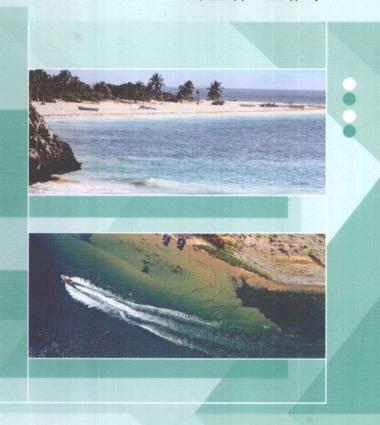


浙江省"十一五"重点教材建设项目 高职高专"旅游与酒店管理英语"系列教材

旅游英语综合教程

主 编 李晓红副主编 王雅平



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旅游活动是当今世界参与人数最多、规模最大的社会活动之一,旅游业也是世界上最大的产业之一。20世纪70年代末以来,中国旅游业快速增长,在30多年的时间里,我国实现了从旅游资源大国向世界旅游大国的历史性跨越,今后还将由世界旅游大国向世界旅游强国迈进。与此同时,我国的旅游教育业蓬勃开展,截至2007年,全国共有高、中级旅游院校1641所,在校生达70多万人。2009年12月《国务院关于加快发展旅游业的意见》的文件的出台对旅游教育提出非常严峻的高要求。

旅游产业和旅游教育的发展壮大需要教材建设的支持。据文献调查,全国范围内编写的旅游英语各类教材达 45 本左右,年限从 1998 到 2009 年不等,其中 2009 年有三本旅游英语出版。在所查阅到的 45 本旅游英语教材中,80% 是针对本科院校旅游管理专业所编写的,强调阅读和旅游词汇的积累,余下的针对高职高专的十来本教材要么年限已久,要么只是强调旅游英语的听力或口语部分,涵盖听、说、读、写、译五大方面的旅游英语综合教程目前还很少。

《旅游英语综合教程》与专业教学改革结合密切,教材内容充分体现职业标准的要求,按照职业岗位和职业能力培养的要求整合教学内容,构建以职业岗位作业流程为导向的内容模块,形成模块化结构。《旅游英语综合教程》由三大篇组成:基础篇、提高篇和文化篇。基础篇强调以工作过程为导向,基本涵盖了旅游行业的各个工作环节,体现旅游"吃、住、行、游、购、娱"六要素,以听说为主线设计各种语境,在工学结合理念的指导下,通过项目教学、任务驱动等编写各个章节;提高篇是对以上各个环节的升华,以阅读、写作、翻译为主,提高篇的章节和基础篇的章节大体——对应,是对基础篇各个章节背景知识的深入介绍,教师上课时可以根据学生的程度分开或综合讲授,该部分是适应国家对旅游教育的新要求,力图做到旅游专科教育和本科教育的对接;文化篇是对旅游涉及的相关文化的介绍,由于旅游覆盖面极其宽泛,该篇拟以主题介绍的方式,对宗教、园林、饮食、茶叶、中医、戏曲等做文化层面的深度了解。教材最后还设有附录,其中包括航空公司中英文名称、知名的旅游网站、世界各时区的换算等等。

本教程的编写遵照在内容上由应用到理论、语言文字上由浅人深、理论概念上由小到 大的原则,听说领先,读译辅助,有意识地从文化介绍的角度选择材料、编写教材,以满 足现代社会对大量高素质旅游人才的需求。本教程把旅游专业知识、跨文化旅游交际能力 及英语语言运用能力结合在一起,以学生为中心、以旅游活动为环境、以旅游岗位任务为

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路径、以旅游交际为目的,由浅入深,循序渐进,培养学生在未来职业岗位中完成旅游任务、实现旅游交际活动所需要的能力,不仅帮助学生提高听说能力、阅读能力、双语互译能力,而且帮助他们了解旅游文化并掌握旅游行业的新理论、新术语,开阔视野。

此外,教程课件中穿插了大量的来自各国的世界遗产图片,以使同学们能更好地认知旅游、感悟旅游。

本教程的完成是浙江旅游职业学院和浙江交通职业技术学院教师团队合作的结果,团队成员不仅有丰富的旅游英语教学经验,更具有多年旅游企业锻炼学习的体验,其中李晓红和王雅平负责构建本教材的整体框架和基本思路。具体而言,分工如下:本书3篇28章中,第一篇中的第1、2、10章和第二、三篇由主编李晓红编写,第一篇中的第3、7、8、9章节由李晓红、王雅平和杨志超共同编写,第一篇中的第4、5、6章节由李晓红、王雅平和郑维共同编写,附录中的国际航空公司中英文名称对照和国内外知名旅游网站一览由郑维编写,世界各时区换算表由杨志超编写。此外,教程编写得到了中国人民大学出版社鞠方安老师的倾力指导,得到了该社责任编辑的无私帮助,敬请接受本人的深深谢意。

本教程可作为高职高专院校旅游专业、景区专业学生及与旅游相关专业及其他专业拓展课程的教材使用,也可作为广大教师和学生教学和学习的参考书,同时也是旅游业工作者理想的自学读物,本教程也可以作为旅游行业人员培训之用。

由于时间和水平有限,书中难免有某些疏漏之处,恳请各位读者不吝赐教、批评指正。

李晓红 2010 年 5 月于杭州



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Part I Tourism ABC

第一部分基础篇



	·	

Giving Travel Information

Unit Objectives:

After learning this unit, you should

- understand how to give travel information in a proper and persuasive way;
- · master the basic words and expressions about information giving;
- be familiar with the terms related to Chinese tourist attractions.

Background Knowledge

When traveling, we may choose to travel by ourselves or attend package tours organized by various travel agencies that attend to the details of transportation, itinerary, and accommodation for travelers. We can also book train tickets, air tickets or passages there.

Listening:

Dialogue

Directions: Listen to the following dialogue for exercises.

NEW WORDS AND EXPRESSIONS:

1. paradise天堂2. tourist attraction旅游景点

3. leaflet 传单, 活页

4. coach 大客车

5. boat cruise 坐船巡游

6. schedule 行程

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☑ A.	Listen to the dialogue and decide whether each of the following statements is true (T) or false (F).
1.	John Smith has been to Hangzhou for the second time.
2.	The travel agency will arrange two tours the next day.
3.	The visit to the Linyin Temple is not included in the agency's schedule the
	next day.
4.	Mr. Smith has chosen the afternoon tour to have a boat cruise on the West
	Lake.
5.	Mr. Smith will pay for his visit the next day when the tour really begins.
☑ B.	Listen to the dialogue again and answer the questions.
1.	What does the saying about Hangzhou illustrate?
2.	What kind of tour does Mr. Smith want the travel agency to arrange for him?
3.	What does Mr. Smith want to visit in his tour the next day?
4.	When will the agency pick up Mr. Smith the next day? And where?
5.	How does Mr. Smith pay for his tour?
÷	Passage

Directions: Listen to the following passage for three times. The first time is for you to get a general idea of the passage. The second time is to fill in the blanks. The third time is to check your answers.

NEW WORDS AND EXPRESSIONS:

孤独的, 孤单的 1. solitary 评估, 评定 2. assess

3. companionable 适于做朋友的; 好交往的

阻碍,妨碍 4. obstruct

5. shatter 使粉碎



感觉,理解,洞察力 6. perception 使转向;转移 7. divert 转移,改道;娱乐 8. diversion 谦虚的 9. modest 孤独 10. solitude 陪伴;公司 11. company 嫉妒 12. envy 闲逛的;巡回演出的 13. strolling

Travel

ravel is a sontary activity: to see, to examine, to assess, you have
to be alone and undistributed. Other people can mislead you; they your
impressions with their own; if they are companionable they obstruct your view, and if
they are boring, they break the silence and shatter your concentration with "oh, look,
it's raining", and "you see a lot of trees here". It is hard to see clearly or to3
other people. The perceptions that are necessary to writing are difficult to manage when
someone close by is4 I am diverted, but it is discovery, not diversion that I
seek. Travel is not a vacation, and it is often the opposite of a rest. "Have a nice time."
People often say to me5 . It is not precisely what I have hoped for. I have a
strong desire for a little risk, some danger, and unfortunate event, a vivid discomfort, an
experience of my own company, and in a modest way, the romance of solitude. This, I
think, might be mine on the train to where I plan to go.
However, traveling on your own can be6, and it is usually not
understood by Japanese, who, coming across you smiling,7 say things like
"where is the rest of your team?" I think of evening in the hotel room in the strange city.
My diary has been brought up to date; I 8 company; what do I do? I don't
know anyone here, so I go out and walk and discover the streets of the town and rather
envy the strolling couples and the people with children. The museums and the churches
are closed, and toward9, the streets are empty. If I am robbed, I will have to
apologize as politely as possible, "I am sorry, sir, but I have nothing valuable10"

KSpeaking:

Directions: Read aloud the following sample dialogue and role-play it afterwards.

NEW WORDS AND EXPRE	WORDS AND EXPRESSIONS:	
1. bustling	繁华的,喧闹的	
2. prosperous	繁荣的	
3. metropolis	大都市	
4. time-honored	历史悠久的	
5. package tour	包价旅游	
6. camping	露营	
7. brochure	小册子	
8. departure	出发	
9. make-up	构成	
10. transportation	交通	
11. accommodation	住宿	
12. entry	进入	

- (A: a receptionist in a travel agency; B: a foreign visitor)
- A: Good morning. Can I help you?
- B: Good morning. My friends and I, altogether 15 persons want to go to China for a two-week holiday. Can you help me arrange the trip?
- A: Of course. What special places do you have in mind?
- B: We particularly want to visit Beijing, the capital of China; Shanghai, the most bustling and prosperous metropolis in China; and Xi'an, a time-honored city. Can you arrange a trip including these three important cities?
- A: Yes, we can.
- B: Good. But first of all, I'd like to know what kind of tours your service provides.
- A: Our agency offers all kinds of tours, ranging from individual tour to group package tour. We also offer specialized tours as cultural tour, biking tour, camping tour and so on. We have several routes including the three places. Here is a brochure that gives you more detailed information about the trips we arrange for China. You can choose any one you like.
- B: Excellent. It seems I have found the right person and the right agency. When will be the earliest arrangement for China?
- A: We have tour departure on every first day of the month. The next should be May 1st. By the way, would you please tell me about your group make-up?
- B: 10 men and 5 women.
- A: And the age makeup?
- B: Between 25 and 35. How much do you usually charge for a tour of China?
- A: It depends. It is usually around 5,800 dollars including fees for airplane tickets,

ground transportation, accommodations and entry tickets for scenic spots.

- B: It's very kind of you to tell me all this helpful information. I will discuss that with my friends. I will let you know after we make the decision.
- A: We'd like to help you anytime with anything you are not clear about.
- B: Thank you very much. Good-bye.
- A: You are always welcome. Good-bye.

Meeting Guests at the Airport **2**

Unit Objectives:

After learning this unit, you should

- understand how to meet foreign guests at the airport and leave them nice impressions;
- master the basic words and expressions about greeting;
- be familiar with some terms related to baggage claiming.

Background Knowledge

Meeting tourists at the airport is the first important step throughout the whole reception process in tourism. There is a saying that goes like "Well begun is half done," emphasizing the importance of the very beginning in service. Arriving in a foreign country, there is nothing warmer than being greeted at the airport by someone who knows your name, speaks your language and welcomes you with a smile. The procedure of meeting and greeting guests at the airport includes finding the guests, greeting them, counting their number, and checking luggage. Then you lead the guests to the bus.

- Ensure the guest is being attended to without any hassle from the Arrival Hall.
- Ensure that paging board is prepared beforehand. Make sure that the guest name is neatly written on the board.
- When the guest approaches you, greet the guest: "Welcome to our city" or if you know that the guest is a return guest, say: "Welcome back."
- Introduce yourself to the guest. "My name is Joan and I am your local guide from China International Travel Service, Zhejiang Branch. May I show you to our Airport Lounge for some refreshment while the driver brings the car over?"



\Listening:

⇔ Dialogue

Directions: Listen to the following dialogue for exercises.

NEW WORDS AND EXPRESSIONS:	
1. World Expo	世博会
2. capacity	容量
3. efficient	效率高的
4. hub	中心
5. feature	是的特色,以为特色
6. a range of	一系列的
7. facilities	设施,设备(常用复数)
8. leisure	休闲
9. convention	会议
10. magnetic levitation train	磁悬浮列车
11. show up	出现
12. streamline	精简使效率更高

⊻ A.	Listen to the dialogue and decide whether each of the following statements is true (T) or false (F).
1.	Mr. Green tells the tour guide that he is greatly impressed by the efficiency
	of the airport.
2.	There are three ways for people to go from the airport to the downtown
_	area.
3.	All the people in the tour group have arrived together in time except John
	Smith.
4.	John Smith will have to apply for a separate visa if he arrives the next day.
5.	The tour guide Meng Jun will pick up John Smith the next day at the airport.
☑B.	Listen to the dialogue again and answer the questions.
1.	What does Meng Jun say about the big changes of the airport to Mr. Green?
2.	How can people go to the downtown area from the airport, according to the passage?

4 .	If Mr. Smith and his wife come later than the other group members, how should tour guide deal with this change?
5.	Is it easy for foreigners to apply for separate visas nowadays in China? Why?

Directions: Listen to the following passage for three times. The first time is for you to get a general idea of the passage. The second time is to fill in the blanks. The third time is to check your answers.

NEW WORDS AND EXPRESSIONS:		
1. make arrangement for	为······做准备	
2. take advantage of	利用	
3. enhance	提高,增强	
4. scheduled	预定的,排定的	
5. flexible	灵活的	
6. bulk	大批的,大量的	
7. package	包办的,包价的	
8. transfer	(车船中乘客的)轮渡码头,转换处	

Independent Travel

