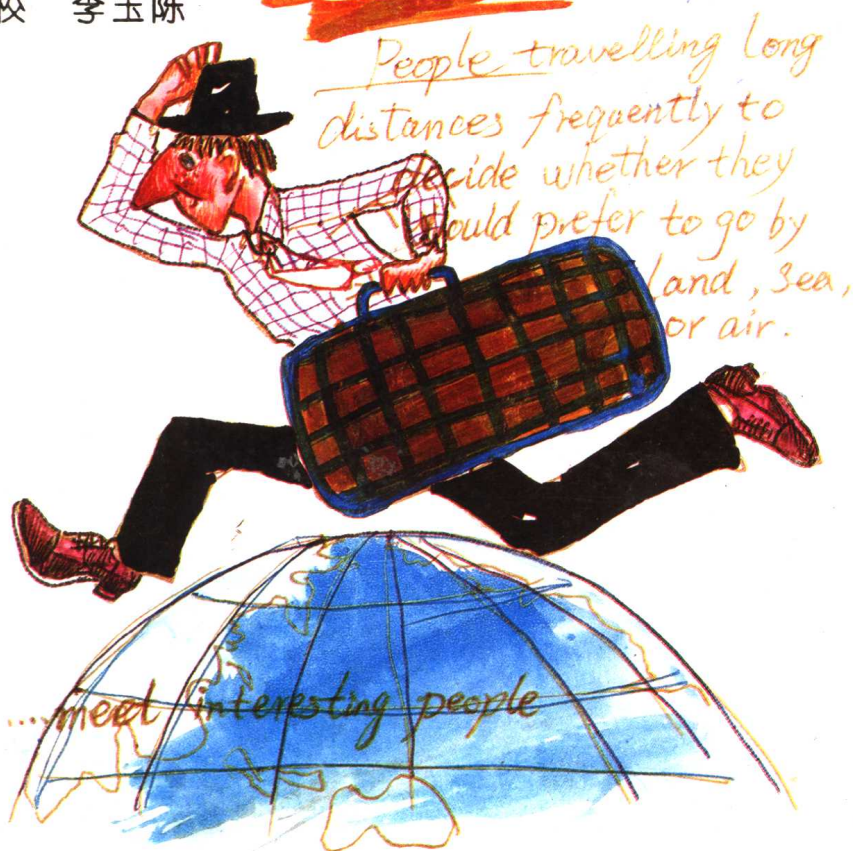


青岛海洋大学出版社

主编 滕茂森

审校 李玉陈



# 外贸 旅游英语

An English Textbook  
of Foreign Trade & Travel

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## 前 言

为适应我国外贸和发展旅游业及中学教师培训工作的需要,根据实际工作的要求及国家教委颁发的中学教师进修高等师范专科教学计划和教学大纲,我们编写了这本《外贸、旅游英语》。本书可作为中学教师“三沟通”培训、高师函授、教育学院英语专业地方规定课程外贸英语课教材。

本书分为外贸和旅游两个部分,共 27 个单元。其中,外贸部分根据外贸业务的 15 个主要课目依次讲述了各个贸易环节的具体内容及用法。各单元在体例上统一由 Text; Correspondence; Notes; Reference Expressions 和 Exercises 五个部分组成。旅游部分是以旅游过程中所需办理的事宜和常见情景为顺序编写了 12 个单元的选题内容。各单元在体例上统一由 Text; Dialogue A、B、C; Notes; Useful Expressions; Supplementary Reading 和 Exercises 六个部分组成。此外,为帮助读者进一步扩大专业词汇,我们还附加了常用的词汇表。

本书经在山东省部分教育学院和成人高校试用表明,它具有纲目清晰、内容充实、讲解简明、实用性强的特点。通过教学实践,学员不仅可学到一定的外贸和旅游的业务知识,而且也明显提高了英语的文字处理和口头表达能力。经专家认定,本书起到了为学员从事专业性工作打好基础的作用,是一本具有教学使用价值的教科书和从事外贸、旅游业务人员的参考书。

这部书稿承蒙山东大学李玉陈教授和山东省对外经贸委的有

关专家帮助审校,谨此致谢。

由于水平所限,对于书中不当之处我们恳望有关专家和广大读者不吝指正,以逐步使之完善与提高。

编者

1994.6

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# 外 贸 教 程





## Unit One

### International Trade

#### Text

International trade is quite different from home trade. First, the former is exchange of goods and services between countries in the form of exports and imports, while the latter takes place entirely within a single country. Second, all trade today is conducted in terms of money, but, whereas in home trade the same monetary unit is employed both by buyers and sellers, we often find two or more different monetary units in a single transaction or series of transactions in international trade. Third, trade within a country is ordinarily free of the obstructions of strange languages, customs, and commercial laws, but these obstructions may be greatly involved in international trade.

Today every country buys from and sells to other countries. International trade, the exchange of goods and services between countries, takes place for many reasons. The first is that no country has all of the commodities that it needs. If one country has more silk than it needs, but no airplanes, it may exchange the balance with another country that has more airplanes than it can use, but no silk. So the country that has more silk exports the surplus to earn foreign exchange to pay for the airplanes it

imports from another country which has more airplanes. Second, if a country is advanced in science and technology, it can produce sophisticated machinery and equipment, such as computers, jet airplanes and electric generators. And this country exports them to other countries. Their manufactured goods are usually sold at high price in international market. So they enjoy favourable conditions in international trade.

In addition to trade in goods, there is another form of trade, i. e. trade in service. The former is called visible trade, and the latter, invisible trade. Transportation, insurance, financing, and tourism are some of the forms of invisible trade. Invisible trade can be as important to some countries as the export of goods is to other countries.

For most countries, international trade or foreign trade is the most important of their international activities. The things a country sells to another country are called exports. The things a country buys from another country are called imports. The buyers and sellers in a foreign trade are called importers and exporters. When countries export more than they import, they are said to have a favourable balance of trade. When they import more than they export, an unfavourable balance of trade exists. Every country tries to maintain a favourable balance of trade, which assures it of the means to buy necessary imports.

The usual way to do foreign business is to exchange business letters and telegrams. Letters of enquiry are sent by the importers. The exporters usually make offers by cable. All the necessary terms and conditions should be given in the offer. The business is booked when the terms and conditions are agreed up-

on.

There are different terms of payment in international trade, but the usual practice is to effect payment by a confirmed, irrevocable letter of credit. Sight L/C is preferred, but sometimes it is necessary for exporters to accept usance letters of credit in order to do the business.

In the international trade, most business is done in the U.S. Dollars or Pounds Sterling. Renminbi, the Chinese currency, is also used, and more and more importers and exporters now agree to payment by Renminbi L/C in their trade in China.

Today the international trade is a big business. Hundreds of business houses and banks are engaged in work connected with international trade. Wholesale houses buy in large quantities from other countries. They sell in small quantities to shopkeepers and other merchants. In return these merchants and shopkeepers sell in still small amounts to individual buyers. Transactions like this are happening all over the world as international trade is becoming more and more important.

### Notes

1. in terms of ... 以...形式,根据  
Foreign trade is conducted between countries in terms of money.  
国与国之间以货币形式进行对外贸易
2. series of transactions 一系列的贸易
3. free of the obstruction of strange languages 没有不同语言的障碍
4. foreign exchange 外汇

Every country is trying to earn foreign exchange to import commodities it needs.

每个国家都在设法赚外汇,以便进口本国所需的商品。

5. enjoy favourable condition 占有有利形势

6. in addition to ... 除...外

In addition to importing raw materials, we also import manufactured goods.

除进口原材料之外,我们也进口制成品。

7. visible(invisible)trade 有形(无形)贸易

8. favourable(unfavourable)balance of trade 贸易顺(逆)差

9. make offers 报价,报盘

Please make us offers as soon as possible.

请尽快给我方报盘。

10. terms of payment 支付条款、支付方式

11. confirmed, irrevocable L/C 保兑的,不可撤销的信用证

12. sight L/C 即期信用证

13. usance L/C 远期(迟期)信用证

14. Pound Sterling 英镑

15. Chinese currency 中国货币

16. business houses 商业机构

17. wholesale houses 批发公司

18. buy in large quantities 大量购买

### Exercises

1. Answer the following questions according to the text.

1) What is meant by international trade and home trade?

2) Name some of the conditions that are different in home and in-

ternational trade.

3) State the reasons that we have international trade.

4) What is meant by visible and invisible trade?

5) What is meant by favourable and unfavourable balance of trade?

6) How can we maintain a favourable balance of trade?

7) What is the usual way to do foreign trade?

8) How can we effect payment in foreign trade?

9) How can commodities be imported and sold?

2. Fill in the blanks with the appropriate words given below.

*exchange, resources, for, consumes, economic, meet, domestically, produces, occurs, foundation, services, commodities, quantities of, producer, activity, export, efficiently, import, invisible, necessities*

In today's complex ..... world, neither individuals nor nations are self-sufficient. Nations have utilized different economic; people have developed different skills. This is the ..... of world trade and economic ..... As a result of this trade and activity, international finance and banking have evolved.

Foreign trade, the ..... of goods between nations, takes place ..... many reasons. The first, as mentioned above, is that no nation has all of the ..... that it needs.

Foreign trade also ..... because a country often does not have enough of a particular item to ..... its needs. Although the United States is a major ..... of sugar, it ..... more

than it can produce internally and thus must ..... sugar.

Third, one nation can sell some items at a lower cost than other countries. Japan has been able to ..... large quantities of radios and television sets because it can produce them more ..... than other countries. It is cheaper for the United States to buy these from Japan than to produce them .....

Finally, foreign trade takes place because of innovation or style. Even though the United States more automobiles than any other country, it still imports large ..... of autos from Germany, Japan, and Sweden, primarily because there is a market for them in the United States.

In addition to visible trade, which involves the import and export of goods and merchandise, there is also ..... trade, which involves the exchanges of ..... between nations. Invisible trade can be as important to some nations as the export of raw materials or commodities is to others. In both cases, the nations earn money to buy .....

3. Translate the following into Chinese.

- 1) When a country's exports exceed its imports, it has a favourable balance of trade.
- 2) International trade and communications have brought countries and people closer together.
- 3) International trade has made countries dependent on each other in terms of economy.
- 4) The Chinese Export Commodities Fair is one of the channels through which China carries on her foreign trade.
- 5) We believe that our business with you will develop as time

goes on .

- 6) We usually do business in Renminbi. Sometimes we use U. S. Dollars and some other foreign currencies.
- 7) Have you done business in men's shirts with Shandong Textiles Import and Export Corporation?
- 8) What kind of goods do you usually import from Shandong, China?
- 9) Are you interested in importing fertilizers from the United States?
- 10) We develop our trade with other countries on the basis of equality and mutual benefit.
- 11) China has become an active international trader in the world market.
- 12) International trade is the buying and selling of goods and services across national borders.
- 13) China imports sophisticated technology in order to develop domestic infrastructure.
- 14) A letter of credit, or L/C is a form of guarantee provided by the buyer's bank to the sellers.
- 15) All these transactions involve both the shipment of goods and the payment for those goods across international boundaries.

#### 4. Translate the following into English.

- 1) 由于国际贸易变得日趋重要, 这样的交易活动已遍及全世界。
- 2) 出口商品可以是原材料, 也可以是制成品。
- 3) 当前世界上每天都有上万笔国际交易成交。
- 4) 每个国家都力图保持贸易顺差, 以便有足够的外汇购买必要的



进口商品。

5)中国与外国的经济交往和贸易正日益扩大。

6)国际贸易就是国与国之间进行的商品和服务交易。

7)对外贸易在一个国家的国际活动中起着重要的作用。

8)日本每年都从国外进口大量的食品。

9)以保兑的、不可撤销的信用证付款。

10)中国的有些商品在美国市场上很走俏。