

# WTO

国际商务英语系列教程 主编 王正元  
A SERIES OF INTERNATIONAL BUSINESS COURSES (WTO)

## 国际 旅游休闲英语

阅读听说教程

编著 李辉 主审 钟玲  
录音 Kevin Wang

ENGLISH COURSE FOR  
INTERNATIONAL  
TOURISM & LEISURE

READING  
LISTENING  
SPEAKING

知识出版社

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# Words from Chief Compiler

## 主编寄语

这几年来我国经济发展很快,变化很大,中国企业走进世界,外国企业走进中国,跨越文化的商务交际越来越多了起来;作为交际的重要工具英语,从来没有像今天这样普及,这样重要。大学生和商界人士在商业大潮中已深深感受到:仅仅会说几句普通的英语口语已经远远不够了,学习商务专业英语,特别是提高阅读与听说能力已是当务之急。我的大学毕业的学生在谈及自己就业和在企业工作发展的体会时对我说:光会几句简单口语不行了,商务专业英语阅读听说水平高会给你的事业发展插上腾飞的翅膀。这表达了年青人对商务英语听说能力提高的渴求。国家教育部也发出通知,大力倡导高校用英语或英汉双语讲授专业课,都说明英语学习已经从普及中走向提高。时代在进步,作为服务于社会教育的教材也必须跟上来。基于这些基本的想法,由我担任主编,汇合了北京外国语大学、中国人民大学、辽宁大学、河北科技大学、燕山大学、沈阳大学等高校教师编写了这套《WTO 国际商务英语系列教程》。

这套教程共6本,包括《国际经贸英语阅读听说教程》、《国际金融英语阅读听说教程》、《国际商务实用英语阅读听说教程》、《国际商务合作英语阅读听说教程》、《国际商务管理英语阅读听说教程》、《国际旅游休闲英语阅读听说教程》。各册教程的编写围绕着专业主题进行,突出对专业英语的阅读与听说训练,寓商务专业学习与英语能力培养于一体。因此,本套教程不仅适合大学经贸、管理、商务、英语专业作教材使用,也适合有志涉足当代商务的大学生、企业界人士作商务英语自修教材。

本套教程在编写过程中得到了知识出版社张高里、何为先生的大力支持和宝贵的指导,来自美国和英国的几位外籍教师专门为本套教程录了音。由于大家的共同努力,才完成了本套教程,我对全体编写者和为本套教程录音的外教朋友们表示衷心的感谢。由于我们编写经验不足,这套教程一定还有许多错误和不足之处,欢迎读者和同行批评指正。

王正元

2002年夏

# Preface

## 前言

我国加入世界贸易组织(WTO)以后,对外交往日益频繁,对人们英语水平的要求越来越高。国际商务活动、文化交流、旅游休闲等,都需要有一定的英语基础。特别是近年来,我国旅游业迅速发展,旅游业从业人员及国内外游客人数不断扩大,旅游休闲英语也逐渐显现出它的重要性。为了帮助旅游专业人员和英语爱好者提高旅游英语的阅读和听说能力,我们编写了这本《国际旅游休闲英语阅读听说教程》。

本教程系《WTO 国际商务英语系列教程》之一部,分为 12 课,分别选编了旅行社业务、饭店服务与管理、旅游地理知识、航空旅行、航海旅行、公路旅行、旅游休闲娱乐等方面的阅读材料,附以听力练习、对话练习和案例讨论等内容,使学生在在学习过程中既增长见识,又提高英语听说水平。每课选编 5 篇短小精练的旅游休闲英语阅读材料,融知识性、趣味性为一体,要求学生在阅读基础上熟练掌握相关词汇、句式及表达法。为了加强学生的听说训练,每个小单元除阅读材料外还包括以下 4 个部分:听力理解、回答问题、常用表达、情景对话,每课最后还编有案例讨论及其问答等。

为了方便学生掌握课文难点,知识出版社的编辑同志们还专门增设了词汇、基本句型和难句子的国际音标注音、中文释义和注解 3 个部分。

北京林业大学的曹荣萍女士对本教程的注解部分做了审校;北京外国语大学成人教育学院副院长冯国华先生在百忙之中审阅了本书稿,并提出了许多宝贵意见;编者在此不胜感激。

本教程由于选材广泛,书中没有一一注明出处,希望得到原作者的谅解与支持,并请接受我们诚挚的谢意。

旅游休闲听说英语如何选材和教学还需要逐步探索。由于编者水平有限,书中不妥之处在所难免,希望读者批评指正。

李 辉

2002 年夏

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# Lesson One    Manage a Tour

## 旅游管理

### Passage 1

#### A Reading

*Read the passage carefully. Try to understand the ideas of it with the help of the notes below.*

Tours are varying in length, destinations, and prices. There are tours to meet just about any travel need or dream; in the few cases where existing tours don't fit the bill, independent tours can be custom-designed to fulfill the traveler's wishes. Despite the vast differences in tours, all of them have one thing in common: each tour is a package of two or more of the five essential travel elements.

Transportation is the first and most obvious element of any travel package. Transportation includes more than the long passage or ride or flight across countries, continents, and oceans. Transportation also means the short trip or transfer from terminals to the hotel and back, as well as car rental and bus travel in and around an area. A tour may or may not include all these forms of transportation, but it will include transportation of some kind at some point.

Accommodations in a hotel, motel, resort or guesthouse are the second major element of any trip. Very often, within a tour package there is a wide range of quality and prices available in choosing accommodations.

Meals are a third main ingredient of any trip. Everyone must eat! But whether or not they eat as part of the tour package depends on the provisions of the particular tour. If the tour package does include meals, it may be in conjunction with the accommodations plan.

Activities are a fourth important element in any trip. Here the travel agent must strike a delicate balance between planning too many or too few ways for the client to spend his or her vacation time, assuring the client a plan that will make the most of those

precious days away from home—but not so much that the client returns exhausted.

Management is the final element essential to any tour. Some tours provide professional escorts; other tour packages leave it up to the traveler to get through each part of the journey. Either way, someone must take care of all the details: seeing that the baggage is checked and put on the proper flight; confirming reservations; checking into and out of the hotel or resort; picking where to eat and shop and sightseeing—and then getting there! If the traveler's tour does not include a professional escort, then part of the travel agent's job will be to help prepare the client to conduct the day-to-day details of his or her trip in the best way possible.

### Words:

1. accommodation [ə,kɒmə'deɪʃən] *n.* 房间
2. client ['klaɪənt] *n.* 客户
3. conduct [kən'dʌkt] *v.* 组织
4. conjunction [kən'dʒʌŋkʃən] *n.* 结合, 连接处
5. delicate ['delɪcət] *adj.* 微妙的, 精制的
6. destination [ˌdestɪ'neɪʃən] *n.* 目的地
7. element ['elɪmənt] *n.* 要素, 元素, 成分
8. escort ['eskɔ:t] *n.* 护卫者, 护送
9. essential [ɪ'senʃəl] *adj.* 最重要的, 基本的
10. range [reɪndʒ] *n.* 范围
11. resort [rɪ'zɔ:t] *n.* 度假胜地
12. vary ['veəri] *v.* 变更, 不同, 改变, 变化

### Expressions

1. fit the bill: 使满意
2. custom-designed: 按顾客需要设计的
3. in common: 共同, 共同享有的, 共同使用的
4. travel package: 旅游包办
5. package tour: 包价旅游
6. car rental: 汽车租赁
7. depend on: 依靠, 由……而定, 取决于, 从属于, 依赖其维持
8. in conjunction with: 和……一道, 结合
9. get through: 到达, 做完, 通过, 度过, 打通
10. confirm reservation: 预订房间

**Notes:**

1. There are tours to meet just about any travel need or dream; in the few cases where existing tours don't fit the bill, independent tours can be custom-designed to fulfill the traveller's wishes. 有些旅游是专为满足各种旅行需要或梦想而安排的, 现有的旅游模式大都能满足这种需求。单独旅游可以按顾客的需求来设计, 以满足旅行者的特殊要求。
2. ...transfer from the terminals to the hotel and back... 从终点到宾馆运送客人往返……
3. ...but it will include transportation of some kind at some point. 但是会包括某种形式的在某一点的交通。
4. ...picking where to eat and shop and sightseeing — and then getting there. 挑选吃饭的地方、购物的地方、参观的景点——然后到达目的地。

**B Listening**

Listen to the passage with your book closed, then fill in the blanks with proper words you heard from the text.

Tours are varying in length, destinations, and prices. There are \_\_\_\_\_ to meet just about any \_\_\_\_\_ or dream; in the few cases existing tours don't fit the bill, \_\_\_\_\_ tours can be custom-designed to fulfill the \_\_\_\_\_ wishes. Despite the vast differences \_\_\_\_\_ tours, all of them have one thing \_\_\_\_\_; each tour is a package of \_\_\_\_\_ of the five essential travel elements.

Transportation is the first and most \_\_\_\_\_ element of any travel package. \_\_\_\_\_ includes more than the long passage or ride or flight across \_\_\_\_\_, continents, and \_\_\_\_\_. Transportation also means the \_\_\_\_\_ or transfer from terminals to the \_\_\_\_\_ and back, as well as car rental and bus travel \_\_\_\_\_ and \_\_\_\_\_ an area. A tour may or may not include \_\_\_\_\_ of transportation, but it will \_\_\_\_\_ transportation of some kind at some point.

Accommodations in a \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ or guesthouse are the second major element of any trip. Very often, within a \_\_\_\_\_ package there is a wide range of quality and \_\_\_\_\_ available in choosing accommodations.

Meals are a \_\_\_\_\_ main ingredient of any trip. Everyone must eat! But whether or not they eat \_\_\_\_\_ part of the tour package \_\_\_\_\_ on the provisions of the particular tour. If the tour package \_\_\_\_\_ include meals, it may be in conjunction \_\_\_\_\_ the accommodations plan.

Activities are a fourth important \_\_\_\_\_ in any trip. Here the travel agent \_\_\_\_\_ strike a delicate balance between planning \_\_\_\_\_ or too few ways for the \_\_\_\_\_ to spend his or her vacation time, assuring the client a plan \_\_\_\_\_

will make the most of those precious \_\_\_\_\_ away from home—but not \_\_\_\_\_ the client returns exhausted.

Management is the final element \_\_\_\_\_ to any tour. Some tours provide professional escorts; other tour packages leave \_\_\_\_\_ the traveler to get through each part of the journey. Either way, someone must \_\_\_\_\_ all the details: seeing that the baggage is \_\_\_\_\_ and put on the proper flight; \_\_\_\_\_ reservations; checking \_\_\_\_\_ and \_\_\_\_\_ the hotel or resort; picking where to \_\_\_\_\_ and \_\_\_\_\_ and \_\_\_\_\_—and then getting there! If the traveler's tour does not include a \_\_\_\_\_ escort, then part of the travel agent's job \_\_\_\_\_ help prepare the client to conduct the \_\_\_\_\_ details of his or her trip in the best way possible.

### C Rereading

*Reread the passage quickly, then do ask-and-answer oral practice in pairs.*

1. What are the five essential ingredients of a trip?
2. Which of the five comes the top importance?
3. Are meals the indispensable part of any tour package?
4. When arranging activities for a tour package, what should an agent bear in mind?
5. What does a professional escort do when he accompanies the traveler to get through the journey?

### D Sentence-Making

*Make sentences using the following words or patterns.*

1. to vary

\_\_\_\_\_

2. meet the travel need

\_\_\_\_\_

3. fit the bill

\_\_\_\_\_

4. fulfill the traveler's wishes

\_\_\_\_\_

5. to have ... in common

\_\_\_\_\_

6. a wide range of

\_\_\_\_\_

7. the tour package

\_\_\_\_\_

8. to be in conjunction with

\_\_\_\_\_

9. strike a delicate balance

10. leave it up to the traveler

11. get through

12. either way

13. seeing that...

14. confirm reservations

15. to conduct

### E Speaking

*Read the dialogue once. Underline the key words while reading and retell the dialogue in your own words to your partner.*

A: — When we arrive in Hawaii, will we get the welcome leisure?

B: — Oh yes, Mrs. Fulton, that's part of this vacation package. Shall I make your reservation now, so that you and Mr. Fulton don't miss out?

A: — No thanks, Jim. It sounds like a nice trip, but I'm just not sure.

B: — Do you mean you're not sure about going to Hawaii?

A: — Oh, I don't know. Maybe we shouldn't travel so far.

B: — Well, if you desire a beach location but don't want to travel as far as Hawaii, would you consider a similar sort of package but in Bermuda? It would cut your travel time by more than half.

A: — You know, we've never considered Bermuda. You mean I could have the same kind of vacation there?

B: — Yes! And probably for less money. Let's look at this brochure.

A: — Oh, yes, Jim, this sounds like a wonderful package. I'm so glad you suggested it.

B: — Well, Mrs. Fulton, if it sounds like just the vacation for you, let's make your reservations now before it's sold out.

## Passage 2

### A Reading

*Read the passage carefully. Try to understand the ideas of it with the help of the given words below.*

There are some travel agencies that operate as wholesale and retail businesses and are referred to as combination agencies. The larger travel agencies often have the staff required to organize, conduct, and sell their own tours, so they can become combination agencies that operate as both wholesaler and retailer.

American Express and Thomas Cook are perhaps the best-known combination travel agencies. The American Express Travel Related Services Company, Inc. was founded in 1850, and in 1891 pioneered the traveler's check. Over a century later, American Express is thriving and employs thousands of representatives worldwide. American Express offers services, such as prearranged tours, travel agencies and groups. Individuals can also go to an American Express office to arrange their personal travel needs.

About the same time the American Express Company was beginning operation, an Englishman by the name of Thomas Cook established a travel service that today serves millions of customers annually throughout the globe. Thomas Cook Travel, U. S. A. is known for putting together extremely unusual vacation packages and had even scheduled some of their more adventurous clients for the first commercial flight to the moon! But, Thomas Cook also puts together a more standard variety of tours and packages, and like the American Express Company, serves individual, retail clients as well as other agencies on a wholesale basis.

A travel agency receives its income in the form of commissions from the suppliers whose services it sells. The airlines, hotels, cruise lines, car rental agencies, motorcoach tour companies, the railroads, and other industry suppliers pay commissions to travel agencies for booking business with them.

It is generally economical and significant in time saving for the suppliers to use the travel agencies. Suppose an airline receives a call from a man traveling to France with a weeklong stopover in London. In addition to plane tickets, this man wants hotel reserva-

tions on both places, a car rental on Paris, and theater tickets in London. The airline would spend a great deal of time making these additional arrangements instead of its main business of selling airline tickets. (In the case of the theater tickets, the airline might not even be staffed or equipped to handle the request.) Both the airline and customer can become frustrated by such an arrangement. By using a travel agency, the customer gets complete, expert service and the airline can focus its effort solely on the flight portion of the trip. Because this saves money as well as time, more and more industry suppliers arrange promotions with travel agencies to increase their sales rather than diversifying their own sales staffs.

### Words:

1. annually [ˈænjuəli] *adj.* 每年的
2. adventurous [ədˈventʃərəs] *adj.* 胆大的, 危险的, 刺激的
3. diversify [daɪˈvɜːsaɪfai] *v.* 使变化, 使……多样化
4. pioneer [ˌpaɪəˈniə(r)] *n.* 先锋, 先驱者, 创始人
5. retail [ˈriːteɪl] *n.* 零售
6. solely [ˈsəʊli] *adv.* 独自地, 仅仅, 完全, 单独
7. stopover [ˈstɒpəʊvə(r)] *n.* 中途停留
8. thrive [ˈθraɪv] *v.* 茂盛, 兴隆
9. wholesale [ˈhəʊlseɪl] *n.* 批发
10. combination [ˌkɒmbɪˈneɪʃən] *n.* 结合
11. schedule [ˈʃedjuːəl] *n.* 计划
12. commission [kəˈmɪʃən] *n.* 佣金
13. significant [sɪɡˈnɪfɪkənt] *adj.* 显著的
14. reservation [ˌrezəˈveɪʃən] *n.* 居留地; 预订
15. staff [stɑːf] *v.* 提供必备人员
16. frustrate [frʌˈstreɪt] *v.* 挫折; 阻挠
17. portion [ˈpɔːʃən] *n.* 部分

### Expressions:

1. to be referred to as: 被看作是
2. sell tours: 销售旅游
3. combination agencies: 联合旅行社
4. travel agency: 旅行社
5. arrange one's personal needs: 按个人需要安排
6. begin operation: 开始运作

7. vacation packages: 度假旅行
8. a more standard variety of tours and packages: 一套更标准的、多样化的旅游与旅行安排
9. in the form of: 以……形式
10. pay commissions to: 付给……佣金
11. book business with: 同……预定业务(指旅游业务)
12. a weeklong stopover: 为期一周的逗留(指旅游)
13. spend a great deal of time making...: 花很长的时间做某事
14. instead of: 代替
15. in the case of: 在……情况下
16. handle the request: 受理这项请求
17. focus its effort solely on...: 专在……方面做出努力
18. prearranged tour: 预先安排的旅游
19. on the flight portion of the trip: 在旅途的航行部分

### Notes:

1. The larger travel agencies often have the staff required to organize, conduct, and sell their own tours, so they can become combination agencies that operate as both wholesaler and retailer. 大一些的旅行社经常要求员工组织、引导、推销其旅游项目,它们因此组建联合公司,既经营旅游批发业务,又经营旅游零售业务。
2. Thomas Cook Travel, U.S.A. is known for putting together extremely unusual vacation packages and had even scheduled some of their more adventurous clients for the first commercial flight to the moon. 美国托马斯·库克旅游公司将极不寻常的假期旅游组合在一起,并因此而闻名遐尔。该公司甚至将敢于冒险去月球旅行的客户列入他们首次月球商业旅行计划。
3. ...serves individual, retail clients as well as other agencies on a wholesaler basis. ...既接待散客,又接待其他旅行社组织的团体旅游。
4. In the case of the theater tickets, the airline might not even be staffed or equipped to handle the request. 关于代购影剧院门票的问题,航空公司是不会派专人或设部门来满足这种需求的。
5. Because this saves money as well as time, more and more industry suppliers arrange promotions with travel agencies to increase their sales rather than diversifying their own sales staffs. 因为这样做既省钱又省时,越来越多的旅游供应商与旅行社共同安排促销活动,而不是增加各自的员工去做促销。

### B Listening

*Listen to the passage with your book closed, then fill in the blanks with proper words you heard from the text.*

There are some travel agencies \_\_\_\_\_ operate as wholesale and retail businesses