

普通高校专业英语教程系列

# 旅游 专 业 英语 实用教程

邹晓燕 马 飞 司爱侠 编著

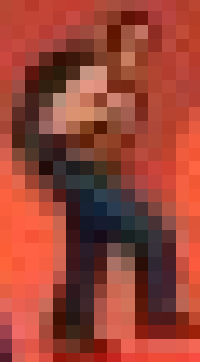
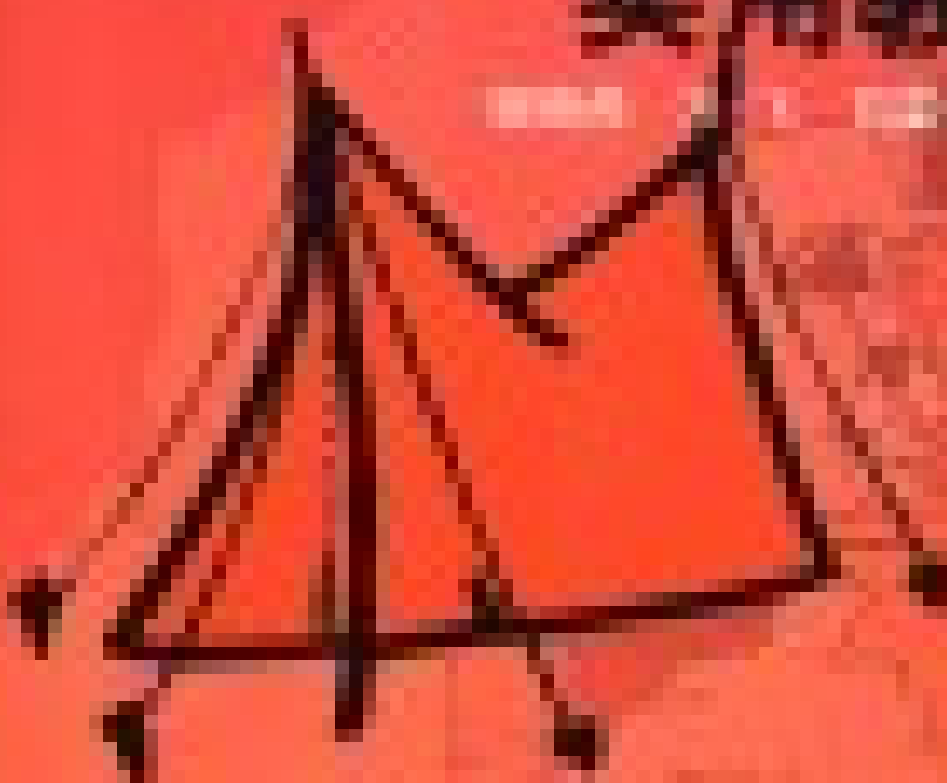


清华大学出版社

# 职场专业素养

## 实用教程

（第2版）



中国美术学院美术考级教材

普通高校专业英语教程系列

# 旅游专业英语实用教程

邹晓燕 马 飞 司爱侠 编著

清华大学出版社  
北 京

## 内 容 简 介

本书的目的在于切实提高读者专业英语能力。

本书分 13 个单元，每个单元包括对话、课文、单词、词组、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，并提供了习题的参考答案。

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，也可供从业人员自学。作为培训班教材，亦颇得当。

版权所有，翻印必究。举报电话：010-62782989 13501256678 13801310933

本书封面贴有清华大学出版社防伪标签，无标签者不得销售。

本书防伪标签采用特殊防伪技术，用户可通过在图案表面涂抹清水，图案消失，水干后图案复现；或将表面膜揭下，放在白纸上用彩笔涂抹，图案在白纸上再现的方法识别真伪。

### 图书在版编目 (CIP) 数据

旅游专业英语实用教程 / 邹晓燕, 马飞, 司爱侠编著. —北京: 清华大学出版社, 2005.5  
(普通高校专业英语教程系列)

ISBN 7-302-10405-0

I. 旅… II. ①邹… ②马… ③司… III. 旅游—英语—高等学校—教材 IV. H31

中国版本图书馆 CIP 数据核字 (2005) 第 006889 号

出 版 者: 清华大学出版社

<http://www.tup.com.cn>

社 总 机: 010-62770175

地 址: 北京清华大学学研大厦

邮 编: 100084

客户服务: 010-62776969

责任编辑: 魏江江

印 刷 者: 北京密云胶印厂

装 订 者: 北京鑫海金澳胶印有限公司

发 行 者: 新华书店总店北京发行所

开 本: 185×260 印张: 18.25 字数: 451 千字

版 次: 2005 年 5 月第 1 版 2005 年 5 月第 1 次印刷

书 号: ISBN 7-302-10405-0/H·628

印 数: 1~3000

定 价: 25.00 元

# 普通高校专业英语教程系列

## 编 委 会

主 编 司爱侠

成 员 宋德富 姜彦君 张强华 吕淑文

马占青 古绪满 张美兰

# 序

胡锦涛总书记在全国人才工作会议指出，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。温家宝总理指出，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，把巨大的人口压力转化为丰富的人力资源，努力构建人人享有学习和成才机会的学习型社会。这些重要指示，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。

我国英语教育成就非凡，但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，随着市场对从业人员英语运用能力门槛的不断攀升，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：其一，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。以期读者在学过本丛书后，感觉工作中的材料就像是本书的一个单元；其二，新颖。我们对各专业的最新发展都给予非常充分的关注；其三，以 E-learn 理念为指导，构筑开放、互动的教学体系。每本书的前面作者都留有电子邮件地址，读者学习中遇到问题可以与作者及时联系。我们亦可拜读者之赐，把本丛书打造成精品教材。

本丛书的作者都有编写教材的经验，都在教学一线，其中相当一些作者还有从事行业工作的实际经历。因此，本套教材会更贴近读者。

本丛书可作普通高校专业英语教材；各种短期培训班使用本丛书亦颇得当；个人使用本丛书充电也极有收益。

受我们才学之窘、时间之迫，书中必有不当之处，望各位读者不吝赐教。

司爱侠

# 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专业能力及业务水准，最终影响事业成就。为此，必须进行认真学习。本书的目的就在于切实提高读者实际使用专业英语的能力。

本书体例上以 Unit 为单位，每一 Unit 由以下几部分组成：对话——注重实用性，每篇对话有一个主题，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——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；参考答案——可供读者检查学习效果。

本书具有突出的实用性。选材新颖，包括大量的实用内容，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。本书结构非常适合组织教学，词汇加注了音标。

在使用本书过程中，有任何问题，都可以通过电子邮件与我们交流。我们一定会给予答复。如果读者没有收到回复，请再次联系。邮件标题请注明姓名及“旅游专业英语实用教程（清华大学版）”字样，否则会被当做垃圾邮件删除。教师也可索取参考试卷。

我们的 E-mail 地址如下，望大家不吝赐教：

cici12323@tom.com

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，也可供从业人员自学。作为培训班教材，亦颇得当。

编 者

# 目 录

Unit 1	Introduction to Tourism Industry .....	1
Part One	Dialogues .....	1
Part Two	Text A    Tourism Industry .....	3
Part Three	Text B    Tourism in China .....	10
Part Four	Skill Training   Forms .....	14
	Practical writing .....	16
Part Five	Related Information .....	17
Part Six	Guide to World Famous Sight .....	18
Unit 2	Preparations Before Tour .....	20
Part One	Dialogues .....	20
Part Two	Text A    Prepare for a Tour .....	22
Part Three	Text B    A Guide to China Tour .....	28
Part Four	Skill Training   Forms .....	35
	Practical writing .....	36
Part Five	Related Information .....	37
Part Six	Guide to World Famous Sight .....	39
Unit 3	Travel Agency .....	40
Part One	Dialogues .....	40
Part Two	Text A    Introduction to Travel Agency .....	41
Part Three	Text B    How to Choose the Best Travel Agency .....	47
Part Four	Skill Training   Forms .....	52
	Practical writing .....	56
Part Five	Related Information .....	58
Part Six	Guide to World Famous Sight .....	60
Unit 4	Airport .....	62
Part One	Dialogues .....	62
Part Two	Text A    Procedures of Boarding a Plane .....	63
Part Three	Text B    Check-in Online .....	68
Part Four	Skill Training   Forms .....	71



## VIII

	Practical writing.....	72
Part Five	Related Information World's Top Airports 2002.....	73
Part Six	Guide to World Famous Sight.....	75
Unit 5	En Route.....	76
Part One	Dialogue and Broadcasting.....	76
Part Two	Text A On Route.....	78
Part Three	Text B Air Transportation.....	83
Part Four	Skill Training Forms.....	90
	Practical writing.....	95
Part Five	Related Information.....	96
Part Six	Guide to World Famous Sight.....	96
Unit 6	Arrival.....	98
Part One	Dialogues.....	98
Part Two	Text A Entering the Country.....	99
Part Three	Text B Learn About the Airport.....	105
Part Four	Skill Training Forms.....	110
	Practical writing.....	112
Part Five	Related Information.....	113
Part Six	Guide to World Famous Sight.....	115
Unit 7	Ground Transportation.....	116
Part One	Dialogues.....	116
Part Two	Text A Transportation Service at International Airport.....	117
Part Three	Text B Train Travel.....	122
Part Four	Skill Training Forms.....	128
	Practical writing.....	130
Part Five	Related Information.....	132
Part Six	Guide to World Famous Sight.....	134
Unit 8	Cruise.....	136
Part One	Dialogues.....	136
Part Two	Text A Cruising Industry.....	137
Part Three	Text B Cruise Industry Catering to Families.....	144
Part Four	Skill Training Forms.....	149
	Practical writing.....	151

Part Five	Related Information.....	154
Part Six	Guide to World Famous Sight.....	156
Unit 9	Hotel.....	158
Part One	Dialogues.....	158
Part Two	Text A Hotels.....	160
Part Three	Text B Finding Hotel Bargains.....	167
Part Four	Skill Training Forms.....	172
	Practical writing.....	175
Part Five	Related Information.....	175
Part Six	Guide to World Famous Sight.....	176
Unit 10	Restaurant.....	178
Part One	Dialogues.....	178
Part Two	Text A Chinese Food.....	180
Part Three	Text B Food in French Restaurant.....	187
Part Four	Skill Training Forms.....	192
	Practical writing.....	193
Part Five	Related Information.....	194
Part Six	Guide to World Famous Sight.....	194
Unit 11	Sightseeing.....	196
Part One	Dialogues.....	196
Part Two	Text A Leisurely Sightseeing in Hong Kong.....	198
Part Three	Text B How to Make Your Itinerary.....	207
Part Four	Skill Training Forms.....	215
	Practical writing.....	217
Part Five	Related Information.....	219
Part Six	Guide to World Famous Sight.....	220
Unit 12	Shopping.....	222
Part One	Dialogues.....	222
Part Two	Text A Shopping in China.....	224
Part Three	Text B Shopping in the USA.....	232
Part Four	Skill Training Forms.....	238
	Practical writing.....	240
Part Five	Related Information.....	241

Part Six	Guide to World Famous Sight.....	242
Unit 13	Leaving .....	244
Part One	Dialogues .....	244
Part Two	Text A Things to Do Before Leaving .....	246
Part Three	Text B Returning Home After Travel Abroad May Be Problematic.....	253
Part Four	Skill Training Forms .....	257
	Practical writing.....	259
Part Five	Related Information.....	260
Part Six	Guide to World Famous Sight.....	261
附录	参考答案.....	263
	Unit 1.....	263
	Unit 2.....	264
	Unit 3.....	265
	Unit 4.....	266
	Unit 5.....	268
	Unit 6.....	269
	Unit 7.....	270
	Unit 8.....	271
	Unit 9.....	272
	Unit 10.....	274
	Unit 11.....	275
	Unit 12.....	277
	Unit 13.....	279

# 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. 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 chose this as your 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 in /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 over 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-WWII 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 2007. 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.

Forth, 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 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 start of 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	[dis'tɪŋktli]	adv. 清楚的, 明显的, 截然不同的, 独特的
phenomenon	[fi'nɒminən]	n. 现象
emergence	[i'mə:dʒəns]	n. 出现
convergence	[kən've:dʒəns]	n. 会聚, 集中
burgeon	['bɜ:dʒən]	vi. (迅速) 成长, 发展
availability	[əveɪlə'bɪləti]	n. 可用性, 有效性, 实用性
inexpensive	[ɪnɪks'pensɪv]	adj. 便宜的, 不贵重的
mode	[məʊd]	n. 方式, 模式, 样式
transportation	[træns'pɔ:'teɪʃən]	n. 运输, 运送
establishment	[ɪ'stæblɪʃmənt]	n. 建立, 成立
subsequent	['sʌbsɪkwənt]	adj. 随后的, 后来的; 继起的
sphere	[sfɪə]	n. 领域; 范围
expand	[ɪk'spænd]	vt. & vi. 扩大
global	['gləʊbəl]	adj. 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]	adj. 地区性的; 地域性的
reversibly	[ri've:səbli]	adj. 可逆的
benefit	['benɪfɪt]	n. 利益, 好处
		vt. 有益于, 有助于
generate	['dʒenəreɪt]	vt. 产生; 创造
revenue	['revɪnju:]	n. 国家的收入; 税收
coffer	['kɒfə]	n. 保险箱
facility	[fə'sɪləti]	n. (pl.) 设施, 设备
motel	[məu'tel]	n. 汽车旅馆
community	[kə'mju:nɪti]	n. 公社, 团体, 社会
employ	[ɪm'plɔɪ]	vt. 雇用, 用, 使用
foremost	['fɔ:məʊst]	adj. 最重要的; 主要的
stimulate	['stɪmjuleɪt]	vt. 刺激, 激励
infrastructure	['ɪnfre'strʌktʃə]	n. 基础设施, 基础结构
investment	[ɪn'vestmənt]	n. 投资
equalize	['i:kwəlaɪz]	vt. 使相等, 补偿
culture-based	['kʌltʃə beɪst]	adj. 基于文化的
museum	[mju:'ziəm]	n. 博物馆; 博物院
multi-faceted	['mʌlti 'fæsitɪd]	adj. 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	[rekri'eɪʃən]	n. 消遣, 娱乐



accommodation	[əkɒmə'deɪʃən]	<i>n.</i> 膳宿
casino	[kə'si:nəu]	<i>n.</i> 娱乐场; 赌场
heritage	['herɪtɪdʒ]	<i>n.</i> 遗产, 继承权; 传统
gaming	['geɪmɪŋ]	<i>n.</i> 赌博, 赌胜负
well-being	[wel'bi:ɪŋ]	<i>n.</i> 康乐, 安宁; 福利
graft	[grɑ:ft]	<i>n.</i> 嫁接, 移植
engine	['endʒɪn]	<i>n.</i> 发动机, 机车, 火车头
upgrade	['ʌpgreɪd]	<i>n.</i> 升级, 上升 <i>vt.</i> 使升级, 提升
brand	[brænd]	<i>n.</i> 商标, 牌子
creativity	[kri:'eɪ'tɪvəti]	<i>n.</i> 创造力, 创造
synergetic	[sɪnə'dʒetɪk]	<i>adj.</i> 协同的, 协作的, 协同作用的
incorporate	[ɪn'kɔ:pəreɪt]	<i>vt. &amp; vi.</i> 合并, 一体化
domestic	[də'mestɪk]	<i>adj.</i> 家庭的, 国内的
improve	[ɪm'pru:v]	<i>vt. &amp; vi.</i> 改善, 改进
match	[mætʃ]	<i>vt. &amp; vi.</i> 匹配, 相配
diversify	[daɪ'və:sɪfaɪ]	<i>vt. &amp; vi.</i> 使多样化, 作多样性的投资
signify	['sɪnɪfaɪ]	<i>vt.</i> 表示, 意味
fulfill	['ful'fɪl]	<i>vt.</i> 履行, 实现, 完成(计划等)
contribution	[kɒn'trɪ'bju:ʃən]	<i>n.</i> 贡献, 捐献
concept	['kɒnsept]	<i>n.</i> 观念, 概念
income	['ɪnkəm]	<i>n.</i> 收入, 收益
consumption	[kən'sʌmpʃən]	<i>n.</i> 消费
initial	[ɪ'nɪʃəl]	<i>adj.</i> 最初的, 词首的, 初始的
attendant	[ə'tendənt]	<i>n.</i> 服务员
tourist	['tuəɪst]	<i>n.</i> 旅行者, 旅游者
cornerstone	['kɔ:nəstəʊn]	<i>n.</i> 基础, 基石
thrive	[θraɪv]	<i>vi.</i> 兴旺, 繁荣
livelihood	['laɪvlɪhʊd]	<i>n.</i> 生活, 生计
environment	[ɪn'vaɪərənment]	<i>n.</i> 环境, 外界
employment	[ɪm'plɔɪmənt]	<i>n.</i> 雇用, 工作, 职业
sustainable	[sə'steɪnəbl]	<i>adj.</i> 可持续发展的
conservation	[kɒnsə'veɪʃən]	<i>n.</i> 保护; 保持, 保存
ecosystem	[i:kə'sɪstəm]	<i>n.</i> 生态系统
ecologically	[ekə'lɒdʒɪkəli]	<i>adv.</i> 生态地
sensitive	['sensɪtɪv]	<i>adj.</i> 敏感的, 灵敏的, 感觉敏锐
millennium	[mɪ'lenɪəm]	<i>n.</i> 一千年
foster	['fɒstə]	<i>vt.</i> 养育, 培植, 促进

### Phrases and Expressions

attribute ... to ...  
view as

归因于  
认为; 把……看做是