

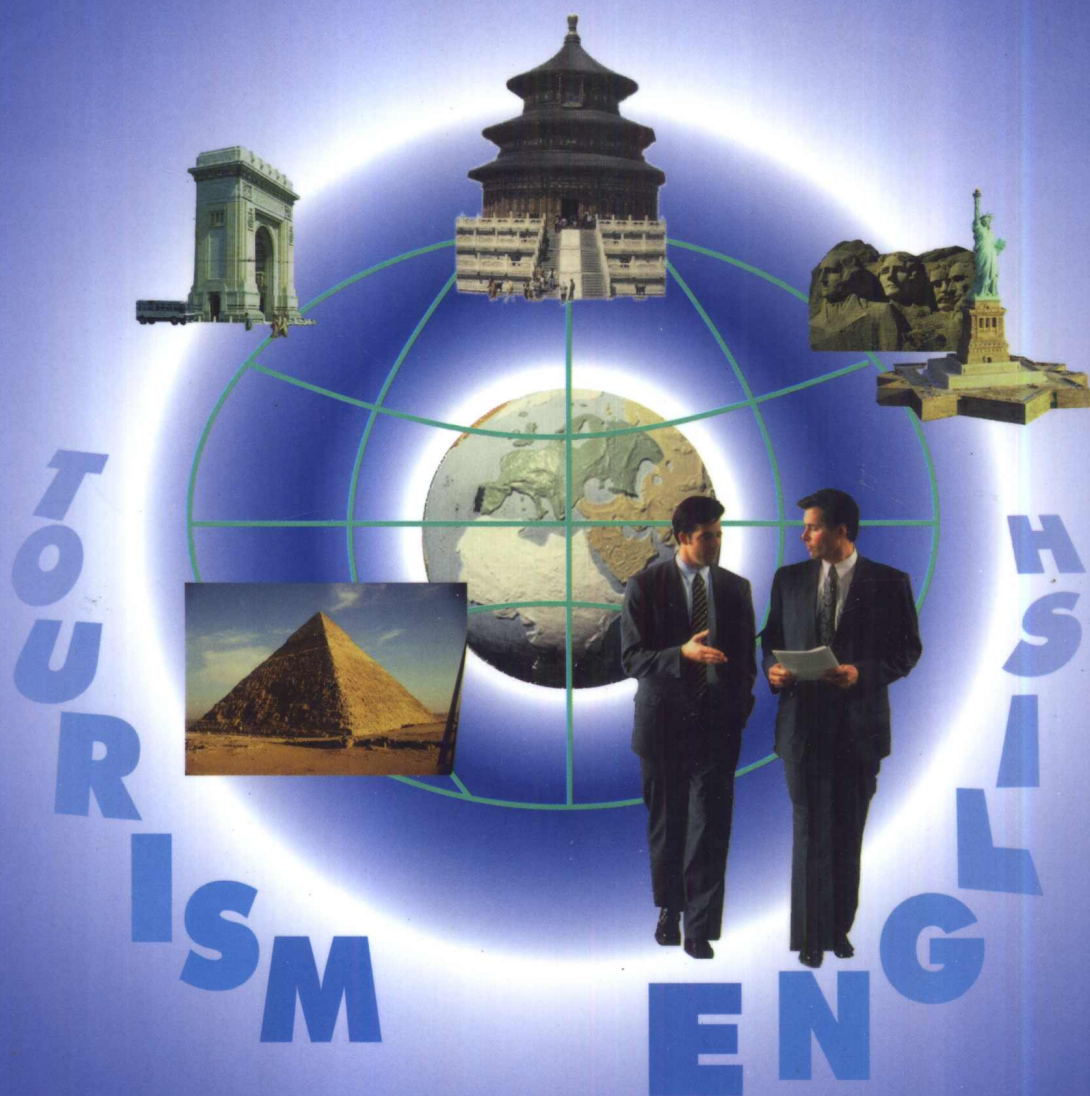
高等院校旅游专业系列教材

# 旅游英语



(高级)

段开成 编著



南开大学出版社

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南开大学出版社

天 津

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# 前 言

《旅游英语(高级)》是国内首本集旅游英语实用口语、旅游英语专业文献阅读、旅游专业英中口笔翻译、旅游英语应用文写作于一体的综合性专业教材,适用于旅游管理专业高年级学生、旅游业管理人员、旅游英语自学人士。全书共分 21 课,每课均有中英交际文化对比、中英语言对比、中英口笔翻译技巧对比、英语写作知识等方面的介绍短文(详细情况,请参见本教材的英文前言)。本教材力求作到基础与专业相结合、知识与技能相结合,介绍国际旅游新动态、全面提高学生旅游英语综合交际能力,培养旅游业跨世纪人才。

对于使用本教材的旅游管理专业本科英语教师,编者建议:切勿机械地采用传统的精读课或四、六级统考的教学方法来讲授本教材,而应根据本校旅游管理专业的培养目标、旅游业的实际发展状况、学生的英语水平以及对旅游业现状的了解程度和实际需要,来确定本教材使用时间长度(一般应为一学年);灵活地使用本教材,在教学中对本教材的各种内容进行适当的删减或增加,特别要增加一定量的听力练习,以弥补本教材的不足;采用以学生为主的交际教学方法,精讲多练,充分发挥学生的主观能动性,让学生多读、多想、多问、多做,以达到全面提高学生的英语实际应用水平。

本书在写作过程中,参阅了大量的旅游管理专业教材和著作(详见参考文献),并得到南开大学出版社编辑同志,特别是孙淑岚同志的大力帮助和支持,以及南开大学旅游英语专家的认真审校,在此表示衷心的感谢。

由于时间仓促,水平所限,书中难免有不当与疏漏之处,希望同行与读者批评指正。

编者

1998 年 8 月

于深圳华侨城暨南大学中旅学院

## Preface

**TOURISM ENGLISH (Advanced)** is intended for junior and senior college students majoring in tourism management. Since most colleges require that tourism management students obtain CET Band 6 certificate upon graduation, students will have passed CET Band 4, or even Band 6 by the time they start the third year of their college study. These junior and senior college students are supposed to have a good command of the basic English knowledge and skills (including listening, speaking, reading, writing, and translating and interpreting). This textbook is designed to further increase the students' overall competence in English as it is used in the travel and tourism industry, including their ability and proficiency as required of the professionals in tourism to read and comprehend tourism literature, to engage in fluent and understandable oral English communication, to compose practical writing assignments, and to do written translation and oral interpretation between English and Chinese. This textbook can also be of great help to those self-taught and tourism professionals to further increase their English competence.

For the English majors, listening and speaking, reading, writing, translation, and interpretation are separate courses, but for tourism management majors it is impossible for the school to open so many English courses, especially during the last two years of their college life. The present textbook is designed to cover all these important skills of English study in a holistic way in each lesson focused on an important theme in tourism, while striving for the authenticity of the materials, and the practicality of the exercises. In following and studying the lessons of this textbook, the students can hopefully achieve overall English competence in English listening, speaking, reading, writing, translating and interpreting.

The textbook consists of 21 lessons with each lesson divided into 4 parts: tourism literature and reading comprehension, spoken English in tourism, translation and interpretation, and writing. It can be used in the tourism English course for junior or senior college tourism management majors in a span of two semesters.

### **Tourism Literature and Reading Comprehension**

1. Text of about 2000 words adapted from authentic tourism literature or college tourism textbooks used in American or British universities. It is not intended as a model essay for students to imitate, rather as an example of the literature one usually finds in the travel industry. Through reading the text, students can not only notice the linguistic fea-

tures of the tourism literature, but also have an idea of the tourism development outside of China, and provide materials for later discussion and serve as background information for spoken English, translation, and writing.

2. Notes, which explain the special technical terms in the text, and may be encyclopedic as well as tourism-oriented.

3. Vocabulary, which lists the key language points of the text, briefly defining the meaning of the words as used in the text, rather than offering an exhaustive definition.

4. Comprehension Questions, which are designed to check student's comprehension of the text.

5. Discussion Questions, which are intended to stimulate students' interest in the subject and to further explore the subject.

### **Spoken English in Tourism**

1. Oral English Skills: This section briefly explains the functional skills as commonly used in the travel industry, such as greetings, request, invitation, etc.

2. Dialogue: It offers two or three dialogues as models for students to practice the functional skill explained previously.

3. Cultural Notes: It is intended to help students to be aware and understand the social and cultural differences between the West and China and how to deal with them in the cross-cultural communication.

### **Translation and Interpretation**

1. Translation Skill: It is a brief introduction of contrastive study of English and Chinese in terms of society, culture and language, and various techniques used in E-C and C-E translations.

2. Translation Exercises: It includes two passages of E-C and C-E translation exercises respectively, which are related to the subject matter of the text.

3. Interpretation Skill: It offers a brief account of the types, and techniques of interpretation between English and Chinese, and various requirements for the interpreters.

4. Interpretation Exercises: It includes two passages E-C and C-E interpretation respectively, focused on the various subjects in the travel and tourism industry.

### **Writing**

1. Writing Genre and Method: This section briefly introduces various kinds of writing techniques and the commonly used types of practical writing in the travel and tourism industry.

2. Sample Writing: The sample is offered here to help students better understand the writing genre or technique introduced in the previous section, and set an example for students to follow in doing their writing assignment.

3. Writing Exercises: It gives students specific writing assignment with clear directions.

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