



走向职业化高职高专“十一五”规划教材
【旅游及酒店管理系列】

实用旅游英语

姜先行 主编
胡晓琼 阮彩霞 副主编



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授课用电子课件



机械工业出版社
China Machine Press

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本书根据涉外旅游工作对导游等从业人员的要求编写。全书共 32 课，内容涉及旅游六要素，即食、住、行、游、购、娱的各个方面，如出入海关、迎送游客、登记入住、行程安排、市内观光、用餐、购物、景点观光等。每课包括本课目的与重点、情景对话、阅读材料、专业词汇、轻松时刻、名人名言和练习七个部分，书后附有练习答案。

本书可作为旅游专业或涉外旅游专业的教材，也可作为旅行社导游的工作手册。

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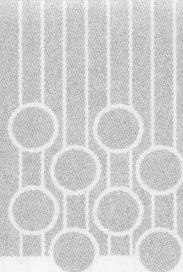
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出版说明

(含教材不名册)

高等职业教育是我国高等教育的重要组成部分，它以培养生产、建设、管理、服务第一线的高等技术应用性专门人才为根本目标。随着我国经济的迅速发展，高等职业教育正得到空前的发展。目前高等职业教育规模已占全国高等教育的半壁江山。“十一五”期间，全国将向社会输送1100万高职毕业生。然而，高等职业教育在全国的发展水平仍不均衡，各高职高专院校的教学质量也参差不齐。这种情况大大制约了高职教育的发展。因此，推动教学改革、提高教学质量已成为高职教育的当务之急。为此教育部先后下发文件，要求全国高职院校“加快高职教育改革与发展，提高高职教育教学质量”。

广东省是中国改革开放的前沿，也是我国高等职业教育蓬勃发展的代表之一。在广东省汇集了一大批优秀的高职院校和优秀教师。在教育部有关领导的指导及广东省教育厅高教处的大力协助下，我们以广东省为中心，联合全国一批致力于职业教育改革且已具成效的院校，共同成立了“高职高专经管类、旅游类教学改革规划教材编审委员会”。编委会以研讨高职高专教育教学改革方向、交流教学改革成果及经验为宗旨，并借助教材这一形式将成果和经验进行分享与传播，从而进一步向全国推广，为我国的高职教育发展尽一份力量。

教材是体现教学内容和教学要求的知识载体，是教师进行教学活动的基本工具，是提高教学质量的重要保证。发展高等职业教育，提高教学质量，必须重视教材的建设。目前，编委会以机械工业出版社为平台，计划用2~3年的时间出版经济管理类和旅游类高职高专系列教材100余种，范围覆盖经济管理类专业基础课、电子商务、物流管理、会计电算化、旅游管理、酒店管理等专业的主要课程。此次规划教材按照教育部“提高教学质量、推行工学结合、以就业为导向”等要求，根据高职高专教育的实际情况，邀请具有丰富高职教学经验的一线授课教师、具有相关行业工作背景的双师型教师以及企业一线工作者联合编写，旨在真正做到“产学研结合”、“工学结合”。

此次系列教材的编写指导思想体现了编委会研究制定的方针：教材编写要结合

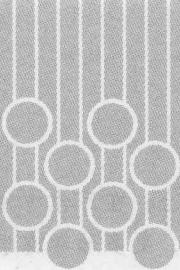
教学方法的改革与实践；要与相关的职业资格认证相结合；在写作方法上要打破传统的以学科体系设置课程体系、以知识点为核心的框架，更多地考虑学生所学知识与行业需求及相关岗位、岗位群的需求相一致，使教材内容“项目化”、“工作流程化”；突出“走向职业化”的特点，努力培养学生的综合素质、职业能力和专业技术。此外在高职教育的理论“必需、够用”方面也进行了有益的探索与尝试。在系列教材的开发过程中，众多资深的一线授课老师、双师型老师、企业工作者们，在教学、专业知识与企业实际工作的有效结合方面进行了探索。此批教材以“立足广东，面向全国”为目标，在突出广东特色的同时更兼顾到与全国通用性的结合。

系列教材尝试打破常规的学科体系教学模式，探索一种更符合高职教育实际情况的模式。在通过案例教学、项目式教学、互动式教学强化实践性、应用性和针对性的同时，以学生为本的思想也增强了学生学习的趣味性和主动性。系列教材以建设成为立体化教材为最终目标，将会在实践中逐步完善整个教材体系。

此批教材为编委会组织编写的高职高专教育教学改革规划教材，被机械工业出版社列为“十一五”期间重点发展的规划教材，同时已参评广东省“十一五”省级规划教材。

在编委会运作及系列教材出版期间，得到了广东省教育厅高教处吴念香副处长以及顺德职业技术学院、深圳职业技术学院、四川烹饪高等专科学校、广东轻工职业技术学院和广东工贸职业技术学院等一大批优秀院校的鼎力支持，在此特别致以衷心的感谢！

高职高专经管类、旅游类教学改革规划教材编委会
机械工业出版社华章分社
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前言

自 20 世纪中叶以来，旅游业几乎在世界各地都取得了巨大的发展。我国的旅游业也自 1978 年改革开放以来有了长足的发展，吸引了世界各地的游客，尤其是进入 21 世纪后，我国公民的出境游人数量呈逐年上升的趋势，我国公民的足迹已遍布世界各地。

随着国际国内游客的增加，导游队伍和各级院校旅游专业的学生不断扩充，但能用地道的英语向海外游客介绍中国悠久的历史文化和秀丽的山水，或能在充分了解异域文化的基础上，顺利带领国内游客畅游异国他乡的导游则为数不多。导游的外语水平成了制约我国旅游国际化发展的瓶颈。笔者根据多年从事旅游业和旅游教学的经验，精心编写了这本《实用旅游英语》教材，以期能较快地提高旅游专业学生和旅游从业人员的英语水平，为我国旅游事业的发展做出贡献。

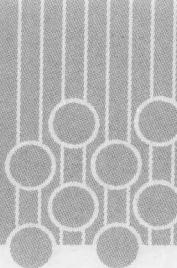
本书根据涉外旅游工作对导游等从业人员的要求编写。

全书共 32 课，内容涉及旅游六要素，即食、住、行、游、购、娱的各个方面，如出入海关、迎送游客、登记入住、行程安排、市内观光、用餐、购物、景点观光等。每课包括本课目的与重点、情景对话、阅读材料、专业词汇、轻松时刻、名人名言和练习七个部分。每课阅读材料部分附有相关图片。书后附有练习答案。

本书构思新颖、内容丰富、实用性强，比较全面地介绍了涉外导游工作的各个程序和方面，而且本书还特地增加了“轻松时刻”和“名人名言”两个部分，可谓本书的亮点，使学生学起来既有趣味，又增加了他们对英语国家的社会、文化和历史的了解。本书可作为旅游专业或涉外旅游专业的教材，也可作为旅行社导游的工作手册。

本教材主编为深圳职业技术学院的姜先行副教授，副主编为湖北三峡大学的胡晓琼教授和广州铁路职业技术学院的阮彩霞老师，湖北三峡大学的陈美林和万翠老师参编。

由于编者水平有限，疏漏和不足之处在所难免，恳请读者不吝指正。



教学建议

教学目的

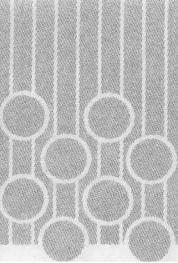
让学生了解旅游六要素，即食、住、行、游、购、娱的各个方面，并能用英语从事旅游工作，为游客服务，如迎送游客、带游客出入海关、帮他们登记入住酒店、安排游览行程、市内观光、用餐、购物、景点观光等。在较快地提高旅游专业学生和旅游从业人员的英语水平的同时，本教材也希望能提高他们的跨文化交际的能力。

前期需要掌握的知识或课程

旅游学概论、基础英语、英语口语、英美概况、导游基础知识等。

学时安排

原则上总学时是 144 个学时。如果每课的第二篇阅读材料也在课堂上讲解，则每课需要再增加 2 个学时。



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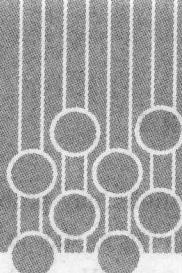
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Unit 1

本课目的与重点, 让学生:

1. 熟知用英语致欢迎辞
2. 熟练掌握用英语介绍深圳
3. 了解相关词汇和表达

Part 1 Welcome Speeches

Speech 1

(A Welcome Speech on the Bus by the Local Guide)

Ladies and gentlemen,

Good afternoon, Welcome to Beijing!

Now sit back please and don't worry about your luggage. Your luggage will be sent to the hotel in another bus.

First, let me introduce myself. My name is Li Ming, but you just call me Ming. I'm from the China International Travel Service, Beijing Branch. On behalf of my travel service, my colleagues and myself, I warmly welcome you to our capital city of Beijing. Confucius, the great ancient Chinese sage, once said "Isn't it happy to have friends come afar?" So, it is great happiness of mine to be your host here in Beijing.

During your stay here, I'll be your local guide and I'll do everything possible to make your stay most comfortable and enjoyable. Be sure to let me know when you

have any questions, any problems or any requests, no matter what they are.

We are going to stay in the China World Hotel, a very comfortable and luxurious hotel in downtown. We shall spend a lot of time in this limousine, our only "transportation". We'd better remember its number and its features so that we won't get on a wrong one. The number is 84176. Now I'd like to introduce our driver to you. Mr. Wang has been working as a professional driver for over 15 years and he is surely experienced and responsible.

You have just completed such a long flight from San Francisco to Beijing. The time difference between the two cities is 16 hours. Now, take your watch and reset the time. It is 4:30 p.m., Beijing standard time. Although China spans five time zones, the whole country follows Beijing standard time.

There is one thing I must remind you of, that is, you mustn't drink the water from the tap here because the unboiled water might cause you sick. However, boiling water for making tea is available in the hotel rooms.

Speech 2

Ladies and gentlemen,

Good afternoon, Welcome to Wuhan!

Please sit back and relax. Your luggage will be sent to the hotel by another bus, so you don't have to worry about it.

Let me introduce my team first. Mr. Wang is our driver. He has 20 years of driving under his belt, so you're very safe. I'm Susan. We're from China Youth Travel Service, Wuhan Branch. On behalf of CYTS Wuhan Branch and my colleagues, I'd like to extend a warm welcome to you.

I will be your guide during your stay in Wuhan. I will try to do my best to "warm the cockles of your heart." We highly appreciate your understanding and cooperation.

During your one-day stay in Wuhan, we will visit some of highlights of Wuhan. The Yellow Crane Tower at Snake Hill will be our first stop tomorrow morning. After lunch, we will drive to the outstanding Hubei Provincial Museum, then the East Lake with an area of 3 000 hectares.

You're going to stay at the Oriental Hotel, a luxury hotel. It is situated near the Hankou Railway Station. Your dinner has also been arranged there. The hotel provides laundry and dry cleaning, too.

China is in a state of change now. I think you have already witnessed the changes on your way. Great progress has been made everywhere both in the city and in the countryside since late 1970s when China adopted a policy of reform and opened to the outside. If you have any questions about your travel, please ask me. I will try my best to give you appropriate answers.

Since you travel in a hot summer season, I suggest you wear your hats and

sunglasses on tours.

I hope you will enjoy your stay in our city.

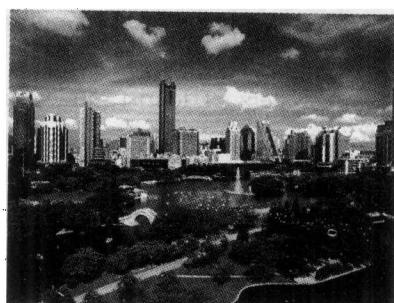
Part 2 Texts

Text A

Shenzhen (深圳)

Shenzhen Municipality was known as Bao'an County. As early as in the Neolithic Age, human beings were found to live on this land. Shenzhen was under the jurisdiction of Panyu County in the Qin Dynasty (221BC ~ 206BC) and was upgraded to a county in the Jin Dynasty (265 ~ 420). After repeated changes of names and subordinate relationship in the following dynasties, it was renamed as Bao'an County during the period of the Republic of China (1912 ~ 1949). Bao'an County was known for its revolutionary tradition and reputed as "vanguard of Guangdong". During the two Opium Wars (1840 ~ 1842 and 1856 ~ 1860), it was here in Bao'an that imperial envoy Lin Zexu from the Qing Court deployed defense against the opium smugglers from overseas. The 1900 Sanzhoutian Uprising (known as the start of China's democratic revolution¹ against the royal court of the Qing Dynasty) led by Dr. Sun Yat-sen (1866 ~ 1925) was originated in Sanzhoutian Village, Shatoujiao Town in Bao'an.

During the Anti-Japanese War (1937 ~ 1945), Dongjiang River Guerrilla, which was then known widely for their military prowess in South China, started and expanded from here. Bao'an County was liberated on October 15th 1949. In March 1979, it was changed into Shenzhen City. In August 1980, the Shenzhen Special Economic Zone (SEZ)² was officially established. In July 1981, Shenzhen was upgraded to the sub-provincial status (with more authorities). In October 1988, Shenzhen was approved by the State Council³ to pursue its independent economic development plan.



Shenzhen is a beautiful coastal city in a superb location; the only place in the mainland bordering on⁴ Hong Kong and it is an important passage linking Hong Kong with the mainland. Covering a total area of 1 948.69 square kilometers, including 391.71 square kilometers of Special Economic Zone, Shenzhen verges on⁵ Dapeng Bay (Mirs Bay) in the east, the outlet of the Pearl River in the west, Hong Kong in the south, and Dongguan and Huizhou in the north. Its landscape is mainly low hills with occasional plain tableland, declining from the southeast to the northwest. The western