



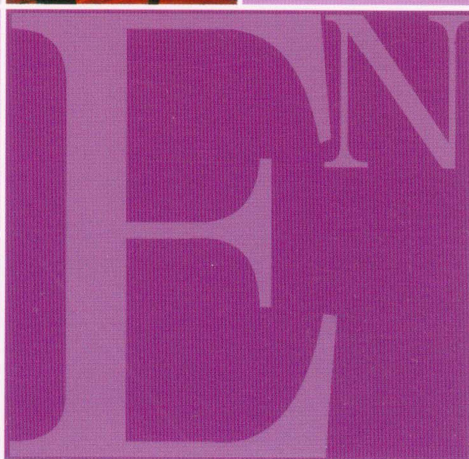
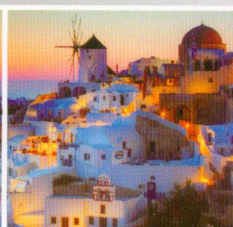
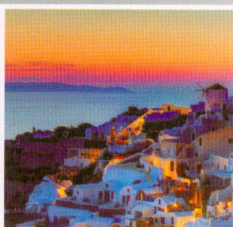
“十二五”职业教育国家规划教材
经全国职业教育教材审定委员会审定

高职高专行业英语

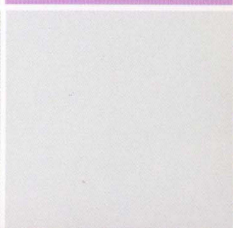
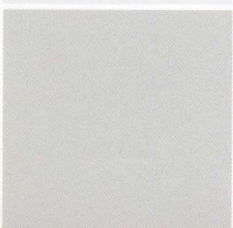
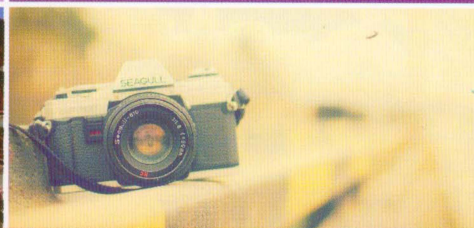
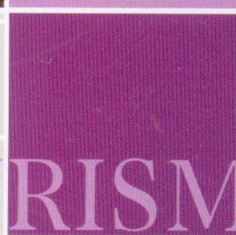
ESP

旅游英语 (第2版)

主编 张万喜 冉秀霞



GLISH
FOR TOURISM



重庆大学出版社

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

内 容 提 要

《旅游英语(第2版)》是一门实用性很强的旅游专业必修课程,目的是培养学生在具有一定的基础英语听、说、读、写的基础上,掌握旅游行业服务与管理的专业英语。本书的编写,针对高职院校旅游专业学生的英语基础和特点,以专门用途英语的相关理论为指导,注重旅游从业方面专业知识听、说、读和写的综合能力训练,以旅游工作过程为导向,适应旅游市场对人才的需要;注重学生自主学习能力培养,利于学生将来可持续发展。本书共20单元,每单元分为听说、阅读、实用写作3个部分,每单元参考学时4学时,全书可供64~80学时使用。

图书在版编目(CIP)数据

旅游英语/张万喜主编.—2版.—重庆:重庆
大学出版社,2016.8
高职高专行业英语系列教材
ISBN 978-7-5624-9874-2

I. 旅… II. ①张… III. 旅游—英语—高等职业
教育—教材 IV. H31

中国版本图书馆CIP数据核字(2016)第167984号

高职高专行业英语系列教材

旅游英语(第2版)

主 编 张万喜 冉秀霞

责任编辑:牟 妮 版式设计:牟 妮

责任校对:邬小梅 责任印制:张 策

*

重庆大学出版社出版发行

出版人:易树平

社址:重庆市沙坪坝区大学城西路21号

邮编:401331

电话:(023)88617190 88617185(中小学)

传真:(023)88617186 88617166

网址:<http://www.cqup.com.cn>

邮箱:fxk@cqup.com.cn(营销中心)

全国新华书店经销

重庆市国丰印务有限责任公司印刷

*

开本:787mm×1092mm 1/16 印张:21.75 字数:516千

2016年8月第2版 2016年8月第4次印刷

ISBN 978-7-5624-9874-2 定价:49.00元(含1光盘)

本书如有印刷、装订等质量问题,本社负责调换

版权所有,请勿擅自翻印和用本书

制作各类出版物及配套用书,违者必究

前言

《旅游英语》一书的编写,是根据旅游局、劳动和社会保障部对旅游行业的相关要求,并以国家教育部、旅游局制定的旅游专业领域技能型紧缺人才培养方案和《高职高专教育英语课程教学基本要求》为依据,并对从事旅游专业教学的相关教师、在校学生和毕业学生进行调查访问和对旅游行业工作者实际工作中的知识需求、职业特点进行分析的基础上编写的。本书可供普通专科、高职专科、成人专科旅游专业学生和旅游自学考试大专学生学习,还可供中等职业学校旅游英语、旅游管理、旅游导游专业学生和有一定英语基础的旅游从业人员使用。旨在通过情景模拟、情景会话、专业听力、专业阅读和应用写作训练,培养学生在将来旅游工作中的综合素质和英语应用能力。

《旅游英语》是一门实用性很强的旅游专业必修课程,目的是培养学生具有一定的基础英语听、说、读、写的能力,掌握旅游行业服务与管理的专业英语,使学生具备用英语进行旅游行业管理与服务的能力,为从事旅游业工作打下基础。本书的编写,针对高职院校旅游专业学生的英语基础和特点,以专门用途英语的相关理论为指导,把英语教学的最新知识、最新发展与旅游行业的新理念、新观念相结合,并内化成学生的能力;注重旅游从业方面专业知识听、说、读和写的综合能力训练,以旅游工作过程为导向。本书形式新颖、内容充实,注重实践性和前瞻性;适应旅游市场对人才的需要,有利于学生的可持续发展。

本书共 20 单元,每单元参考学时 4 学时,全书可供 64 ~ 80 学时使用(教师可根据具体情况选择其中的 16 ~ 20 个单元讲解)。

根据旅游行业的特殊性,本书每单元前都配有世界景点图片,以开阔学生视野;在每单元开头,用方框的形式给出一些旅游常用语;结尾处有一则与课文相关的典故或幽默故事,使学生在学习过程中轻松、愉悦地积累行业英语知识,逐渐培养其职业能力。

正文的第一部分为听说部分。以旅游业实际工作经历为背景,以旅游服务中常见的真实情景为题材,通过教学,使学生对涉及包括旅游公司、旅行社、国内外著名旅游景点、宾馆饭店、民族文化、宗教信仰、旅游购物、旅游法规、建筑风格、旅游电子商务、旅游产品推广以及会展策划等进行了解,使其熟悉当代旅游理念,了解旅游业各方面的信息。通过这部分学习,学生应掌握旅游英语交流的基本技能,掌握旅游方面的英语专业用语及词汇,具有较强的听、说能力,具备在不同的旅游场景中使用英语从事旅游活动的的能力,着重培养学生用英语准确流利地进行跨文化交际的技能,出色地完成旅游服务工作。

第二部分为阅读课文。选材以英语国家文献为主,分 A、B 两篇。A 篇是重点,精讲多练。B 篇为泛读内容,教师可适当讲解,设置有适量的练习。课文 A 难度适中,长度为 400 ~ 700 词左右的文章,主要涉及旅游行业介绍、旅游从业人员相关信息、国内外风景名胜、饮食文化、

宾馆服务、民俗民风、宗教、旅游购物、旅游产品推广、旅游电子商务、会展策划、世界旅游质量标准 and 世界旅游从业相关法规等。课后练习内容丰富,形式新颖多样,除了相关词汇练习及课文阅读理解之外,还有根据实际工作场景设计相关的会话、情景模拟、翻译等。为了扩宽学生的知识面,课文 B 提供最新的泛读文章,内容涉及登记住宿、接机、出国签证、出入境安全检查、团体旅游、宗教信仰、世界历史地理等相关知识。学生在了解国内旅游行业的基础上,还能够掌握一定的国际旅游服务的基本知识和技能。

第三部分为实用写作部分。该部分包括写作要求讲解、样例分析和学生动笔写作三个步骤。内容涉及对旅游组织和旅游法规的了解、欢迎(送)词、导游词、旅游菜单、各种旅游信函及协议、通知、合同、旅游广告、旅游景点建筑风格、履历表和求职申请等旅游文件的写作练习,以提高学生的应用文写作能力。

为培养学生的自主学习能力,满足学生将来可持续发展的需要,书后附有中国主要的名胜古迹,其他相关资料如航空公司图标和电话、旅游网站一览、世界时区及时差计算,其均放在重庆大学出版社资源网站上,以便学习者下载浏览。

经过近四年的教学实践,结合旅游英语教材使用满意度调查,证实了本教材具有创新性、科学性、系统性、适用性和可操作性。但同时本教材也存在一些需要完善的地方,本次修改具体如下:

1. 听说部分

- 1) 结合当前时事,更新并丰富听说部分的学习内容;
- 2) 针对不同基础的学生设计不同难度的话题材料,以满足不同专业的学生;
- 3) 增设图文并茂的听说材料,增强教材的趣味性和可操作性。

2. 翻译部分

- 1) 增加翻译练习的题量,巩固学生所学知识;
- 2) 丰富翻译练习的题型,增强教材练习形式的多样化。

3. 形式部分

适当增加教材的辅助材料(如插图、图表等),注重师生互动,提高学生兴趣,使内容生动,便于操作。

本书邀请了旅游行业专家参与教材修改。桂林华夏国旅欧美中心英语部经理、中级翻译曾治国,桂林中国国际旅行社中级导游林琳对本书修改给予了大力支持,在此表示衷心感谢!

编 者

2016 年 3 月 26 日

Contents

Unit 1	1
Special Terms	1
Section 1 Listening and Talking	1
Section 2 Texts	7
Text A World Tourism Organization	7
Text B Quality Criteria of Tourism	12
Section 3 Practical Writing	16
Section 4 Reading and Enjoying	16
Unit 2	18
Special Terms	18
Section 1 Listening and Talking	18
Section 2 Texts	23
Text A Travel Agency	23
Text B Deposit the Luggage at the Airport	27
Section 3 Practical Writing	30
Section 4 Reading and Enjoying	31
Unit 3	32
Special Terms	32
Section 1 Listening and Talking	32
Section 2 Texts	38
Text A A Hotel	38
Text B Guest Security	43
Section 3 Practical Writing	46
Section 4 Reading and Enjoying	47
Unit 4	48
Special Terms	48
Section 1 Listening and Talking	48

Section 2	Texts	54
Text A	Chinese Cuisine	54
Text B	Southern Chinese Cuisine	60
Section 3	Practical Writing	63
Section 4	Reading and Enjoying	66
Unit 5		67
Special Terms		67
Section 1	Listening and Talking	68
Section 2	Texts	72
Text A	Chinese Festivals	72
Text B	Western Festivals	76
Section 3	Practical Writing	79
Section 4	Reading and Enjoying	80
Unit 6		82
Special Terms		82
Section 1	Listening and Talking	82
Section 2	Texts	87
Text A	Buddhism	87
Text B	Western Religions	92
Section 3	Practical Writing	95
Section 4	Reading and Enjoying	96
Unit 7		98
Special Terms		98
Section 1	Listening and Talking	98
Section 2	Texts	104
Text A	Chinese Folk Dresses	104
Text B	Chinese Folk Songs	109
Section 3	Practical Writing	112
Section 4	Reading and Enjoying	113
Unit 8		114
Special Terms		114
Section 1	Listening and Talking	114
Section 2	Texts	119
Text A	The Great Wall	119

Text B The Summer Palace	123
Section 3 Practical Writing	125
Section 4 Reading and Enjoying	126
Unit 9	128
Special Terms	128
Section 1 Listening and Talking	128
Section 2 Texts	133
Text A Means of Transport	133
Text B Taking the Subway	138
Section 3 Practical Writing	141
Section 4 Reading and Enjoying	142
Unit 10	144
Special Terms	144
Section 1 Listening and Talking	144
Section 2 Texts	150
Text A Shopping in Traveling	150
Text B Significant Tourist Souvenir	154
Section 3 Practical Writing	157
Section 4 Reading and Enjoying	158
Unit 11	160
Special Terms	160
Section 1 Listening and Talking	160
Section 2 Texts	167
Text A Suzhou Gardens	167
Text B Cathédrale Notre Dame de Paris	172
Section 3 Practical Writing	176
Section 4 Reading and Enjoying	177
Unit 12	179
Special Terms	179
Section 1 Listening and Talking	179
Section 2 Texts	186
Text A China's Tourism Law and Guidebook for Civilized Tourism	186
Text B Global Code of Ethics for Tourism	191
Section 3 Practical Writing	195

Section 4	Reading and Enjoying	201
Unit 13		202
Special terms		202
Section 1	Listening and talking	203
Section 2	Texts	207
Text A	Zhangjiajie National Forest Park	207
Text B	Yellowstone National Park of the United States	212
Section 3	Practical Writing	216
Section 4	Reading and Enjoying	218
Unit 14		219
Special Terms		219
Section 1	Listening and Talking	219
Section 2	Texts	225
Text A	Order Your Trip Online	225
Text B	Payment Online	229
Section 3	Practical Writing	232
Section 4	Reading and Enjoying	233
Unit 15		235
Special Terms		235
Section 1	Listening and Talking	235
Section 2	Texts	241
Text A	Confucius and Confucianism	241
Text B	Chinese Folk Arts	246
Section 3	Practical Writing	249
Section 4	Reading and Enjoying	250
Unit 16		252
Special Terms		252
Section 1	Listening and Talking	252
Section 2	Texts	257
Text A	Tour Guide	257
Text B	Local Guides	263
Section 3	Practical Writing	267
Section 4	Reading and Enjoying	268

Unit 17	269
Special Terms	269
Section 1 Listening and Talking	269
Section 2 Texts	274
Text A Mount Tai	274
Text B The Yangtze River	278
Section 3 Practical Writing	282
Section 4 Reading and Enjoying	283
Unit 18	284
Special Terms	284
Section 1 Listening and Talking	284
Section 2 Texts	290
Text A Sri Lanka to Intensify Tourism Promotion in China	290
Text B Travel Insurance	294
Section 3 Practical Writing	298
Section 4 Reading and Enjoying	299
Unit 19	301
Special Terms	301
Section 1 Listening and Talking	301
Section 2 Texts	307
Text A Xi'an City	307
Text B Rome	311
Section 3 Practical Writing	315
Section 4 Reading and Enjoying	316
Unit 20	318
Special Terms	318
Section 1 Listening and Talking	318
Section 2 Texts	323
Text A The 2010 World Expo in Shanghai	323
Text B Tianya Haijiao International Wedding Celebration Festival	328
Section 3 Practical Writing	331
Section 4 Reading and Enjoying	332
Appendix	
Famous Scenic Spots in China	333

Unit —1—

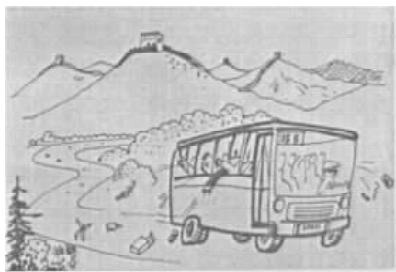
Special Terms

cultural shock	the anxiety and feelings (of surprise, disorientation, uncertainty, confusion, etc.) felt when people have to operate within a different and unknown culture 文化冲击
eco-tourism	a form of tourism that appeals to ecologically and socially conscious individuals 生态旅游
etiquette	the practices and forms prescribed by social convention or by authority 礼节
Green Globe 21	a worldwide benchmarking and certification program which facilitates sustainable travel and tourism for consumers, companies and communities. It is based on Agenda 21 and principles for Sustainable Development endorsed by 182 governments at the United Nations Rio de Janeiro Earth Summit in 1992 绿色环球 21 认证
space tourism	the recent phenomenon of tourists paying for flights into space pioneered by Russia 太空旅游
sustainable development	meeting the needs of the present without compromising the ability of future generations to meet their own needs 可持续发展
tourism	travel for recreational or leisure purposes 旅游
World Tourism Day	September 27 celebrated by the World Tourism Organization since 1980 世界旅游日

Section 1 Listening and Talking

- I. Lead-in: Look at the pictures and have a discussion about them. Then write down the possible words and expressions that are related to the theme.

1. What are the passengers on the bus doing? 2. How does the warm tip on the board say in English?



3. How do you think about this behavior? 4. What is the tourist doing in the bamboo?



Write down the relevant words and expressions in the space provided below.

II. Listen to the dialogue and choose the best answer to each question you hear.

- | | |
|---------------------------|---------------------|
| 1. A) Beijing | B) Shenzhen |
| C) Shanghai | D) Guangzhou |
| 2. A) Lost Baggage office | B) Baggage Claim |
| C) Hotel | D) It doesn't say |
| 3. A) The guide | B) The traveler |
| C) Shanghai airport | D) Shenzhen airport |
| 4. A) Shanghai airport | B) Shenzhen airport |
| C) Hotel | D) Travel bus |
| 5. A) Hotel | B) Airport |
| C) Huangpu River | D) Sightseeing boat |

Word Tips

baggage claim

an area in an airport where arriving passengers can collect the luggage that has been carried in the hold of the aircraft 行李领取处

refreshed

adj. with restored energy 恢复精神的

revitalize

v. restore strength 使复活;使恢复

III. Listen to the passage and decide whether the following statements are true (T) or false (F).

1. The tourism business and leisure travel is making a great contribution to socio-economic improvement.
2. The tourism business and leisure travel are 13 percent of global services trade.
3. The global life is changed into easier access, freer time and more disposable income style.
4. China is the largest tourism export market.
5. China's experience on tourism can help other countries to develop their tourism exports to response of poverty imperatives.

Word Tips

infrastructure

n. the infrastructure of a country, society, or organization consists of the basic facilities such as transport, communications, power supplies, and buildings, which enable it to function 基础设施; 基础结构

recreational

adj. of or relating to recreation 娱乐的

disposable income

income (after taxes) that is available to you for saving or spending 可支配收入

paradigm

n. a standard or typical example 范例

culinary

adj. of or relating to or used in cooking 烹饪的

IV. Listen to the dialogue carefully for three times, the first time you should get the main idea, the second time you should fill in the missing words, and the last time you should check your answers. Then try to retell the conversation.

Civilized Behavior in Traveling

(A—Zhang Qiang; B—Liu Li)

A: Hi, Liu Li. Fancy meeting you here. How are you doing?

B: Fine. I have been working on Professor Wang's assignment in front of the computer for a whole week, and I do need fresh air and 1) _____. It's a nice day and taking a stroll in the park is a good way to relax myself.

A: I see.

B: (Looking at the camera in Zhang Qiang's hand) You are still with the Photography Society?

A: Yes, and for the past few weeks I have been focusing on 2) _____ in scenic spots.

B: Poor tourist behavior? Oh, yes. I've read reports on inappropriate behaviors of Chinese tourists in foreign countries, such as talking loudly in public, littering around, and 3) _____ etc.

A: Yes. As China becomes wealthier and wealthier, the number of Chinese able to travel around the country and visit other countries has increased. Such uncivilized behavior is 4) _____. That's why I am taking photos of uncivilized tourist behaviors — to draw people's attention to this problem. Our government has issued guidelines on manners for its citizens traveling home and abroad and 5) _____ to educate people against inappropriate behavior.

B: I think the guideline and the campaign will help to improve tourist manners.

A: I hope so. As people from the land of Confucius who stresses proprieties, we should know that courtesy is a standard of being human.

B: Yes, you are right. The behavior of some Chinese travelers is not compatible with our country's economic strength and its growing international status.

A: We should make an effort to learn the international norms of manners.

B: Definitely.

A: But we are not the only one that is troubled by such behavior. This has been a recurring phenomenon in Asia, as country after country has become developed. In the 1970's, it was Japanese tour groups that invited ridicule abroad with their unsophisticated ways. In the 1980's and 1990's, it was newly traveling South Koreans. Now, it is Chinese.

B: I am confident we can curb this problem. It takes time.

A: Yes. The first step is to improve people's awareness of such problems. With improved awareness, people will in time learn to correct their embarrassing habits in public places.

Word Tips

stroll

v. walk leisurely with no apparent aim 闲逛, 漫步

tarnish

v. make dirty or spotty, as by exposure to air; also used metaphorically 玷污

courtesy

n. a courteous or respectful or considerate act 礼貌

unsophisticated

adj. not wise in the ways of the world 不谙世故的

curb

v. put down by force or authority 抑制; 勒住

V. Listen to the passage and then fill in the blanks with the exact words or phrases you have just heard.

Introduction to Global Sustainable Tourism Criteria

Sustainable tourism is on the rise; consumer demand is growing, travel industry 1) _____ are developing new green programs, and governments are creating new policies to 2) _____ sustainable practices in tourism. But what does “sustainable tourism” really mean? How can it be measured and credibly demonstrated, in order to build consumer confidence, promote 3) _____, and fight false claims?

The Global Sustainable Tourism Criteria are an effort to come to a common understanding of sustainable tourism, and will be the 4) _____ that any tourism business should aspire to reach. They are organized around four main themes: effective sustainability planning, maximizing social and economic benefits for the local community, enhancing cultural heritage, and reducing 5) _____ impacts to the environment. Although the criteria are initially 6) _____ for use by the accommodation and tour operation sectors, they have applicability to the entire tourism industry.

The criteria are part of the 7) _____ of the tourism community to the global challenges of the United Nations' Millennium Development Goals. Poverty alleviation and environmental sustainability — including climate change — are the main cross-cutting issues that are addressed through the criteria.

Some of the expected uses of the criteria include the following:

Serve as basic 8) _____ for businesses of all sizes to become more sustainable, and help businesses choose sustainable tourism programs that fulfill these global criteria;

Serve as guidance for travel agencies in choosing suppliers and sustainable tourism programs;

Help consumers 9) _____ sound sustainable tourism programs and businesses;

Serve as a common denominator for information media to recognize sustainable tourism providers;

Help certification and other 10) _____ programs ensure that their standards meet a broadly-accepted baseline;

Offer governmental, non-governmental, and private sector programs a starting point for developing sustainable tourism requirements;

Serve as basic guidelines for education and training bodies, such as hotel schools and universities.

Word Tips

false claim

ask for compensation fraudulently 虚假索赔

aspire

v. have an ambitious plan or a lofty goal 立志

United Nations' Millennium Development Goals

联合国千年发展目标

alleviation

n. the act of reducing something unpleasant (as pain or annoyance) 减轻

cross-cutting

adj. in separate or independent parties 跨领域的

VI. Tasks to complete.

Task 1

Situation: Suppose you are a member of your school's Tourism Association. Your association is launching a campaign on campus to call on the students to fight against the inappropriate tourist behavior. The campaign features pictures taken of such behavior and gathers suggestions on how to improve tourist etiquette. The campaign is successful, and its impact is being felt outside the campus. You will attend a talk show of the local TV station about the campaign. Your discussion will include the reasons for such inappropriate behavior and the possible ways to deal with it.

Role A: You are the student from the Tourism Association.

Role B: You are the host/hostess of the TV talk show.

Tips

Welcome to our show. I am...

It's my honor to...

come up with

tackle
 improved manners
 jump the queue
 dress too casually, especially on some formal occasion

Task 2

Situation: It has been reported that the shooting of some so called big-budget films caused great environmental damages. Suppose you are talking about it with one of your friends. You hold the idea that the damages to the places outweigh the benefits brought about by the films, while your friend argue that film shooting will make the places well-known and promote the local tourism development. Compared with the immense economic profits, the damages are not worth mentioning.

Role A: You are the one who stresses the damages.

Role B: You are the one who stresses the economic profits.

Tips

There is no denying that...
 sustainable development

While it's true that...
 special effects (of movies)

Section 2 Texts

Text A World Tourism Organization

Pre-reading

1. Where is the headquarter of the World Tourism Organization?
2. When was the Organization established?
3. What role does the Organization play?
4. Why is UN often added to the abbreviation of the Organization?
5. In which conference, did WTO become a specialized agency of the UN?

The United Nations World Tourism Organization (UNWTO), headquartered in Madrid, Spain, is a United Nations agency dealing with questions relating to tourism. It is a significant global body, concerned with the collection and collation of statistical information on international tourism. The publication of its data makes possible comparisons of the flow and growth of tourism on a global scale. The organization is committed to the United Nations Millennium Development Goals, geared toward reducing poverty and fostering sustainable development.

UNWTO plays an important role in promoting the development of responsible, sustainable and



universally accessible tourism, paying particular attention to the interests of developing countries. The Organization encourages the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing its negative social and environmental impacts.

The origin of the United Nations World Tourism Organization stems back to 1925 when the International Congress of Official Tourist Traffic Associations (ICOTT) was formed at The Hague. UNWTO states that the ICOTT became the International Union of Official Tourist Propaganda Organizations (IUOTPO) first in 1934. Following the end of the Second World War and with international travel numbers increasing, the IUOTPO restructured itself into the International Union of Official Travel Organizations (IUOTO). A technical, non-governmental organization, the IUOTO was made up of a combination of national tourist organizations, industry and consumer groups. The goals and objectives of the IUOTO were to not only promote tourism in general but also to extract the best out of tourism as an international trade component and as an economic development strategy for developing nations. Towards the end of the 1960's, the IUOTO realized the need for further transformation to enhance its role on an international level. The 20th IUOTO general assembly in Tokyo, 1967, declared the need for the creation of an intergovernmental body with the necessary abilities to function on an international level in cooperation with other international agencies, in particular the United Nations. Throughout the existence of the IUOTO, close ties had been established between the organization and the United Nations and initial suggestions had the IUOTO becoming part of the UN. However, following the circulation of a draft convention, consensus held that any resultant intergovernmental organization should be closely linked to the UN but preserve its "complete administrative and financial autonomy".

It was on the recommendations of the UN that the formation of the new intergovernmental tourism organization was based. Resolution 2529 of the 24th UN general assembly stated:

" (The general assembly) believes that a formula that would allow agreement to be reached more readily among governments for the establishment of an international tourism organization of an intergovernmental, particularly to assist the developing countries would be: (a) The conversion of the International Union of Official Travel Organizations into an intergovernmental organization through a revision of its statutes; (b) The establishment of operational links between the United Nations and the transformed Union by means of a formal agreement. "

In 1970, the IUOTO general assembly voted in favor of forming the World Tourism Organization (WTO), based on statutes of the IUOTO, and after ratification by the prescribed 51 states, the WTO came into operation on November 1, 1974.

At the 15th general assembly in 2003, the WTO general council and the UN agreed to establish