

◎ 普通高校专业英语教程系列

旅游专业英语 实用教程

第
二
版



马 飞 司爱侠 编著



清华大学出版社

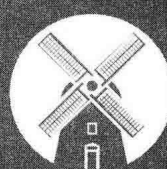
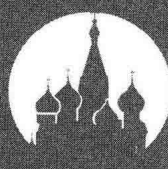
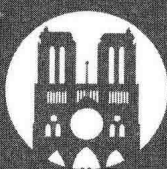
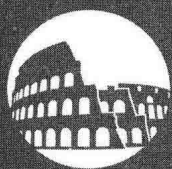
◎ 普通高校专业英

旅游专业英语 实用教程

第二版

中文样本图书

马 飞 司爱侠 编著



清华大学出版社

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内 容 简 介

本书是“普通高校专业英语教程系列”中的一本，为切实提高读者的专业英语能力而设计。

本书分13个单元，每个单元包括对话、阅读、词汇、缩略语、难句讲解、习题、技能训练、旅游小百科、著名景点介绍等。本书还提供配套的音频，能够帮助提高读者的听说能力。

本书既可作为高等本科院校、高等职业院校旅游相关专业的专业英语教材，也可以作为旅游从业人员自学或者相关行业的培训教材。

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序

我国人才发展总体目标是：培养造就规模宏大、结构优化、布局合理、素质优良的人才队伍，确立国家人才竞争比较优势，进入世界人才强国行列。努力造就数以亿计的高素质劳动者、数以千万计的专门人才和一大批拔尖创新人才，建设规模宏大、结构合理、素质较高的人才队伍。开发人才资源必须优先发展教育。要通过发展各级各类教育创造丰富的人力资源，努力构建人人享有学习和成才机会的学习型社会。这些目标既指明了我国人才培养的方向，也指明了我国英语教育的发展方向。

随着全球化的不断发展，我国的英语教育规模不断扩大，也取得了显著的成就，但同时也面临着许多新的课题。英语教育的根本目标是培养人，培养各行各业人员实际应用英语的能力，使英语成为提高人才能力的助推器。随着英语基础教学水平的日益提高，市场对从业人员英语运用能力要求的不断攀升，专业英语教学得到空前的重视。尽管英语教学界对此还有种种争论，但现实却无视这些争论，“看不见的手”有力地推动了专业英语教学的进程；各个高校专业英语课程越开越多，社会上各种专业英语培训班日益火爆，从业人员急切地自我充电。正是为了满足这些需要，我们编写了这套“普通高校专业英语教程系列”。

本丛书主要遵循以下原则：第一，实用。我们在兼顾理论体系完整性的同时，尽可能多地从应用角度取材。读者在学过本丛书后，会感觉工作中的材料就像是本书的一个单元；第二，新颖。我们对各专业的最新发展都给予充分的关注；第三，本丛书以网络学习理念为指导，构筑开放、互动的教学体系。作者在本书的前言中留有电子邮件地址，读者在学习中遇到问题可以与作者及时联系。我们希望通过与读者的互动，努力把本丛书打造成精品系列教材。

本丛书的作者都是在教学一线的优秀教师，有着丰富的教材编写经验，其中一些作者还有从事行业工作的实际经历。因此，本套教材更加贴近读者。

本丛书既可作为普通高校专业英语教材，也可作为相关行业的各种短期培训班使用，个人也可以使用本丛书作为工作充电使用。

由于时间仓促，编者水平有限，书中难免有疏漏和不足之处，恳请广大读者和同行提出宝贵意见，以便再版时进行修正。

司爱侠

第二版前言

本书自第一版出版以来，深受广大读者的欢迎，被许多学校选作教材。在此，编者对读者的厚爱致以衷心的感谢。本次修订内容如下：

1. 修正了第一版中的个别错误。
2. 新增附录 1，包括全书的词汇。读者既可用于记忆单词，也可作为小词典长期使用。
3. 新增附录 2，包括导游员和中级导游员英语考试模拟题。读者可借此了解此类考试的题型和难度，也可通过自测评价自己的水平。
4. 制作了配套的音频，读者可以从出版社网站下载。编者相信此举对提高读者的听说能力大有裨益。

本书由马飞和司爱侠担任主编，张强华、张千帆参加部分编写工作。

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编 者

第一版前言

对于旅游从业人员而言，专业英语水平的重要性不言而喻。专业英语的水平直接关系到专业能力及业务水准，最终影响事业成就。本书的目的在于提高读者专业英语实际使用的能力。

本书在结构上以单元为单位，每单元由以下几部分组成：对话——注重实用性，每篇对话围绕一个主题，内容简单且易上口；课文——选材广泛、风格多样、切合实际；单词——给出课文中出现的新词，读者由此可以积累旅游专业的基本词汇；词组——给出课文中的常用词组；缩略语——给出课文中出现的、业内人士必须掌握的缩略语；难句讲解——讲解课文中出现的疑难句子，培养读者的阅读理解能力；习题——可有效巩固学习成果；技能训练——包括实用口语句型背诵、实用表格填写以及实用写作；旅游小百科——介绍一些旅游方面的知识；著名景点介绍——介绍中外著名景点，进一步扩大读者的视野。

本书选材新颖，包含大量的实用内容，让读者可以学习到目前最常用的、最新的基本知识，以便学以致用。

本书提供电子教案及参考答案，读者可以在清华大学出版社网站（www.tup.com.cn）下载。

本书既可作为高等本科院校、高等专科院校旅游相关专业的专业英语教材，也可作为从业人员自学或者相关行业的培训教材。

编 者

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Unit 1

Introduction to Tourism Industry

Part One Dialogues



Sample Dialogue 1

 **Situation ►** Jack has just come back from China and he is talking with Lily about his travel.

Lily: Hi, Jack. I haven't seen you for a long time. How is it going?

Jack: I've just come back from China. It is really an exciting trip.

Lily: Really? That must be very interesting.

Jack: You are right. As I recall these good memories, once again I have the pleasure of the past experience.

Lily: Traveling seems to appeal to you wonderfully.

Jack: Yes. It broadens my perspective and I can learn a lot from it.

Lily: But travel is costly. I can't imagine a person working hard the whole year and then spending his savings within a couple of days just for seeing landscape and meeting people of different colors and races.

Jack: I agree with you on that, but we can choose a cheaper way of traveling.

Lily: I'm afraid I can't afford long trip with my salary. If I work in a travel agency, I could find some chances to travel cheaply or even without pay.

Jack: Good idea. Why not give it a try?



Sample Dialogue 2

Situation ► Lily Lee is going to graduate from her university and now she is having an interview for a tour guide at a travel agency.

- **Interviewer:** Good morning, Miss Lee.
- **Lily:** Good morning!
- **Interviewer:** Please take a seat. I see you are studying Travel and Tourism. Could you tell me why did you choose this major?
- **Lily:** Well. I love traveling and this major will enable me to see the world.
- **Interviewer:** Good idea. Do you have any real experience of being a tour guide?
- **Lily:** Yes. I have been a part-time tour guide for almost three years. And I even guided the foreign guests to Xi'an, Beijing and Luoyang.
- **Interviewer:** Impressive experience. What do you think of the work of being a tour guide?
- **Lily:** It is hard work, but rewarding, and the potential for advancement is very likely for the dedicated and determined employee.
- **Interviewer:** Wonderful point. I can't agree with you any more. OK. You will get a reply in a couple of days.
- **Lily:** I'm looking forward to a positive reply. Thank you very much.
- **Interviewer:** You are welcome.

Useful Expressions

1. I went on a package tour.
我参加的是一个旅行社代办的旅行。
2. What famous sights have you been to?
你去了哪些著名的景点?
3. It is really a wonderful experience to see Paris with your own eyes.
用自己的眼睛去看巴黎真是绝妙的经历。
4. Could you give a brief introduction of yourself?
请简单地介绍一下你自己。
5. I major/specialize in Tourism English.
我的专业是旅游英语。
6. I'm from Xi'an, Shaanxi. / I come from Xi'an, Shaanxi.
我来自陕西西安。

Task Dialogue 1

Situation ► Sam has just traveled around Europe, and he is talking with his best friend Lucy about his experience.

Task Dialogue 2

Situation ► You are the manager of Personnel Department of a Travel Agency, and you are interviewing a new graduate.

Part Two Text A

Tourism Industry

Tourism is a distinctly modern phenomenon. Historians have traced the emergence of tourism to industrial England, attributing its growth to the burgeoning of a “middle class” and the availability of inexpensive modes of transportation such as trains, automobiles and steamships. With the post-WW II establishment of commercial airlines and the subsequent development of jet aircraft, the sphere of tourism rapidly expanded to a global scale.

After so many years’ development, the tourism is now viewed as one of the most important and fastest growing industries in this rapidly changing world, which generates more jobs and benefits more people than most other industries throughout all levels of local, national, regional and international economies.

There are quite a few reasons that contribute to its rapid development and reversibly it also benefits the society greatly.

First, tourism is a great source of tax revenue. Often the public is not aware of how much tax revenue the tourist industry generates. Every time a tourist buys a product and pays a sales tax, he (or she) is adding extra money to that city’s or state’s coffers with minimal use of city facilities. In communities where there is a motel or hotel or restaurant tax, this effect is even greater.

Second, this industry accounts for more than \$3 trillion in global spending every year and employs about one out of every ten workers in the world. The World Travel and Tourism Council (WTTC) expects 119.5 million new jobs world wide between now and 2015. Therefore it has become one of the world’s foremost economic activities.

Third, it stimulates enormous investment in infrastructure, most of which helps to improve the living conditions of local people as well as tourists. Most new tourism jobs and business are created in the developing countries, helping to equalize economic opportunities and keep rural

residents from moving to overcrowded cities.

Fourth, tourism is a multi-faceted industry, which is supported by many other smaller industries such as accommodations, travel agencies, convention facilities, casinos, restaurants, libraries and education. Tourism also has an especially strong dependency on culture-based industries such as museums and arts, gaming, movies and cultural heritage resources. The way that tourism impacts on the community's economic well-being is by the amount of money it generates for a host of secondary or support industries. For example, tourists may contribute an extra 10% to a gas station's or restaurant's business. At times, this extra income may make the difference in that business showing a profit or a loss.

Fifth, a tourism industry with a cultural basis is expected to become the strongest industry in the region. A graft between tourism and cultural resources produces synergetic exchange of resources. Taking Republic of Korea (hereinafter referred to as Korea) for example, Korea's image abroad was improved by the 2002 World Cup and by its outstanding IT industry. These cultural and industrial factors are not only affecting tourism and cultural development, but also serving as an economic growth engine in other industries by upgrading brand value of Korean products. It is believed that a country's competitiveness can be determined by its cultural creativity and cultural infrastructure, which can be incorporated with tourism and other industries.

Another important reason for further developing tourism in a country is that there is a great need for leisure and cultural activities to improve the quality of life. The domestic tourism climate needs to be improved to match the increased incomes of the people and an increase of leisure time due to introduction of the five-day workweek. Tourism and cultural activities are directly related to quality of life, they are diversifying to fulfill tourist needs and they need rapid, continuous growth in the near future.

Last, the effect of multiplier effect is also a great contribution to the local economy. The multiplier effect is a concept, which has been borrowed from Economics, and used within the tourist industry. It is an effect in which an increase in spending produces an increase in national income and consumption greater than the initial amount spent. Simply stated, the multiplier effect signifies that every dollar spent by a tourist circulates in the community a number of additional times before it leaves the community. For example, if a tourist spends a dollar on an attraction, then part of that dollar pays an attendant's salary. The attendant then may use his portion of that same dollar to buy food at the local supermarket. There is no one magic number for how many times the multiplier effect works until the dollar leaves the community, however, common estimates range from 3 to 7 times.

As a result, tourism has been seen as the economic cornerstone of many communities around the world. While a thriving tourism industry can provide a better livelihood for local people, it should not, and cannot, be at the expense of the environment and local culture. Hence sustainable tourism is put forward in an aim to avoid the threats it poses. Sustainable tourism, in its purest sense, is an industry which attempts to make a low impact on the environment and local culture, while helping to generate income, employment, and the conservation of local ecosystems. It is

responsible tourism that is both ecologically and culturally sensitive.

At the new millennium, tourism is firmly established as the number one industry in many countries and the fastest growing economic sector in terms of foreign exchange earnings and job creation. International tourism is the world's largest export earner and an important factor in the balance of payments of most nations. And as well intercultural awareness and personal friendships fostered through tourism has become a powerful force for improving international understanding and contributing to peace among all the nations of the world.



New Words

tourism ['tuərizm] *n.* 旅行, 旅游, 观光

distinctly [di'stiŋktli] *ad.* 清楚地; 明显地; 截然不同地; 独特地

phenomenon [fə'nɒmɪnən] *n.* 现象

emergence [i'mə:dʒəns] *n.* 出现

convergence [kən'və:dʒəns] *n.* 会聚, 集中

burgeon ['bɜ:dʒən] *vi.* (迅速) 成长, 发展

availability [ə'veilə'biliti] *n.* 可用性; 有效性; 实用性

inexpensive [inɪk'spensɪv] *a.* 便宜的, 不贵的

mode [məʊd] *n.* 方式, 模式; 样式

transportation [trəns'pɔ:t'eɪʃən] *n.* 运输, 运送

establishment [i'stæblɪʃmənt] *n.* 建立, 成立

subsequent ['sʌbsɪkwənt] *a.* 随后的, 后来的; 继起的

sphere [sfɪə] *n.* 领域; 范围

expand [ɪk'spænd] *vi.* 扩大

global ['gləʊbəl] *a.* 球形的; 全球的, 全世界的

scale [skeɪl] *n.* 范围; 比例

industry ['ɪndəstri] *n.* 工业; 企业

regional ['ri:dʒənəl] *a.* 地区性的, 地域性的

reversibly [ri've:sɪbli] *ad.* 可逆地

benefit ['benɪfɪt] *vt.* 有益于, 有助于

generate ['dʒenəreɪt] *vt.* 产生, 创造

revenue ['revənju:] *n.* 国家的收入; 税收

coffer ['kɒfə] *n.* 保险箱

facility [fə'sɪlɪti] *n.* (常作 facilities) 设施, 设备

motel [məʊ'tel] *n.* 汽车旅馆

community [kə'mju:nɪti] *n.* 社区; 团队

employ [ɪm'plɔɪ] *vt.* 雇用; 用, 使用

foremost ['fɔ:məʊst] *a.* 最重要的; 主要的

stimulate ['stɪmjuleɪt] *vt.* 刺激, 激励

infrastructure ['ɪnfɹə'strʌktʃə] *n.* 基础设施, 基础建设

investment [ɪn'vestmənt] *n.* 投资

equalize ['i:kwəlaɪz] *vt.* 使相等; 补偿

culture-based ['kʌltʃə beɪst] *a.* 基于文化的

museum [mju:'zi:əm] *n.* 博物馆, 博物院

multi-faceted ['mʌlti 'fæsɪtɪd] *a.* 涉及多方面的

catering ['keɪtərɪŋ] *n.* 公共饮食业

entertainment [entə'teɪnmənt] *n.* 款待; 娱乐; 娱乐表演

recreation [ˌrekri'eɪʃən] *n.* 消遣; 娱乐

accommodation [ə,kɒmə'deɪʃən] *n.* 膳宿

casino [kə'si:nəu] *n.* 娱乐场; 赌场

heritage ['herɪtɪdʒ] *n.* 遗产; 继承权; 传统

gaming ['geɪmɪŋ] *n.* 赌博; 赌胜负

well-being [wel'bi:ɪŋ] *n.* 康乐, 安宁; 福利

graft [grɑ:ft] *n.* 嫁接; 移植

engine ['endʒɪn] *n.* 发动机; 机车, 火车头

upgrade ['ʌp,greɪd] *vt.* 使升级; 提升

brand [brænd] *n.* 商标, 牌子

creativity [kri:ei'tɪvəti] *n.* 创造力; 创造性

synergetic [sɪnə'dʒetɪk] *a.* 协同的, 协作的; 协同作用的

incorporate [ɪn'kɔ:pəreɪt] *vt.* 合并; 一体化

domestic [də'mestɪk] *a.* 家庭的; 国内的

improve [ɪm'pru:v] *vt.* 改善, 改进

match [mætʃ] *vt.* 匹配, 相配

diversify [daɪ'və:sɪfaɪ] *vt.* 使多样化; 变化

signify ['sɪnɪfaɪ] *vt.* 表示; 意味

fulfill [ful'fɪl] *vt.* 履行; 实现; 完成 (计划等)

contribution [ˌkɒntri'bju:ʃn] *n.* 贡献; 捐献

concept ['kɒnsept] *n.* 观念; 概念

income ['ɪnkʌm] *n.* 收入, 收益

consumption [kən'sʌmpʃən] *n.* 消费

initial [ɪ'niʃəl] *a.* 最初的; 词首的

attendant [ə'tendənt] *n.* 服务员

tourist ['tuəɪst] *n.* 旅行者, 旅游者

cornerstone ['kɔ:nə,stəʊn] *n.* 基础; 基石

thrive [θraɪv] *vi.* 兴旺, 繁荣

livelihood ['laɪvlɪhʊd] *n.* 生活, 生计

environment [ɪn'veɪrənmənt] *n.* 环境; 外界

employment [ɪm'plɔɪmənt] *n.* 雇用; 工作; 职业

sustainable [sə'steɪnəbl] *a.* 可持续发展的

conservation [ˌkɒnsə'veɪʃən] *n.* 保护; 保持; 保存

ecosystem ['i:kəʊ,sɪstəm] *n.* 生态系统

ecologically [i:kə'lɒdʒɪkli] *ad.* 生态地

sensitive ['sensətɪv] *a.* 敏感的; 灵敏的

millennium [mɪ'lenɪəm] *n.* 一千年

foster ['fɒstə] *vt.* 养育, 培植; 促进



Phrases and Expressions

attribute... to... 归因于

view as 认为; 把……看作是

contribute to 贡献

commercial airlines 商业航空公司

jet aircraft 喷气式飞机

account for 说明……的原因

be aware of 知道, 明白; 意识到

tax revenue 税收