



21世纪高职高专旅游专业模块化创新规划教材

# 旅游英语

LUYOU YINGYU

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湖南大学出版社

## 内 容 简 介

该教材以模块教学为指导,共设九大模块,即导游工作、旅游交通、住宿、饮食、购物、娱乐及旅游应用文写作等。教材注重学生能力的培养,集“教”“学”“练”一体化。

该书可作为旅游专业,涉外英语专业的教材,也可作为旅游从业人员的培训教材。

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# 前言

随着我国职业教育改革与发展的不断深入,坚持以就业为导向,构建以能力为本位,以基本职业素质和职业能力培养为主线,以模块化课程结构为主体,凸显高职与行业特色的课程体系,培养适合市场需求的高素质劳动者和实用型技术人才,已成为当前高等职业院校课程改革面临的重要课题。

模块化教学是国际劳工组织为提高劳动者素质开发出的技能培训模式,是目前高职教育普遍认可的教育模式,也是职业教育的成功经验。高职教育应以行业需求为导向,高职院校旅游管理类专业教育与旅游行业联系紧密,其专业人才培养更应体现其职业和岗位的特点。近年来,许多高职院校的旅游管理类专业均结合自身办学优势、专业特点和行业实际,在教学改革上做了大胆尝试,积极开展模块化教学研究,并取得了较为丰硕的成果。但将模块教学改革及课堂实践的理论贯穿于整个课程体系的构建并用以践行成套教材的编写,尤为鲜见。

一般来讲,高职模块化教学就是从岗位驱动入手,确定专业的职业能力培养目标,根据该目标将教学课程分解为若干模块,学生可根据自身兴趣精修不同模块,以实现不同的分目标,达到就业需求。而模块划分的最大特点是非学科完整性,是行动导向性的,更有利于开展课堂教学活动。模块的划分是以主题为中心把相关的知识组织到了一起,使之更加贴近生活、贴近学生需要,使内容变得更容易操作,有利于学生在活动中学习,在学习活动中。这些优点相对于传统教学有许多创新,也有非常好的效果。但对于教材的编写来说,却有相当难度。其主要原因是在教材的编撰过程中,模块的划分没有统一标准,也没有较成熟的方法借鉴,编写者往往很难把握其尺度。尤其对于基础理论课程教材的编撰,更是难以把握。基于此,我们组织了涵盖业内权威专家及有着丰富教学经验及旅游企业管理经验的教授、学者和骨干教师的作者团队,对此进行了积极、有效的探索。本套教材的编写力图体现如下特点:

## 1. 以学生为中心,贯彻高等教育新理念

当代教育理念告诉我们:学校(教师)应该牢固树立“以学生为中心”的服务观念;以学生为中心组织教学,发挥其学习主体的主观能动作用。本套教材以专项能力课程内容单元模块,整个教学过程围绕一个个模块展



开,以学生为主体,以教师为主导,教师在进行模块教学的过程中起组织、协调、示范和引导的作用。学生可根据确定好的模块有的放矢,把更多时间和精力放在自选模块上,不断地钻研直到精通;教师可在教学中针对学生特点,选择不同内容模块,做出相应的教学要求、指导和评价,让学生也能负责控制和管理好自己的学习活动,增强学生学习的积极性和主动性。

## 2. 以就业为导向,突出职业能力培养

职业教育的主要目的就是直接为社会培养第一线的实用技能型人才,突出实用技能培养,追求“零距离就岗”。本套教材以专业岗位为模块,以实用技能作为核心内容,围绕主题拓展,把专业理论和操作技能有机地、系统地结合在一起,形成内容体系。同时,注重教学内容的实用性,强化学生的技能训练,促进学生动手能力的提高,循序渐进,边学边练,弥补了传统教材讲练分离的不足,能收到事半功倍的效果,充分体现了以技能为基础的职业教育特点,真正实现了专业教学的理论实践一体化。这不但为学生的就业铺平了道路,也为社会的再培训节约了时间和成本,构建了学校—社会就业直通车。

## 3. 以模块为主题,构建动态教学模式

模块化教学是一种理论和实践有机结合的系统化教学方法。本套教材的编写充分借鉴课堂教学的程式,积极构建:设定目标——内容构架——任务分解——反馈评价的模块化教学的操作模式。教材首先通过提炼设定了综合性的教学目标及内容框架。这种综合性的教学目标既涵盖学生的知识学习,同时又涵盖学生的操作能力,体现出学生的态度。其次是将模块的教学分解成若干个具体的任务。为了完成这个任务,学生不仅要参加活动,而且更重要的是要学习,要去了解情况,收集必要的资料,并且要发挥自己的特长。简单地说,在模块化教学的施教过程中,不再是以知识的传授为中心,而是以学与做相结合的活动为中心。最后是反馈评价。在教学任务完成后,教师对每位学生在本次活动中的表现给予评价,并对任务完成过程中的各种信息予以整理和反馈,实施动态调整,以此来帮助学生达成目标,从而有效保障整个教学目标的实现及学生能力的养成。

事实上,当前职业教育中,除了专业层面的多元化专项技能模块教育的倾向外,更多、更实用的是课程教育的模块化尝试。我们希望这套教材能在日渐发展、深入的高职旅游管理的理论研究和教学实践中得以不断提升、完善和创新。

编者

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# PART 1 模块一

## Approaching Tourism



### Task 1 Travel Service

#### Learning Objectives:

- ◆ To gain necessary vocabulary about travel service
- ◆ To learn basic knowledge about travel service
- ◆ To master the business procedure in a travel agency
- ◆ To know the key skills for a qualified tour guide

#### Introductory Remarks

In this module, something on tourism organizations and types of tourism is presented. Exactly, the key points are the vocabulary for tourism, standard procedure, the new development trend of tourism and practical communication skills in typical cases in the travel industry.

## Brainstorming and Warming up Activities

### 1. Brainstorming

Direction: Do you know them and what role they play in the travel industry?



### 2. Warming up Activities

Direction: Work in groups and write out words or expressions about the above.

## Passage and Sample Dialogues

### 1. Passage

**Preface** The tourism industry is a big dynamic business, which spans the globe and provides employment and revenue in almost every nation. Since the Central Government of China identified tourism as a new economic growth sector in 1998, China, despite the country being in an initial stage of development in tourism, has been one of the most important players of the international tourism community and a driving force of tourism both inbound and outbound travel. In 2000, China earned US\$ 16.2 billion in tourism; During the “Oct. 1” Gold Week period of 2008 only, tourism revenue totaled RMB 79.6 billion, up 24.2% than 2007; By 2020, China aims at receiving 145 million visitors, of which foreign tourists would be 33.5 million generating receipts of US\$ 75 billion and domestic tourism generation RMB 2700 billion — thus, tourism revenues would represent 8% of China’s GDP.

**Tourism and Travel** When asked what tourism is, we usually think of people who are moving by some means of transportation and visiting a particular place for sightseeing, taking vacation and having a good time. They may





spend their leisure time in various sports, talking, singing, touring or simply enjoying the environment. In fact, if we peruse the subject further, an increasing number of other items can be included in the understanding of tourism, which must also involve those people who are searching for survival or treasure in the history, and nowadays attending a convention, a business conference, an expo or some other business or professional activities, enjoying their incentive trip and receiving health care and worshipping or pilgrim, as well as those who are taking a study tour under an expert guide or doing some kind of scientific research or study. More amazingly, with the help of internet, people can have excellent DIY(do-it-yourself) travel, initiating a tourism revolution.

Accordingly, tourism is essentially a type of human planned activities mainly for people's motivation of sightseeing, entertainment, curiosity or knowledge. Exactly, tourism consists of several key items — transportation, lodging(housing), food service, shopping, touring and entertainment. So, tourism necessarily includes travel although they're considered almost the same in our daily life.

As to the tourism market, we must know very well two important bodies, the governor normalizing the industry and the market in the name of the government and the players professionally providing various travel services.

**Travel Administration** Travel administration is the government agency in charge of tourism directly.

In China, it's a multi-level agency, including national and local travel administrations, China National Travel Administration(CNTA) and Province-, City- and County-level Travel Administration respectively.

In general, travel administration is mainly responsible for such affairs as macro-marketing, planning, organizing, supervising, guiding and promoting. In detail, its main responsibilities involve internal marketing, which means travel administration should raise, develop and normalize its internal tourism market and travel industry, and external marketing, which usually indicates travel administration should organize external publicity and significant promotional activities on the overall image.

**Travel Agency** Tourists can find many approaches available for them to gather information about their destinations and make reservations for their trips. Traditionally, the travel distribution channels usually involve travel agencies, convention and meeting planners, credit card companies, consumer direct access and tourist offices. However, with the technological advance and popularity of internet, people come to treat Internet as the most convenient information source, producing a completely new distribution channel called on-line travel.

Of all the travel intermediaries, the travel agency is still the most important temporarily, especially in developing countries like China. In most cases, travel agencies as the middleman have to attract tourists and help tourists reserve tickets, hotel accommodations as well as make arrangements. They are rewarded for their good service with the benefits of compensation, commissions, overrides, rebates and service charges. More exactly, travel agencies usually work as the buyer and the seller both. As the buyer, they should select quality suppliers in the fields of transportation, accommodation, insurance, shopping and entertainment and then sell all these mainly to tourists; as the seller, travel agencies mainly have internal customers and external ones, staff working for the travel agency and tourists paying for the travel services respectively. Excellent internal marketing can attract brilliant people, especially gifted guides, to serve for the travel agency, which can lay good foundation of external marketing; excellent external marketing, the key to the survival and development for the travel agency, can increasingly advertise more and more tourists to be its account, making purchase of its services. The price difference between the buying price and selling price benefits travel agencies in economy. Accordingly, external marketing privileges internal one. And it forces the travel agency to work out an increasing number of workable marketing campaigns in order to seize more market share and anticipate greater prospect on the basis of good customer satisfaction.

Travel agencies do not only compete with each other, but with other providers of travel services. Nowadays, on-line travel has seen its popularity, producing more severe competition in the line. In the past, tourists have to be at the service of travel agencies because they have no say in the seller's market.



But now, they find more suppliers available in the buyer's market. On-line travel features, the unique service of customization, which allows would-be tourists to have more say in the talk with providers of travel service. Hence, travel agencies actually confront a more complex picture. Certainly, what they should do is not only to set up their own website or homepage, but to promptly adapt themselves to the new environment with more innovated but practical steps or measures.

In America and Europe, travel agencies usually come with two types: *Retail Travel Agencies* and *Tour Wholesalers* (Tour Operators). The former as the *middleman* deals directly with customers represented by such agencies to purchase tourism products and services; contrarily, the latter as the *dealer* sells tourists those tourism products and services pre-purchased and assorted by the company from other suppliers in the travel industry.

Since 2000, travel agencies in China Mainland have fitted in domestic and international travel agency. International travel agencies are also sub-divided into the agency with the outbound right and the one without outbound right. By the business, travel agencies at home also fall into three sub-categories: a) *organizing agency*, the agency which signs the tourism contract with tourists at the departure place of the travel and usually answer for the itinerary confirmed by itself and tourists as well as send national guide to take good care of its tour party; b) *receiving agency*, the agency which receives and entertains at the target destination of the travel the tour group from the organizing agency and are usually the partner travel agencies of the receiving agencies; c) *tourist offices*, the agent or office set up by the receiving agencies in the places(cities) of departure and intended for attracting more customers and facilitating cooperation between itself and the organizing agencies.

## 2. Sample Dialogues

### Dialogue 1 Routines

$M = \text{Mona} \quad L = \text{Li}$

M: Usually a tour manager's routines can be divided into five categories: pre-trip routines, first-day routines, each-day routines, last-day routines, and post-trip routines.

L: So, what should be the focus of the pre-trip routines?

M: It exactly means full preparation for the trip. You should first find out what tours have been assigned, whether it's familiar or not, if not, ask about anything unclear and research the tour, if any special holiday occur during the tour, especially cultural and religious holidays, to review the material given, especially the exact time and place for you to meet the party and to review the passenger list is also very important, you may find out some special client information or requests.

L: Ah, full preparation can certainly mean half success!

M: On the first day, the spot time will be well in advance of the clients' arrival time and the tour director should determine whether all is running on schedule and check the terminal to find the location of shops, restaurants and other conveniences. When passengers arrive, the tour manager introduces himself or herself, checks luggage, hands out essential documents, and assign seating. A tour director must be friendly and professional from the start. The first impression is invariably the most lasting one. Of course, the tour conductor will have to review with the group the general itinerary for the tour as well as the rules and regulations. In my opinion, it's just the time to establish camaraderie with and among the group.

L: That's to say, we should give our passengers a good first impression and then we should be able to get well with them. I see!

M: You must carry out certain routines every day on the tour, for example, to inform the group of the day's time and events, first thing in the morning, and to find out about any special free activities and tell your clients about it. Then, whenever clients leave the group, give them a precise time to return by giving the return time as a specific time, for example, "It's now 2:15. Be back at 2:30." Do not say, "Be back in fifteen minutes". Of course, when they return to the coach, take a careful head count to make sure everyone is back. Then tell them what will be happening next. In spare moments, reconfirm all appointments that are about to come up, including those for the next



morning. At day's end, give tour members a general outline of the next day's events and specific information about the next morning's first activities and departure times.

L: Ah, a tour guide must be careful enough, otherwise, trouble would arise.

M: That's right. A guide should be careful through the trip. According to my experience, a tour's last day is a peculiar one because the passengers are tired and so are you. But the last day leaves a strong impression. An escort should do everything possible to live up the day, for example, if you're on a plane or train, make an effort to circulate as much as possible among your clients. I'm sure this is also the right time to review other tours your clients may wish to take. At the end of a successful trip, clients are usually most open to thinking about their next tour options.

L: Can I treat the review as a marketing strategy or a kind of survey?

M: Sure! Only when we detect our clients' real or new needs can we attract more visitors. So, after the trip is over, the tour manager usually reports to the company, handling in required forms and describing any unusual events that occurred. But, in my view, we should go further, for example, we can send some notes to clients, thanking them for the business. It certainly helps our business in this marketing business world. This is only the basics for your information.

L: Thanks one million! All you said is so helpful for me to be a good guide. Of course, the most important is that I should bring all of this experience into my practice and accumulate more practical experience in my career life. Thanks again, Mr. Mona!

M: You're welcome!

## Dialogue 2 Looking for a Guide

*M=Mona L=Leo J=Jack*

L: Ms White, Mr. Webber. How can I help you this afternoon?

J: Hi, Leo. We're after a tour guide.

M: Yes, Leo. We want to make the most of our last day. Can you recom-



- mend a good tour guide?
- L: I can recommend Five Star Tours. They're very popular.
- M: We don't want a group though, Leo. We want a private tour guide.
- L: Well, there's someone I know of. He's the best in the business. You'll need him tomorrow?
- M: Yes.
- L: I'll see if he's available. Excuse me for just a minute.
- L: You're in luck. He is available tomorrow.
- J: Excellent. When can we speak with him?
- L: He can meet you today if you like.
- J: Fine. What time?
- L: 3 o'clock.
- L: He said he can meet you here in the lobby.
- M: What's his name, Leo?
- L: Mr. Le.
- J: Thanks, Leo.
- L: My pleasure.
- L: Good afternoon.
- M: Hi, Leo. Why are you wearing a different uniform? And where is Mr Le?
- L: Let me introduce myself. I am Mr Le. Your tour guide.
- J: Leo, you're a tour guide?
- M: But you're the hotel receptionist!
- L: I also work for Five Star Tours.
- M: I don't understand.
- L: Please let me explain. I'm saving up to study hotel management in Australia. So I work for Five Star Tours in my spare time.
- M: I'm still not sure about this.
- L: Let me assure you, Ms. White. I have a tourism qualification, and I've been doing this job for seven years.
- M: But...
- L: I know all the best tours in the city!
- J: I'm sure you do, Leo. We would love you to be our tour guide,



Wouldn't we, Mona?

M: I suppose so.

L: Thank you Ms. White and Mr Webber.

J: Call me Jack.

L: Thank you, Jack. Now, if you'll just follow me to the lounge. I have some brochures to show you.

### Dialogue 3 Discussing a Tour

*M=Mona L=Leo J=Jack*

L: Now, what did you have in mind? A full day tour?

J: Yes.

M: The zoo looks good. I love animals.

J: But we can go to the zoo anywhere, Mona. Leo, what's something we can only see in this city?

L: Well, you're in luck. The Lantern Festival parade is on tomorrow. It's very colourful.

M: Is it near the harbour? I'd love to see the harbour.

J: We have harbours in Australia, Mona.

L: Perhaps this will interest you. It's a dolphin watch harbour cruise.

J: How much will that set us back, Leo?

L: As you can see, the price is very reasonable.

M: Oh this looks good.

L: It's going to be fine and sunny tomorrow. Perfect for a cruise.

J: I think I'd like to see the parade.

L: You can do both! The cruise takes four hours... and the parade doesn't start until after sunset.

J: Sounds good to me.

L: All right. Let's go over our itinerary. We'll take the morning cruise... and then have lunch at the quay. After that, we can visit the temples... or you can come back and rest... depending on how you feel.

J: Yes, let's play that by ear.

L: At six we'll have a traditional dinner and then go to the parade.

M: Excellent. What time should we start out?

L: We should leave the hotel at about 7:30. Don't forget to bring your camera and it's a good idea to wear warm clothes. It can get quite chilly on the ferry.

M: Should we take any food?

L: There's a kiosk on the ferry, if you prefer.

J: Thanks Leo.

L: I'll make the arrangements now. See you in the lobby at 7:30.

M: Yes, see you then, Leo.

## Special Terms and Expressions

### 1. Special Terms

(1) Types of travel agency and tour guide

a) travel administration

travel administration 旅游局 Visit Britain 英国观光局

China National Travel Administration(CNTA) 中国国家旅游局

Hong Kong Tourism Board(HKTB) 香港旅游发展局

b) travel agency

domestic travel agency 国内旅行社 international travel agency 国际旅行社

five-star travel agency 五星级旅行社  
top travel agency 优秀旅行社

organizing agency 组团社 receiving agency 接待社

state-owned agency 国有旅行社 private agency 私有旅行社

c) guide

professional guide 专业导游 amateur guide 业余导游

full-time guide 专职导游 part-time guide 兼职导游

local guide 地陪 national guide 全陪

unlicensed tour guide 野马导游 private/personal guide 私人导游

on-site guide 现场导游 specialized guide 专业导游

senior guide 高级导游 superfine guide 特级导游

courier 生活导游 multilingual guide 多语导游





## (2) Traditional Chinese festivals

the Spring Festival 春节	the Lantern Festival 元宵节
Pure Brightness Day 清明节	the Dragon Boat Festival 端午节
the Mid-Autumn Festival 中秋节	the Double Ninth Festival 重阳节

## (3) Description of the market or the industry

off season(slack season, season-low, off-peak season) 淡季	
on season(peak season, season-high, selling season) 旺季	
shoulder season(period) 平季	tourism circles 旅游界
go sightseeing 观光	well-off life 小康生活
employment 就业	sunrise line 朝阳行业
tour route 旅游路线	travel industry 旅游业
travelling expense 旅费	travel business 旅游业务
tour route 旅行路线	reasonable price 价格合理
itinerary 旅行安排	economic impact 经济影响
cultural impact 文化影响	environmental impact 环境影响
low carbon economy 低碳经济	sustainable development 可持续发展

## 2. Expressions

(1) Hello, this is China International Travel Service. Can I help you? 您好, 这里是中国国际旅行社。请问有什么可帮您的?

(2) We can offer all kinds of tours, from individual tour to group package tour. We also offer specialized tour. 我们能提供各种旅游, 包括个人游和团队包价游等。当然, 我们还能提供各种特色旅游服务。

(3) It's a net price, the ticket excluded. It's reasonable, especially in the peak season. 这是净价, 不包含票价。该价格很合理, 尤其是在旅游旺季。

(4) Honorably, outbound travel falls into our business scope because we're an international travel service. 很荣幸, 出境游恰好是我们的经营项目, 因为我们是一家国际旅行社。

(5) You'll also agree it's an excellent itinerary of good quality but low price. 我想, 您也会认为这的确是一个物美价廉的行程安排。

(6) I'm sure it's hard for you to find a more favorable quotation with the same service than ours. 我认为您很难再找到与我方服务品质一样但价格比