百门精品课程教材建设计划一类精品项目”。

本套丛书分为八分册,依次为:《国际商务英语中级口语》、《商务旅游英语》、《商务英语写作技巧》、《外贸英文制单》、《商务英语听说》(上)、《商务英语听说》(下)、《国际商务英语谈判》、《电子商务英语》。

《国际商务英语中级口语》针对国际商务活动的各个侧面,提供了充分的素材,以使学生掌握真实的、准确的商务知识,并根据口语教学的特点,设置了不同类型的教学形式如热身训练、个人训练、双人训练、小组训练、班级训练等,通过语音练习、实践对话、话题讨论等活动,让学生切实学会在国际商务活动中用英语表达自己,与人交流。书后的参考译文与详解可以帮助学生更好地掌握课堂内容,提高口语表达能力。

《商务旅游英语》力求结合商务工作的实际需要,介绍与中国进行商务贸易的主要国家的风土人情,社交礼仪等,为商务旅游人士,从业人员更好地熟悉不同国家的风俗习惯,礼仪礼节起到引导和指南的作用。

《商务英语写作技巧》涉及国际贸易、国际企业管理和国际市场调研等方面的内容写作。其范文多选自真实的商务往来沟通和原版的英语商务书刊及较有影响的企业网站。



《外贸英文制单》完整而细致地描述了国际贸易中主要单据的种类、功能格式及内容,帮助学习者进一步掌握国际贸易单据缮制的要点,提高实际操作技能,为从事与国际贸易相关的工作打下坚实的基础。

《商务英语听说》(上、下两册)选材新颖,内容涉及日常商务活动的文化、贸易谈判、金融、信息、国际贸易等,具有知识性、实用性、可读性的特点。

《国际商务英语谈判》将外贸业务的基本环节和内容有机结合起来,集知识性、科学性、娱乐性于一体,图文并茂、重点突出、内容新颖。强调实践的重要性,全书始终贯彻以“操练”为主,所选编的语言材料,体现了商务谈判的基本要求以及中国加入 WTO 后与国际接轨的时代特征。

《电子商务英语》涉及电子商务的历史、发展和理论;电子商务企业对客户、企业对企业的运作流程,网上支付,网络安全,电子政务和电子商务的发展前景。

本丛书的作者均在高等学校、研究单位或公司工作,具有丰富的教学、研究和实践经验,其中有的同志在商贸界享有盛名,颇有建树,且编著过相关书籍。在编著该套丛书过程中,作者做了大量的市场调查和案头工作,力求使理论性、实用性、可读性有机结合。

该套丛书内容新颖、概念清晰、理论性和实用性强,通俗易懂、层次配套,其读者对象虽定位于高等学校商贸英语专业的学生,但对外贸易工作人员、商务管理人员、外企文员等,也大有裨益。相信该套丛书的出版,定会受到读者的欢迎。

由于商务英语具有极强的实践性、操作性,本套丛书在编写过程中,一方面力争使语言精炼、通俗易懂,同时体系完整,知识系统而全面;另一方面尽可能用图示和配光盘、课件等方法辅以文字说明来准确阐明国际商务的操作程序,以加深和巩固学习者的理解及记忆。2001~2002 年我们曾成功地策划和出版了《现代实用商务英语》丛书,该丛书有八册,依次为《商务跨文化交际》、《商务英语选读》、《国际商务英语初级口语》、《国际贸易结算》、《商务英语英汉口译》(该书已列入“十一五”国家级规划教材)、《国际贸易进出口实务》、《国际市场营销技术》、《商务合同写作及翻译》。这套丛书一经推出,立即受到大家的好评,这套丛书已重印多次,获得了很好的社会效益和经济效益。根据市场新的需求,和广大读者来信的迫切需要,我们又精心策划组织了《21 世纪实用商务英语教程》这套丛书。相信这套丛书的出版定会给广大读者带来新的喜悦和帮助。

编撰本套丛书又是一次新的尝试,因编写人员能力有限,难免在编写中出现一些疏漏或错讹之处,恳请读者同仁予以批评指正。

总主编 张立玉

2006 年 7 月于武昌珞珈山

## 前 言

自加入 WTO 以来,随着旅游贸易的迅速发展,中国逐步确立了旅游大国的地位。针对迅猛发展的旅游业和近年来出境游人数的不断攀升,我国旅游从业人员面临进一步提高业务素质的挑战,特别是涉外旅游综合知识亟待提高,以期更好地适应快速发展的境内外旅游的需要。

另一方面,中国人出境旅游的范围正在以前所未有的速度扩大。2001 年以前,中国的出境游目的地只有港澳地区和新马泰等东南亚地区。加入 WTO 后,中国公民可以组团前往的旅游目的地国家和地区已经达到了 64 个,范围从原来的港澳地区和新马泰扩大到亚洲、欧洲、澳洲、北美、南美和非洲的许多国家和地区。2004 年 6 月,非洲数个国家向中国开放;9 月,欧盟作为一个整体向中国开放,中国人赴欧旅游团成行;10~11 月,南美国家相继向中国开放;12 月 6 日,中美签订旅游合作谅解备忘录;12 月,中国公民德国自由行开始启动……

随着中国经济、贸易的进一步发展和国民收入的逐年提高,随着经济全球化进程的推进和对外扩大国际文化交流的需求,中国人的商务之旅无疑也会越来越频繁。

鉴于以上情形,许多高校和大专院校、高职高专纷纷开设旅游专业以及商务英语专业,以期培养一支高素质的商务、旅游专业人才队伍。

目前我国图书市场上涉及主要贸易国旅游介绍的一类英语图书、教材很少,或者仅限于英国、美国等国的介绍,对多数与中国贸易往来密切的国家综合旅游知识少有涉及。另外,现有的旅游英语教材或者以情景听说为主线,或者以介绍旅游理论与管理为主导,而缺少一本最实用的旅游知识读本。

商务人士如何了解东道国的吃、住、玩以及购物?如何加强对目标国文化的了解和学习,提高旅行效率?因此我们迫切需要一本介绍旅游国文化、风情、礼仪等实用知识的综合教材读本。

本书以知识性、实用性和趣味性为宗旨,为商务英语专业和旅游专业的学生、商务人士、白领、出国人员等提供了系统了解主要贸易国的文化、习俗等知识的窗口,让读者在享受阅读的同时,增加感性认识,体验异国文化,方便商务之旅。

本书涉及与中国贸易往来密切的 14 个主要国家。每个国家按 10 个不同的主题组织素材:国家概览、出发前准备、旅行安全、美食、住宿、出行方式、通讯、购物、必看景点、商务礼仪。信息实用,并附有相关练习。

本书主要针对高校在读的商务英语专业、旅游专业学生,是他们的首选阅读教材,还可以作为休闲旅游读物,面向旅游爱好者和英语爱好者。

本书参考了相关国家一些网站的资料和有关辞典及百科全书,结合中国的国情作了相



应改动。

由于编者水平有限,书中不妥之处在所难免,敬请批评指正。

编 者

2006 年 5 月

## 已出版书目

现代实用商务英语丛书 (丛书主编 张立玉)

- 商务跨文化交际
- 商务英语选读
- 国际商务英语初级口语
- 国际贸易结算
- 商务英语英汉口译（普通高等教育“十一五”国家级规划教材）
- 国际贸易进出口实务
- 国际市场营销技术
- 商务合同写作及翻译





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## Unit 1 Trip to Japan

### Section 1

#### Quick Facts

**Whole Name of the Country** Japan

**Capital City** Tokyo

**Largest City** Tokyo

**National Day** February 11

**Area** 377,835 square kilometers, with land 374,744 square kilometers, water 3,091 square kilometers and coastline 34,300 kilometers

**Currency** Japanese Yen (JPY)

**Exchange Rate** RMB against Japanese Yen: 1.00 CNY  $\approx$  14.709 JPY

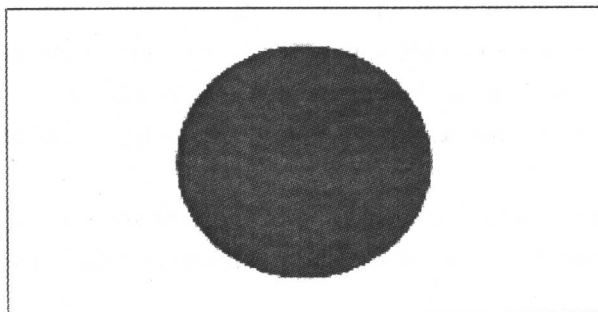
Japanese Yen against RMB: 1.00 JPY  $\approx$  0.067 CNY

US Dollar against Japanese Yen: 1.00 USD  $\approx$  117.285 JPY

Japanese Yen against US Dollar: 1.00 JPY  $\approx$  0.008 USD

#### National Flag

The national flag of Japan, known as Nisshōki (日章旗) or Hinomaru (太阳旗) in Japanese, is a base white flag with a large red disc in the centre.





## Country's Map



### Brief Introduction

While retaining its time-honored culture, Japan rapidly absorbed Western technology during the late 19th and early 20th centuries. While the emperor retains his throne as a symbol of national unity, actual power rests in networks of powerful politicians, bureaucrats, and business executives.

Japan has a population of over 120 million, and almost the whole population is Japanese. More than half of the non-Japanese population is Korean. Linguistically, it is a nearly homogenous nation, with more than 99% of the population using the same language. This means that the Japanese language is the sixth most spoken language in the world. However, the language is spoken in scarcely any region outside Japan.

Mountains, hills and forests cover over two thirds of Japan, while residential and industrial areas account for less than ten percent of land area. This is a little known fact among foreigners, who tend to visit mainly the heavily urbanized and industrialized regions around Tokyo and Osaka and along the coasts. Ranging all the way from sub-arctic Hokkaido to sub-tropic Okinawa, the Japanese archipelago exhibits a large variety of flora and fauna.

Spring is often said to be the ideal time of the year for visiting or traveling around Japan and people enjoy the beauty of the cherry blossoms called "sakura" that are regarded as the symbol of Japan.

## Location

Japan is a country in East Asia. Japan's closest neighbors are Korea, Russia and China. The Sea of Japan separates the Asian Continent from the Japanese archipelago. Four large islands (Hokkaido, Honshu, Kyushu, and Shikoku 北海道、本州、九州、四国) and thousands of smaller ones make up Japan. More than 120 million people are crowded on these islands, making Japan one of the most densely populated countries in the world. Japan's area is larger than, for example, Germany's and comparable to the one of Italy or California.

## Terrain and Climate

More than 50% of the area of Japan is mountainous and covered by forests. There are many volcanoes in Japan because the country lies in an area where several continental plates meet. A positive side effect is a large number of hot springs. The most famous volcano is Mt. Fuji, which is the highest point of Japan and one of the most beautiful mountains in the world.

Japan is basically temperate and moist and has four distinct seasons. In spring, the weather is changeable with little rain but warm. The hottest months are generally July and August and the temperature of most areas is above 20 degrees Centigrade. Autumn comes with fine weather, but there is frost in autumn from the beginning of September to the first ten days of October, and the typhoon is frequent and often with storms. The coldest months are generally January and February with the average temperature above 0 degree Centigrade except the north of Honshu and Hokkaido where it is under 0 degree Centigrade. It snows a lot on the Sea of Japan side with little sunshine and moist air, while it is fine and dry on the Pacific Ocean side.

## Geographic Regions

Japan is divided into the following eight regions: Hokkaido, Tohoku, Kanto, Chubu, Kinki, Chugoku, Shikoku and Kyushu.

The region is not an official administrative unit, but has been traditionally used as the regional division of Japan in a number of contexts: for example, maps and geography textbooks divide Japan into the eight regions, weather reports usually give the weather by region, and many businesses and institutions use their home region as part of their name (Kinki Nippon Railway, Chugoku Bank, Tohoku University, etc.). While Japan has eight High Courts, their jurisdictions do not correspond to the eight regions.

## Time Zone

Japan Standard Time is 9 hours ahead of Greenwich Mean Time (GMT +9). Japan Time is 1 hour ahead of China Time; that is, you have to set your watch one hour fast.



## Section 2

### Before You Go

#### Things to Take

If you go to Japan in summer, you should wear the lightest clothes. In winter, you should prepare for a thick jacket, scarf, gloves and boots. Sunglasses and caps are needed both in summer and winter. In spring and autumn you can have light jackets and light sweaters. Besides, you'd better take an umbrella, slippers and relevant articles for hot springs in Japan. Carry packets of disposable tissues with you; many restaurants don't provide napkins, and public restrooms don't always provide toilet paper.

If you are going to move around Japan with your luggage, it is essential to pack lightly. Because there is little room for large suitcases on trains, many station platforms are not equipped with escalators or elevators, and you will frequently have to rely on coin lockers(投币存包柜), which are not always available in large formats.

Coin lockers come in various sizes and can be found at virtually every train station and at the entrances to some tourist attractions. The cost of coin lockers is typically 300 yen for small lockers, 400 yen for medium lockers and 500 yen for large lockers per day. Lockers are emptied by station staff after three days. Always keep some 100 yen coins with you, if you are a frequent user of coin locker.

#### Tourist Information Service

The Tourist Information Center (TIC) of Japan National Tourist Organization is your helping hand while in Japan. Its services range from providing travel information and free literature on Japan to offering suggestions on tour itineraries. Reservations, however, are not handled there. Its address is 10 Fl., Tokyo Kotsu Kaikan Bldg., Yurakucho, Chiyoda-ku, Tokyo; its telephone number is (03) 3201-3331 and the office hours from 9 a. m. to 5 p. m. every day year-round.

**“i” Tourist Information Offices** The Information System “i” has been set up especially to assist travelers who are visiting Japan from abroad. There are 120 “i” (Tourist Information System) offices scattered all over the country, usually located in or near major train stations, or in town centers (look for an establishment with a red question mark with the word “information” underneath). Each center provides information relevant to its local tourist sites.

#### Plan Your Accommodation

To find a Japanese budget hotel, you can consult the guidebooks and scan some websites. The websites offer materials of all kinds of hotels in all parts of the country of



Japan in English. You can limit the place, guestroom kind and price range you want in choosing the fence, in order to obtain the details of the hotel. What makes you satisfied even more is that they also offer service of booking the guestroom for foreign visitors, and it is very convenient.

Generally speaking, the Japanese budget hotels all have their guests share the bathrooms; the price of Japanese hotels where the guests have bathrooms encloses is relatively high. If you need a bathroom in the guestroom, you may book through the travel agency and save some expenses.

## Passports and Visas

Any foreign visitor who wishes to enter Japan must have a passport, which will remain valid during the period of stay. Nationals of countries that do not have "Reciprocal Visa Exemption Arrangements" with Japan must obtain a visa.

A Temporary Visitor's Visa is usually required as permission to stay in Japan for a period of up to 90 days for non-remunerative activities such as sightseeing, participating in amateur sports, visiting relatives, taking inspection tours, participating in lectures or research, attending conferences, making business contacts or other similar activities. Needless to say, the Temporary Visitor's Visa cannot be used for any remunerative purposes, which involve profit making or payment acceptance within Japan by the visitor.

**Apply for a Visa** To apply for a visa, the applicant must apply in person to a Japanese Embassy or a consulate, usually in his or her home country. The following documents must be submitted whatever the purpose of visit you are going to make: valid passport; two passport photos taken within the six months previous to the date of application; two official visa application forms, available at the embassy or consulate; documents certifying the purpose of the visit.

As the type of documents required for the application may differ according to the purpose of your visit, the applicant is advised to check with the Japanese Embassy or consulate beforehand.

## Health and Travel Insurance

A small medical kit can save you the problem of running around a foreign city and looking for items that are a lot easier to find at home. Things you might consider including in your kit are: band-aids or bandages, aspirin, antihistamines, medicine for stomach problems and severe diarrhea, calamine lotion, a small set of scissors, lip balm, insect repellent and sunscreen.

There are many good reasons to have travel insurance — unexpected events, unfamiliar environment, traveling at odd hours, and language issues, just to mention a few. So traveling abroad certainly should add a guarantee to yourself. If you have already handled the personal insurance, you can get company consultation that can be insured to



you. If not, you can inquire each insurance company. If you forget to buy tourist insurance, you can go to the counter of insurance company of the airport to handle.

### **Electric Power**

The voltage throughout Japan is 100 Volt. The frequency of electric current is 50 Hertz in Eastern Japan (including Tokyo, Yokohama, Tohoku, Hokkaido) and 60 Hertz in Western Japan (including Nagoya, Osaka, Kyoto, Hiroshima, Shikoku, Kyushu), however this frequency difference affects only sensitive equipment.

If you use electronic items such as hair dryers, travel irons and electric shavers, they should be adaptable, or you need transformers.

Japanese outlets or plugs are two pronged (2 flat legs). If you have a three-prong or round leg plug on your appliance, it will not fit into a standard Japanese outlet, as these only have two holes. Then you need a plug adapter.

## **Section 3**

### **Safety in Japan**

Japan had a worldwide reputation for being such a safe country that there used to be a saying that "water and safety are free" in Japan. Regrettably, the amount of crime in Japan has been increasing the past several years following the worsening of the Japanese economy.

#### **Safety at Night**

In particular, the urban amusement quarters that are said never to sleep, all-night convenience stores, and other vulnerable spots have become the scenes of recurring crimes. Don't be back late in the evening or go out with company in case of emergency.

#### **Safety Procedures**

Koban (police boxes) are located near large intersections and in front of train stations, and the policemen stationed there monitor the neighborhood and give directions to people asking for information. They also patrol local neighborhoods late at night and rush to any scenes of trouble that may occur.

There are also numerous large and small security companies, and their personnel guard and monitor banks and other financial institutions, large corporations, stores, and so on, thus playing a key role in curtailing crime.

Through these and other efforts, Japan's crime rate is still very low compared to rates in most other countries. There have been no major terrorist incidents in Japan



since 1995. But of course, you should take care wherever you go.

### Be Cautious When Driving

Driving in Japan is on the left, which is opposite to driving in China. The visitors to Japan for the first time must be very careful about the direction of the traffic. Don't make mistakes while crossing the streets!

## Section 4

### Food in Japan

Once known in the West either in the form of "sukiyaki" or the more exotic "sushi", Japanese cuisine has in recent years become much more familiar and appreciated around the world. Many visitors to Japan will have already sampled the pleasures of raw fish or batter-fried shrimp. But few first-time visitors to Japan are prepared for the variety and richness of Japanese food, as it is traditionally prepared. Eating in Japan is an experience to be enjoyed and remembered fondly for the rest of your life.

Visitors are encouraged to try the local delicacies while visiting.

### Typical Japanese Food

The typical Japanese meal consists of a bowl of rice (gohan), a bowl of miso soup (miso shiru), pickled vegetables (tsukemono) and fish or meat. While rice is the staple food, several kinds of noodles (udon, soba and ramen) are cheap and very popular for light meals. As an island nation, the Japanese take great pride in their seafood. A wide variety of fish, squid, octopus, eel, and shellfish appear in all kinds of dishes from sushi to tempura.

**Rice** Sticky, short-grained rice is the staple food in Japan. Rice is also used to make mochi (rice cakes), senbei (rice crackers) and sake (rice wine). Rice can also be cooked with red beans (sekihan), seafood and vegetables (Takikomi gohan) or as a kind of watery porridge seasoned with salt (kayu) which is very popular as a cold remedy. Onigiri are rice balls with seafood or vegetables in the middle, usually wrapped in a piece of dried seaweed (nori). They are traditionally part of a packed lunch or picnic. Individually wrapped onigiri, usually a triangular shape, make a good snack and are available at convenience stores.

**Udon and Soba** are two kinds of Japanese noodle. Soba(荞麦面) is made from buckwheat flour and Udon(乌东面) from wheat flour. They are served either in a broth or dipped in a sauce, and are available in hundreds of delicious variations.

**Soy Products** The humble soybean (daizu) is used to make a wide variety of





foods and flavourings. Soybeans and rice are used to make miso, a paste used for flavouring soup and marinating fish. Together with soy sauce (shoyu), miso is a foundation of Japanese cuisine. Tofu is soybean curd and a popular source of protein, especially for vegetarians.

## Popular Dishes

**Sukiyaki**(寿喜烧) is prepared right at the table by cooking thinly sliced beef together with various vegetables, tofu and vermicelli.

**Tempura**(天麸罗) is food deep-fried in vegetable oil, after being coated with a mixture of egg, water and wheat flour. Among the ingredients used are prawns, fish in season and vegetables.

**Sushi**(寿司) is a small piece of raw seafood placed on a ball of vinegared rice. The most common ingredients are tuna, squid and prawn. Cucumber, pickled radish and sweet egg omelet are also served.

**Sashimi**(生鱼片) is sliced raw fish eaten with soy sauce.

**Yakitori**(炸鸡肉串) is made up of small pieces of chicken meat, liver and vegetables skewered on a bamboo stick and grilled over hot coals.

**Tonkatsu**(炸猪排) is a deep-fried pork cutlet rolled in breadcrumbs.

**Shabu-shabu**(涮牛肉片) is tender, thin slices of beef held by chopsticks and swished in a pot of boiling water, then dipped in a sauce before being eaten.

**Okonomiyaki**(薄烤饼) Diners sit around a table which has a hot plate in the centre, they choose a mixture of meat, seafood and vegetables to fry up in a cabbage and vegetable batter to make an okonomiyaki omelette style meal.

## Drinks

Japanese beer brands such as Kirin(麒麟), Asahi(朝日) and Sapporo(札幌) are known worldwide. The major breweries produce several top-selling beers, such as Asahi's Super Dry (the No. 1 beer in Japan). The major breweries also produce other alcoholic beverages such as whisky, wine and soft drinks.

There are a variety of different places to go out for a drink. Most are also places to eat as the Western idea of the stand-up pub is relatively new to Japan.

Shochu is most commonly drunk in a mixture with ice and things like oolong tea (oolon-hai) or citrus juices (lemon-hai). These drinks are available in cans. Ready-made cocktails have also become popular recently. Whisky and other distilled liquors tend to be popular among middle-aged men.

## Restaurants

There are many different types of Japanese restaurants and most of them specialize in different types of food. For example, there are restaurants that specialize in serving