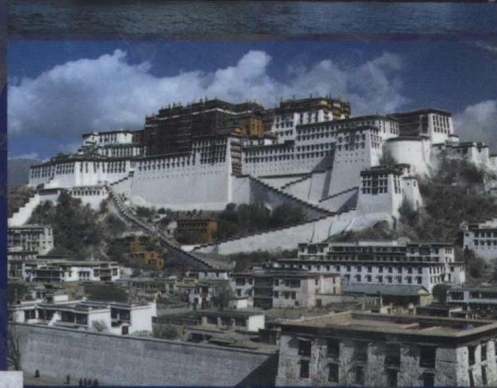
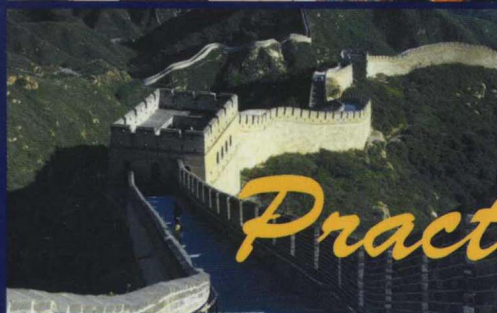


● 实用旅游英语系列

魏国富 编著

*Practical English  
for Tourism*

# 实用旅游英语教程



复旦大学出版社

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魏国富 编著

復旦大學出版社

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# 前 言

二十一世纪的中国不仅将是旅游资源大国,同时也将是旅游客源大国。作为国民经济的一大支柱性产业,旅游业的不断发展是我国成功地进行社会主义经济建设,有效地提高国民生产总值的重要保证。

英语是旅游业中必不可少的交际工具。其从业人员的英语水平如何直接影响着旅游业的发展;而蓬勃发展的旅游业又亟待一批批合格人才的加盟。

考虑到市场的需求与当前我国旅游英语教学还不够完善和规范化的现状,本人编写了这本教材。本教材不仅旨在提高现已从业者的专业英语实际运用能力,更重要的是使那些仍在校读书的学生打好坚实的基础,拓宽知识面,增强其成功就业的信心,提高其轻松从业的能力。

本书是一本旅游英语专业教材,共有十四课,每课包括六个部分。

第一部分:两篇对话,以日常旅游生活情景为选题的标准;

第二部分:一篇课文,重点放在讲解与旅游业有关的词语极其用法;

第三部分:一篇阅读理解文,目的是在提高学生阅读能力的基础上扩大专业知识;

第四部分:语法,根据课文所涉及到的主要语法内容讲解一个语法主题并配有一定量的例句;

第五部分:练习,以完形填空、英汉互译等为主,且注意选择尽可能与专业贴近的例句与段落;

第六部分:补充阅读,均选用与前面精讲细练部分相关的材料,加大阅读力度。

此外,本书还附有“练习答案”和“词汇表”,以便使用者自学和系统地掌握课文中出现过的英语词汇。

本教材的对话、课文以及阅读文章主要取材于英、美等国的书刊。选材力求难易适度且深入浅出,范围广泛且专业实用,涉及到诸如自然景观、人文景观、宾馆饭店、饮食文化、社会习俗、民族文化、公共节日、历史文物、文化名城、旅游娱乐胜地等方面。另外,本书还详尽地讲解了旅游广告、商务信件、电传电报、合同协议等的写作方法。

本教程可供高等院校旅游及相关专业的在校生使用,也可作为旅游部门、涉外部门及相关企事业单位从业人员的自学教材或读物。

编者

2002年4月

# Contents

## Unit 1

Section I: Dialogs .....	2
Section II: Intensive Reading .....	3
Text: Why People Travel?	
Section III: Extensive Reading .....	11
Passage: Beijing	
Section IV: Grammar .....	14
Section V: Exercises .....	15
Section VI: Supplementary Reading .....	18
Passage: Xi'an	

## Unit 2

Section I: Dialogs .....	24
Section II: Intensive Reading .....	25
Text: Tourist and Tourism	
Section III: Extensive Reading .....	33
Passage: Tourists	
Section IV: Grammar .....	35
Section V: Exercises .....	36
Section VI: Supplementary Reading .....	39
Passage: The Tourist Industry	

## Unit 3

Section I: Dialogs .....	44
Section II: Intensive Reading .....	45
Text: A Visit to the Wuyi Mountains	
Section III: Extensive Reading .....	50
Passage: The Great Wall	
Section IV: Grammar .....	53
Section V: Exercises .....	54

Section VI: Supplementary Reading .....	58
Passage: Jade Buddha Temple	

## Unit 4

Section I: Dialogs .....	62
Section II: Intensive Reading .....	63
Text: Australia — the World's Largest Island	
Section III: Extensive Reading .....	69
Passage: China Today	
Section IV: Grammar .....	73
Section V: Exercises .....	73
Section VI: Supplementary Reading .....	77
Passage: Singapore	

## Unit 5

Section I: Dialogs .....	82
Section II: Intensive Reading .....	84
Text: Classification of Hotel	
Section III: Extensive Reading .....	89
Passage: An Introduction to Hotel Industry	
Section IV: Grammar .....	92
Section V: Exercises .....	93
Section VI: Supplementary Reading .....	97
Passage: The Taj Mahal	

## Unit 6

Section I: Dialogs .....	102
Section II: Intensive Reading .....	103
Text: Public Festivals in China	
Section III: Extensive Reading .....	110
Passage: The First Thanksgiving Day	
Section IV: Grammar .....	112
Section V: Exercises .....	113

Section VI: Supplementary Reading .....	117
Passage: Major Traditional Chinese Holidays	
<b>Unit 7</b>	
Section I: Dialogs .....	122
Section II: Intensive Reading .....	124
Text: Famous Chinese Dishes	
Section III: Extensive Reading .....	130
Passage: The Art of Chinese Cooking	
Section IV: Grammar .....	132
Section V: Exercises .....	133
Section VI: Supplementary Reading .....	136
Passage: Chinese Cuisine	
<b>Unit 8</b>	
Section I: Dialogs .....	140
Section II: Intensive Reading .....	142
Text: Food Culture	
Section III: Extensive Reading .....	148
Passage: Eating Etiquette between China and America	
Section IV: Grammar .....	152
Section V: Exercises .....	153
Section VI: Supplementary Reading .....	156
Passage: Table Manners	
<b>Unit 9</b>	
Section I: Dialogs .....	160
Section II: Intensive Reading .....	161
Text: Disney World	
Section III: Extensive Reading .....	167
Passage: Terra-cotta Figures and Bronze Chariot	
Section IV: Grammar .....	169
Section V: Exercises .....	170

<b>Section VI: Supplementary Reading .....</b>	<b>174</b>
<b>Passage: Tourist Attractions and Entertainment</b>	

## **Unit 10**

<b>Section I: Dialogs .....</b>	<b>178</b>
<b>Section II: Intensive Reading .....</b>	<b>179</b>
<b>Text: Advertising for Tourist Promotion</b>	
<b>Section III: Extensive Reading .....</b>	<b>186</b>
<b>Passage: The Role of Advertising</b>	
<b>Section IV: Grammar .....</b>	<b>189</b>
<b>Section V: Exercises .....</b>	<b>190</b>
<b>Section VI: Supplementary Reading .....</b>	<b>194</b>
<b>Passage: Two Advertisements</b>	

## **Unit 11**

<b>Section I: Dialogs .....</b>	<b>198</b>
<b>Section II: Intensive Reading .....</b>	<b>199</b>
<b>Text: Business Letters in Tourism</b>	
<b>Section III: Extensive Reading .....</b>	<b>205</b>
<b>Passage: General Principles of Business Writing</b>	
<b>Section IV: Grammar .....</b>	<b>208</b>
<b>Section V: Exercises .....</b>	<b>210</b>
<b>Section VI: Supplementary Reading .....</b>	<b>215</b>
<b>Passage: Four Forms of Business Letter Writing</b>	

## **Unit 12**

<b>Section I: Dialogs .....</b>	<b>220</b>
<b>Section II: Intensive Reading .....</b>	<b>221</b>
<b>Text: Agreements and Contracts</b>	
<b>Section III: Extensive Reading .....</b>	<b>229</b>
<b>Passage: Contract Law</b>	
<b>Section IV: Grammar .....</b>	<b>232</b>
<b>Section V: Exercises .....</b>	<b>232</b>

Section VI: Supplementary Reading .....	235
Passage: Agreement Studying	
<b>Unit 13</b>	
Section I: Dialogs .....	240
Section II: Intensive Reading .....	241
Text: The Advantages of Telecommunication	
Section III: Extensive Reading .....	248
Passage: Lijiang — “The World’s Cultural Heritage”	
Section IV: Grammar .....	251
Section V: Exercises .....	252
Section VI: Supplementary Reading .....	256
Passage: America’s National Parks	
<b>Unit 14</b>	
Section I: Dialogs .....	262
Section II: Intensive Reading .....	264
Text: Credit Cards ( I )	
Section III: Extensive Reading .....	270
Passage: Credit Cards ( II )	
Section IV: Grammar .....	272
Section V: Exercises .....	273
Section VI: Supplementary Reading .....	276
Passage: Western Manners	
<b>Appendix I</b> .....	280
Key to the Exercises	
<b>Appendix II</b> .....	294
Glossary	

**Dialogs**

**Intensive Reading**

**Extensive Reading**

**Grammar**

**Exercises**

**Supplementary Reading**



## Section I : Dialogs



### 1. Passport, Please!

A: Excuse me.

B: Yes?

A: Your passport, please!

B: Just wait a moment. Let me see. It's in the briefcase.

Sorry to have kept you waiting. Here you are.

A: Chinese?

B: Yes.

A: Where in China are you from?

B: Shanghai.

A: There sure are a lot of people from China visiting here right now.

B: I'm not surprised. Thanks to the successful economic reform and the open-up policy, we Chinese people are capable of going abroad for a visit now.

A: How long do you plan to stay?

B: About three weeks.

A: All right. Here's your passport. Welcome to the United States.

B: Thank you.

### 2. About Itinerary

A: Good morning.

B: Good morning. I was told that you had prepared the itinerary for our group. Could you please tell us something about that?

A: My pleasure. Here is the copy of the itinerary for your group. Please read it carefully to see if there is a need for any changes.

B: Today we are going to visit Yu Garden. That's marvelous. I'm sure everyone in the group will be excited to learn more about the visit.

A: A visit to a community center in Shanghai has also been arranged at your request. I

think you will be meeting many residents there, and you will have a very good chance to communicate with them.

B: That's good. My friend once said to me that if you wanted to know more about the local people in Shanghai, the community center was the very place for you to visit.

A: Your fax also requests going to Pudong, the newly developing area in Shanghai. That will be done tomorrow afternoon.

B: That's great! I had learned a lot about Pudong when I was at home. It is said that Pudong has changed completely. It has been built into a modern city within a very short period. Now it is the place that attracts the people of the whole world.

A: Exactly. I presume that some of your friends may have their own needs and wants, likes and dislikes. Shall we make it a rule for them to approach me directly? I will try my best to satisfy them.

B: That's very considerate of you.

A: Please assure your friends that I'll be doing all that is within my power to make your visit in Shanghai a pleasant experience.

B: Thank you.

A: Thank you for your understanding and cooperation. Shall I say that we have finalized the itinerary?

B: Yes.

---

## Section II : Intensive Reading

---

### 1. Pre-reading questions

Read the following questions first, which will help you understand the following passage better. And then answer the questions after reading the text carefully:

- (1) Why do people like travelling so much?
- (2) What helps to stimulate the tourist industry both at home and abroad?
- (3) Can travelling relieve people from the strain and stress in our fast-developing modern society? Why?
- (4) In order to meet the needs of travelers' demands, what kind of special services should the travel agencies consider offering?

- (5) How can we improve the present situation of transportation and reduce the cost of travel?

## 2. Text

### Why People Travel?

The growth of tourism has become a contemporary phenomenon experienced by all countries in the world. International tourist arrivals alone reached as high as 546 million in 1994 and is forecasted to rise to 937 million in 2010, according to WTO. But why do people like travelling so much?

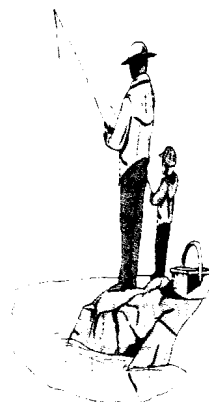
In Maslow's opinion, there is a hierarchy of universal wants and needs found in every human being. Ultimately at the top of the hierarchy there are the needs for self-actualization or self-realization, that is, the need to develop one's own potential, the need for aesthetic stimulation, the need to create or to build one's own personality and character, etc.. Then tourism turns out to be a good solution, since it provides ample chances to satisfy most of the needs, and the needs, in turn, constitute major motivational factors for people to travel and go on vacation. Even "self-actualization" may be achieved when a long-held dream comes true on a certain trip.

Probably the most common reason for travel is associated with our physical well-being. Actually, travel for sports is one of the fastest growing generators of travel. The motivational force of spectator sports is, however, more complex. There is the desire to get away from routine, to identify with teams and individuals, which gives people a sense of belonging, and to dream of the role one would fulfill if he were playing. Here, the effect may be felt more mentally than physically. In the fast-moving modern society where strain and stress have become part of an individual's life, people tend to have a change in environment and activities in order to rest and relax.

Another important motivator is connected with culture and curiosity which is expressed by the desire to know about other places or countries, and to search for all kinds of experiences. No one seems to doubt that travel broadens the mind. It was the desire for knowledge that was the reason for the growth of the Grand Tour. Today this desire is widely encouraged by modern mass media and communications such as television and airplane, which find their ways into every corner of the world. After one has traveled to a particular place, he tends to be more interested in news items or television programs about it. By learning about other cultures one can also discover his own, and thus truly enriches his mind.

The need for belonging is manifested in the desire to visit friends or relatives, to meet new people and make new friendships. People, by and large, are social beings, who want communication and contact with others. In travel, people with this intention usually put more emphasis on the route of the trip than on the destination. Of course, it does help to encourage travel if the friend or relative lives in an exotic or interesting place. To cater to this need, many travel agencies specialize in certain ethnic areas and people, providing specialized tours to return and visit "the old country" where some tourists may pick up a genealogical line or find their roots.

The need for esteem is identified with the desire for recognition, attention, appreciation, and reputation. Such concerns of ego needs and personal development are regarded as status and prestige motivators in travel. So far as a pious religious believer is concerned, a trip to the holy shrine of his religion will give him the greatest satisfaction of fulfilling an inner desire and at the same time bring him the most important recognition he needs. As a result, the Passion play in Germany never fails to draw



travelers, nor do the historical sites associated with Christ in Israel.

When people travel to a conference to increase their professional knowledge, they are concerned with their own personal development. Their self-esteem is enhanced. People also seek esteem from others. It is said that in tourism "mass follows class". The implication is that there are places that special people go, and some go to be like those special people. To be the first to go to an exotic place, or to go where certain types of people go, offers some excitement and creates an illusion of enviable sophistication among one's friends.

A combination of needs and desires has given impetus to one of the largest industries today — the travel industry. Nevertheless, people need more than motivations in order to travel. Two other elements are essential before one will seriously consider planning a trip; they are leisure and discretionary income.

Leisure can be defined as freedom from the necessity to labor. Two aspects of leisure were and are important in promoting tourism: the time available for leisure, and peoples' attitude toward leisure. Since World War Two, the amount of leisure time available to an individual has, in general, increased. The workweek has decreased from sixty hours to forty hours per week, and the reduction of the workweek will still continue in most developed countries as well as some developing countries. In addition, changing social conditions have introduced and established leisure time as a way of life, and leisure became a justifiable aspect of the society. The increased time available began to be spent in the pursuit of recreation and pleasurable activities other than work.

Discretionary income, or disposable income, is money not needed for personal essentials such as food, clothing, health-care, transportation, and so forth. Smaller family size and an increase of women in the labor market have made today's family more affluent, which greatly promotes the tourist industry.

The improvement in transportation has facilitated travel on a large scale. The explosion of railway and automobile travel was followed by dynamic improvements in air service. Today, in many countries, elaborate road systems have been built so that a person can go from border to border or even across national borders in the case of Europe without being affected by a single red light or two-way traffic on the same roadway. The vast network of roads and air connections and the mass production of the car at a price many people can afford have led to the development of a tourist industry unmatched in history. With increasing affluence and leisure, and a relative decrease in cost of travel, the growth of the travel industry will surely continue.

### 3. New words

- |  |                   |
|--|-------------------|
| (1) phenomenon [fi'nɒmɪnən] <i>n.</i>          | [复](phenomena) 现象 |
| (2) hierarchy ['haɪərə:ki] <i>n.</i>           | 等级制度              |
| (3) ultimately ['Altɪmətli] <i>ad.</i>         | 最终地, 极限地          |
| (4) actualization [ˌæktʃʊləɪ'zeɪʃən] <i>n.</i> | 实现, 现实化           |
| (5) aesthetic [ɪs'θetɪk] <i>a.</i>             | 美的, 艺术的           |
| (6) ample ['æmpl] <i>a.</i>                    | 足够的, 充分的          |
| (7) motivational [ˌməʊtɪ'veɪʃənəl] <i>a.</i>   | 动力的, 有动机的         |
| (8) individual [ˌɪndɪ'vɪdʒuəl] <i>n.</i>       | 个人                |
| (9) curiosity [ˌkjʊəri'ɒsɪti] <i>n.</i>        | 好奇心               |
| (10) broaden ['brɔ:dn] <i>v.</i>               | 扩大, 加宽            |
| (11) enrich [ɪn'rɪtʃ] <i>v.</i>                | 丰富                |
| (12) manifest ['mænɪfest] <i>v.</i>            | 证明, 显示            |
| (13) ethnic ['eθnɪk] <i>a.</i>                 | 种族的, 人种学的         |
| (14) exotic [ɪg'zɒtɪk] <i>a.</i>               | 外国的, 异国情调的        |
| (15) genealogical [ˌdʒɪniə'lɒdʒɪkəl] <i>a.</i> | 家谱的, 家系的          |
| (16) esteem [ɪs'ti:m] <i>n.</i>                | 尊重, 尊敬            |

(17) ego ['egou] <i>n.</i>	自己, 自我
(18) prestige [pres'ti:ʒ] <i>n.</i>	威信, 威望
(19) pious ['paɪəs] <i>a.</i>	虔诚的, 信奉宗教的
(20) holy ['həuli] <i>a.</i>	神圣的, 圣洁的
(21) shrine [ʃrain] <i>n.</i>	神龛, 圣地
(22) Israel ['izreɪl] <i>n.</i>	犹太人, 以色列(人)
(23) enhance [in'hɑ:ns] <i>v.</i>	增强, 提高
(24) implication [ɪmpli'keɪʃən] <i>n.</i>	含义, 暗示
(25) illusion [i'lʊ:ʒən] <i>n.</i>	幻觉, 幻影
(26) enviable ['enviəbl] <i>a.</i>	值得羡慕的
(27) justifiable ['dʒʌstɪfaɪəbl] <i>a.</i>	正当的, 有理的
(28) affluent ['æfluənt] <i>a.</i>	富裕的, 丰富的
(29) facilitate [fə'sɪlɪteɪt] <i>v.</i>	便利, 促进
(30) dynamic [daɪ'næmɪk] <i>a.</i>	有力的, 有生气的
(31) affluence ['æfluəns] <i>n.</i>	丰富, 富裕

#### 4. Useful expressions

(1) turn out	证明是, 结果是
(2) in turn	依次, 轮流
(3) be associated with	与……联系起来
(4) by and large	一般地
(5) put emphasis on	把重点放在, 着重于
(6) cater to	迎合, 投合
(7) give an impetus to	促进, 推动
(8) freedom from	免除, 解脱
(9) in general	一般地, 大体上
(10) and so forth	等等

#### 5. Notes to the text

- (1) self-actualization 自我实现