



北京高等教育精品教材

BEIJING GAODENG JIAOYU JINGPIN JIAOCAI



旅游英语教程

清华版·高等院校
旅游与饭店管理专业规划教材

修月祯 主编



清华大学出版社

TOURISM

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旅游与饭店管理专业规划教材

旅游英语教程



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内 容 简 介

本书以旅游导论为框架,同时拓展旅游业知识,目的是使读者对旅游知识有一个较全面的了解,同时关注旅游业发展的新趋势,包括红色旅游、乡村旅游、会展业、环境保护和文化遗产保护等内容。在语言技能训练方面,每个单元都涵盖听、说、读、写、译技能的全面训练,提供真实的语言环境,更利于读者掌握实用技巧。本书系统性强,内容新,具有较强的实用性、趣味性和时效性。

本书适用于有一定英语基础的学习者,如英语专业、旅游类专业的本科生,也适用于旅游类高职高年级的学生。

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旅游管理专业教育教学改革工程项目配套教材
清华版·高等院校旅游与饭店管理专业规划教材

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从 书 序

进入21世纪以来,随着中国社会经济的飞跃发展,综合国力的不断增强,国民生活水平的显著提高,中国旅游业迅速发展起来,并且保持着持续发展的活力。根据世界旅游组织的预测,2020年中国将成为世界第一大旅游目的地国,并成为世界主要旅游客源国之一。在21世纪的起始阶段,中国旅游业的发展将本着“大力发展入境游,积极发展国内游,规范发展出境游”的方针,逐步发展成为出入境旅游并举的旅游客源输出大国和旅游目的地大国。

中国能够快速发展成为全球最主要的旅游市场之一,首先需要大量优秀的专业人才做支撑。旅游产业的发展运行需要管理、策划、营销、服务等多方面和多层次的专业人才体系来支撑,涉及面包括了从旅游资源的规划与开发到旅游产品的策划与设计,从旅游活动的组织创意到旅游线路的营销推介,从旅游企业的管理运营到旅游项目的筹划运作以及到各种旅游服务的实际提供与操作等等;同时,随着现代旅游产业发展呈现出的多元化、国际化趋势,旅游节庆、旅游会展、旅游地产、旅游电子商务等新型旅游产业迅速发展起来,对现代旅游从业人员提出了新的要求,也是对当前旅游管理专业的高等教育提出了新的挑战。

当前,我国旅游管理专业教学建设已有了一定的发展基础,在中国步入“十一五”新的发展时期,中国旅游专业人才的培养需要一套具有新理念、新思维、高水平的精品教材,以培养出一批符合未来中国旅游产业发展需求的合格人才。为此,清华大学出版社策划组织了国内一流旅游院校中的部分院系著名专家教授和学科带头人参与编写了这套能够适应中国旅游业发展需要的高等院校系列教材。本套教材是教育部面向21世纪旅游管理专业教育教学改革工程项目的系列配套教材,由清华大学出版社组织出版。本套教材的宗旨是进一步完善全国旅游管理专业的高等教学体系,总结中国旅游产业发展的理论成果和实践经验,推进中国旅游管理专业的理论发展和学科建设,并希望有助于提高中国现代旅游从业人员的专业素养和理论功底。

在编制本套教材的过程中,我们力求系统地、完整地 and 准确地介绍旅游管理专业的基本理论和知识,并体现资料全、观点新和体系完整的特色,尽可能地将当前

国内外旅游产业发展的前沿理论和热点、焦点问题收纳进来。本套教材既可作为全国高等院校旅游管理专业教育教学的专业教材，也可作为旅游企业专业人才培养的参考用书。本套教材由教育部工商管理教学委员会委员马勇教授和田里教授担任总主编，由华侨大学郑向敏教授、重庆师范大学罗兹柏教授和上海师范大学高峻教授担任副总主编。

本套系列教材将于2006年秋季陆续出版发行，其中刘纯教授的《现代饭店督导管理》、郑向敏教授的《现代饭店经营管理》已评为教育部国家级“十一五”规划教材。在教材的编制过程中，清华大学出版社特别邀请了全国旅游教育界和企业界的知名教授和专家学者进行了严格的审定，借此机会对支持和参与本套教材编、审工作的专家、学者表示衷心的感谢。

欢迎全国旅游高等院校师生和旅游专业人士的选用，并提出宝贵意见，以利于今后本套系列教材的修订与完善。

编委会
2006年7月

前 言

随着社会的进步和人民生活水平的提高，世界各国都越来越重视本国旅游业的发展，由此旅游活动在世界范围内迅猛展开。旅游业的发展不仅可以在很大程度上促进经济的提升，同时也能在促进各国文化交流和世界和平方面起到不可估量的作用。自改革开放以来，我国旅游事业有了飞速发展，今后仍然是我国经济发展的重要组成部分。旅游行业对高级旅游人才的供需矛盾将日趋凸显，解决这一问题的根本出路是加强旅游高等教育。而在旅游专业的高等教育中，“旅游英语”是一门重要课程。

本书是在学生完成初级英语学习的基础上使用的教材，目的在于既要进一步提高学生的英语水平，拓展从事旅游业必须掌握的英语专业词汇，又要较全面地介绍旅游、旅游业方面的知识，促使他们在旅游理论知识、实际工作能力和旅游专业英语方面均得到提高。

本书特别注重旅游专业的知识性，精心选取旅游业最新内容，并以旅游导论为框架，目的是使学生对旅游知识有一个较全面的了解。例如，什么是旅游，旅游业包括哪些方面，旅游营销及旅游对一个国家经济、文化和社会等方面的影响等。本书同时注重学生实践能力的培养，编写了导游、饭店等工作的实际程序。书中的写作部分，编入了旅游业务中常见的内容和文本形式，旨在帮助学习者得心应手地完成日常工作。本书介绍了有代表性的国内景点和与旅游有关的经济、文化等方面的知识，对学习特别是导游员有所帮助。作为英语教材，本书注重培养听、说、读、写、译各方面的技能。全书分为 15 个单元，每个单元分为四个部分，分别强调听、说、读、写四大技能模块。本书融知识性与趣味性于一体。为便于学生掌握各知识点，书中配有相应练习。

本书配有电子课件，以适应多媒体教学的需要。下载地址为：

www.tup.tsinghua.edu.cn

北京第二外国语学院研究生周陈亮和韩梦春参加了本书的编写，在此向他们表示感谢！

全书编写时间仓促，错误遗漏在所难免，恳请读者指正。

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Unit 1

Tourism Industry and Tourists

Part 1 Listening and Speaking

Passage 1

New Words & Expressions

Chinese Lunar New Year	中国农历新年
reservation <i>n.</i>	预订
analyst <i>n.</i>	分析家
appreciation <i>n.</i>	增值; 欣赏
venture <i>v.</i>	冒险, 敢于
outbound <i>adj.</i>	开往外地的, 出境的
China's Exit-Entry Bureau	中国出入境管理局
inbound <i>adj.</i>	入境的
year-on-year	同比

The Rise of Outbound Travelers from Mainland China

Task 1

Listen to the passage carefully and then fill in the blanks with what you hear.

It is still one month to go before the Chinese Lunar New Year, but the _____ for outbound travel during the holidays have begun to rise.

The long-distance trips to places such as North Africa, Australia and Europe _____ sixty percent of the _____. The _____ including to Japan and

South Korea are also welcomed by the travelers. This year, skiing and warm spring bath have become special favorites of the travelers.

Analysts say the _____ of the renminbi, and the simplification in passport and visa _____ are some of the major reasons for the boom.

Upwardly mobile Chinese citizens have been venturing overseas in their travels. Last year's outbound travelers from the mainland rose 12 percent from 2005.

The _____ for their holidays include Hong Kong, Macao, Japan, Thailand, South Korea and Russia.

According to China's Exit-Entry Bureau, _____ mainland citizens traveled overseas last year. Meanwhile, China also saw more than 22 million _____ from other countries and regions in 2006, up nearly 10 percent _____. Out of these inbound travelers, over 51 percent were tourists.

Task 2

Listen to the passage again and then answer the following questions.

(1) What are the major reasons for the increase of outbound travel?

(2) What are the special favorites among the travelers this year?

(3) What are the top spots for Chinese travelers?

(4) What do you know about inbound travel last year?

(5) Where would you like to go for a visit if you have a chance?

Passage 2

New Words & Expressions

stereotypical <i>adj.</i>	陈规的, 典型的
consecutive <i>adj.</i>	连续的
domicile <i>n.</i>	住宅, 家
domestic tourism	国内旅游(一国居民在本国内旅游)
inbound tourism	入境旅游
outbound tourism	出境旅游
internal tourism	境内旅游(国内旅游加上入境旅游)

New Words & Expressions

national tourism 国家旅游(国内旅游加上出境旅游)
 international tourism 国际旅游(入境旅游加上出境旅游)

Definitions

Task 3

Listen to the passage twice and then fill in the blanks with what you hear.

WTO has taken the concept of *tourism* beyond a stereotypical image of “holiday-making.” The officially accepted definition is as follows:

“Tourism comprises the activities of persons _____ outside their usual environment for not more than _____ for _____ and other purposes”.

The term “usual environment” is intended to _____ trips within the area of _____ between the domicile and the workplace and other community trips of a _____ character.

The United Nations classified three forms of tourism in 1994 in its Recommendations on Tourism Statistics:

- Domestic tourism*, which involves residents of the given country _____;
- Inbound tourism*, involving _____ in the given country; and
- Outbound tourism*, involving residents traveling in _____.

The UN also derived different categories of tourism by combining the 3 basic forms of tourism:

- Internal tourism*, which comprises _____;
- National tourism*, which comprises _____; and
- International tourism*, which consists of _____.

Task 4

Oral activities.

Have you got a clear idea of the types of tourism? Tell each other the different forms of tourism without looking at the textbook.

Treasure Box

reservation <i>n.</i> 预订(订票, 预订座位)	● I have an open ticket. Now I want to make airline reservations for August 4. 我有不定日期的机票, 现在我想预订八月四号的座位。
---------------------------------------	--

保留(意见) (可数、不可数) 保留区	<ul style="list-style-type: none"> ● We have made a reservation for dinner at the restaurant. 我们已经在饭店订好座位了。 ● I have no reservation about hiring him. 雇用他我没有任何意见。 ● I am willing to agree to the proposal with one reservation. 我很同意这个建议，但有一点保留意见。 ● The military reservation was five miles away from here. 军事保留地距离这里五英里。
favorite <i>adj.</i> 喜欢的，中意的 <i>n.</i> 喜欢的人(或物)	<ul style="list-style-type: none"> ● When you say blue is your favorite color, you can say blue is your color. 蓝色是你最喜欢的颜色，可以说，蓝色是你的颜色。 ● A teacher shouldn't have favorites in the class. 教师在班里不应该偏爱某些学生。

Dialog

New Words & Expressions

the Lantern Festival	元宵节
the Tomb-Sweeping Day	清明节
the Dragon Boat Festival	端午节
the Mid-Autumn Festival	中秋节
scrap <i>v.</i>	废弃
adjacent <i>adj.</i>	邻近的
netizen <i>n.</i>	网民
deprive <i>v.</i>	夺去
entitle <i>vt.</i>	给……权利
heritage <i>n.</i>	遗产
revise <i>v.</i>	修订
revision <i>n.</i>	修订

The Scrapping of One of the Country's Three "Golden Week" Holidays

(F: foreign Student C: Chinese Student)

F: The Chinese government announced the scrapping of one of the country's three "golden week" holidays. Does it mean that you are going to have fewer holidays?

C: Not really. The government at the same time added three traditional festivals — the Tomb-Sweeping Day, the Dragon Boat Festival and the Mid-Autumn Festival — to the

list of public holidays. Each of the three traditional festivals will be a one-day holiday.

- F:** Then you will have fewer days for holiday.
- C:** No. The government actually increased the total number of national holidays from 10 to 11 days.
- F:** Would you please give me some detailed information about the revision?
- C:** All right. The Spring Festival remains a three-day public holiday, but it will start one day earlier from the eve of the Lunar New Year, China's most important traditional festival. The May Day holiday is shortened from three days to one day, while the three-day National Day holiday and one-day New Year holiday remain unchanged. The government will continue to move the weekend days adjacent to⁽¹⁾ a national holiday to form a longer holiday period so that people will have three days or seven days off in a row⁽²⁾. The New Year Day, Tomb-Sweeping Day, Dragon Boat Festival, May Day, and Mid-Autumn Day then become holidays of three days each. The Spring Festival holiday and National Day holiday remain seven-day holidays.
- F:** What's the purpose of making the revision?
- C:** Because hundreds of millions of Chinese traveling at the same time made transport and tourist destinations very crowded, making these holidays far from an enjoyable experience. An official said the change would uphold Chinese traditions, make public holidays better distributed and, with more people traveling on new public and paid holidays, ease overcrowding on the golden weeks.
- F:** I've heard that some people dislike the revision.
- C:** Yes. Some netizens have complained that the revised May Day holiday will make the remaining two golden weeks even more crowded and that deprives⁽³⁾ people working far from their hometowns of the chance to go back home for family gatherings. They have even voiced their worry that a lot of company employees will not be off on the newly-added traditional festival holidays.
- F:** Does the government know that?
- C:** Yes. The spokesman said the revision could not satisfy all the people, whose interests might vary, but did respect the opinion of a majority. He said that 75 percent of the people were in favor of the change and that 60 percent of the netizens agreed to the way the May Day holiday was revised.
- F:** I had paid holidays when I worked in my country. Do people have paid holidays in China?
- C:** Yes. All employees of government agencies, enterprises and public-service institutions are entitled to take paid holidays after serving the same employer for one year. Employees who have worked less than ten years will have five paid days off a year, those who have worked for ten to 19 years will have ten days and those who have worked for 20 years and above would have 15 days.
- F:** That's wonderful.

Task 5

Answer the following questions.

(1) Which “golden week” was scrapped?

(2) What traditional festivals are chosen as public holidays?

(3) How many days do Chinese people have for national holidays?

(4) Why does the government make the change?

(5) Why do some people dislike the revision?

(6) What’s your comment on the revision?

Task 6

Oral activities.

Divide the class into small groups and each student will give his/her opinion on the change of the “golden week” holiday system with the help of the following references. Then report his/her opinion to the class.

References

Ask for an opinion	Express an opinion
What do you think of...?	I think... (I think that it is a good idea to revise the holidays.)
What is your judgment on...?	I feel that...
Have you any comments on...?	I guess I would say that...
Do you think ...?	I would say...
Why do you say ...?	That’s very true of...
	I might say...
	I don’t think that...
	I rather disagree ...
	He commented that he thought...