

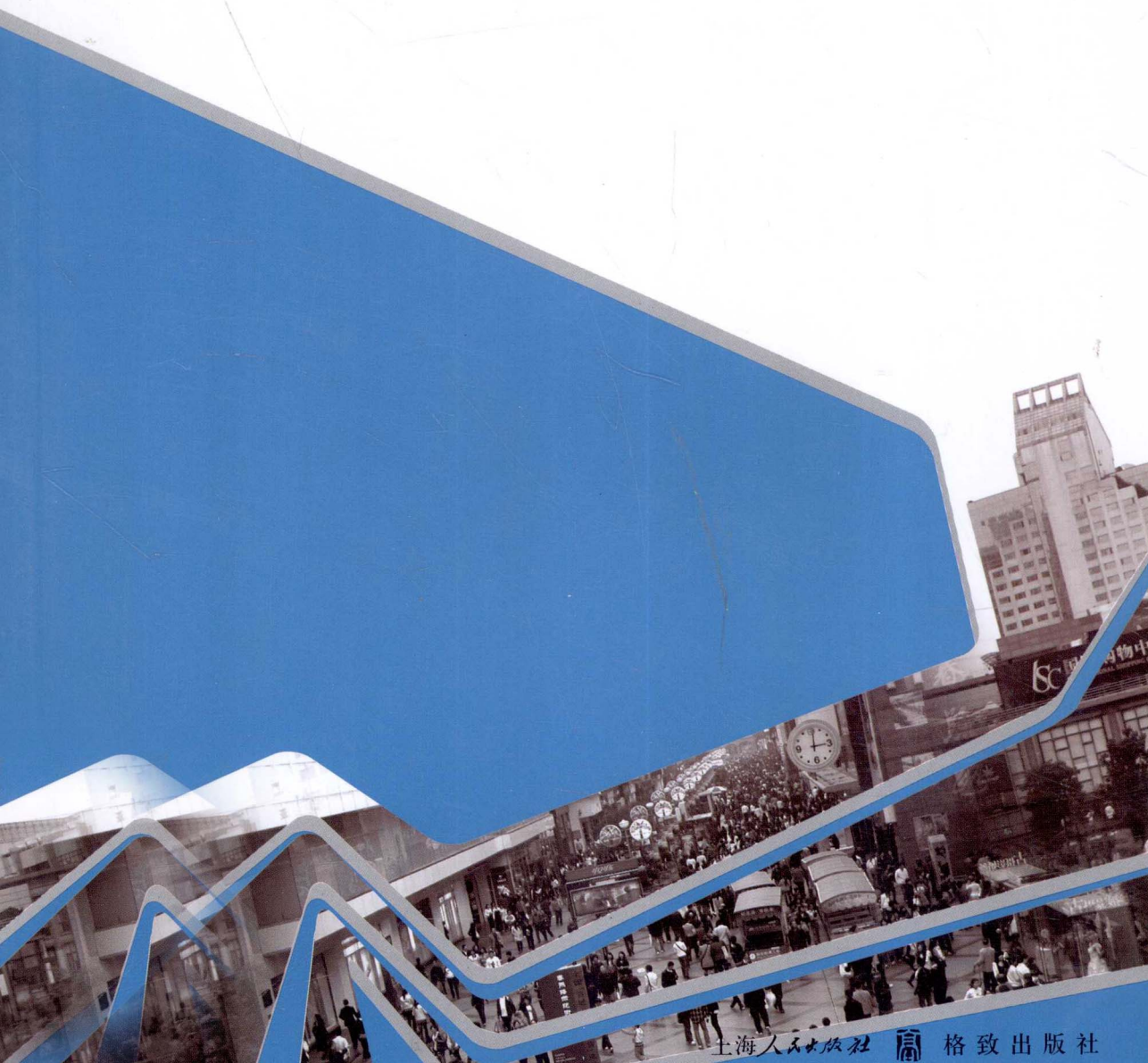
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高等院校旅游学科“十二五”规划教材

夏林根 / 主编

旅游情景英语

卫旭东 邢晓楠 郭应可 汪楠 编著
王跃武 [澳] 温迪·巴赫 审校



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内容提要

本书注重训练和培养学生在旅游服务过程中运用英语的能力。全书根据旅游情景分立篇章,包括旅游咨询、出入海关、旅游交通、食宿服务、观光游览、娱乐活动、会展服务、旅游购物、旅行安全、旅游投诉10个方面,基本涵盖了旅游服务的全过程。全书编排为20篇课文,每篇课文包括背景知识、情景对话、词语注释、短文练习和课外学习材料等板块,富有实用性。

本书为高等院校旅游学科专业英语教材,亦可作为旅游从业人员培训进修用书。

经过两年多的努力,“高等院校旅游学科‘十二五’规划教材”(以下简称“旅游规划教材”)终于付梓了!

改革开放以来,我国旅游业持续快速发展,产业规模不断扩大,产业体系日趋完善。据国家旅游局统计,“十一五”期间,国内旅游人数年均增长12%,入境过夜旅游人数年均增长3.5%,出境旅游人数年均增长19%,旅游业总收入年均增长15%,居民人均出游率达1.5次,旅游消费对社会消费的贡献超过10%。2010年,国内旅游人数21亿人次,国内旅游收入1.26万亿元;公民出境旅游目的地国家和地区141个,出境旅游人数5739万人次;入境旅游人数13376.22万人次,其中过夜旅游人数5566万人次,外国游客人数2612.69万人次,实现旅游外汇收入458亿美元;全国共有星级饭店13652家,纳入统计范围的旅行社22142家,各类旅游景区景点2万多个,最佳旅游城市3座,优秀旅游城市307座,旅游强县17个;导游IC卡持有人数590181人,持有导游资格证的人数近70万,景区、展馆讲解人员逾30万人;全国旅游直接就业1350多万人,间接就业7000多万人,约占全社会就业总人数的8%;旅游业总收入1.57万亿元。我国已经位居全球第三大入境旅游接待国和第四大出境旅游消费国,形成了全球最活跃的国际旅游市场和规模最大的国内旅游市场,已经由旅游资源大国发展成为世界旅游大国。

大力发展旅游业是我国的一项基本国策。旅游业是战略性产业,资源消耗低,带动系数大,就业机会多,综合效益好,对提高国民素质、传播中华民族先进文化和文明成果、推进和谐世界建设具有积极作用。当前我国正处于工业化、城镇化快速发展时期,改革开放稳步推进,经济社会持续发展,综合国力不断提升,日益增长的大众化、多样化消费需求为旅

旅游业发展提供了新的机遇。与此同时,也面临着市场环境复杂多变、市场竞争日趋激烈、保持旅游市场快速增长的困难加大等新情况和新挑战。2009年12月国务院颁布《关于加快发展旅游业的意见》,提出了未来十年我国旅游业发展的战略目标:到2015年,旅游市场规模进一步扩大,国内旅游人数达33亿人次,年均增长10%;入境过夜游客人数达9000万人次,年均增长8%;出境旅游人数达8300万人次,年均增长9%;旅游消费稳步增长,城乡居民年均出游超过2次,旅游消费相当于居民消费总量的10%;经济社会效益更加明显,旅游业总收入年均增长12%以上,旅游业增加值占全国GDP的比重提高到4.5%,占服务业增加值的比重达到12%;每年新增旅游就业50万人;旅游服务质量明显提高,市场秩序明显好转,可持续发展能力明显增强;力争到2020年旅游产业规模、质量、效益基本达到世界旅游强国水平。完成国家发展旅游业的战略目标,需要包括旅游行业、旅游院校在内的社会各界的坚持不懈的共同努力。

大力发展旅游产业,人才队伍建设是关键。旅游业的快速发展,对旅游人才的素质提出了新的更高的要求。目前我国旅游界的人才现状与旅游业的发展需要还有相当大的差距,旅游管理人员的数量和管理水平,旅游院校的培养模式、培养体制,还难以与迅速发展的旅游业相适应。整合旅游教育资源,加强学科建设,优化专业设置,深化教学改革,提高教育水平,为旅游行业输送更多的高素质人才,这是旅游院校的基本任务,也是促进旅游业持续快速健康发展,实现世界旅游强国宏伟目标的战略措施之一。

草创于改革开放初期的我国旅游教育事业,蓬勃发展。2009年末,全国共有旅游院校1733所,在校学生95.24万人,其中高等旅游院校及开设旅游专业的普通高等院校852所,在校学生49.84万人;中等旅游职业学校881所,在校学生45.4万人;全行业在职人员培训总量达397.11万人次。我国已经形成了研究生教育、本科教育、专科教育、中等职业教育四个层次,全日制教育、业余教育、远程教育三种方式相结合的旅游教育体系,并呈现出院系(专业)数量迅速增长、办学规模不断扩大的趋势。旅游从业人员的培训工作,正朝着规范化、制度化的方向发展。但是,旅游院校在办学结构、办学特色、课程设置、实践环节等方面,还有不少亟待研究解决的问题。

教材建设是高等院校的一项基本任务,加强旅游学科教材建设是改善提高旅游教育的当务之急。我们既要有一支具有相当学术水平的师资队伍,又要有若干套有所创新、有所超前、体现时代特色的旅游教材,才有可能培养出适应社会需要、为行业所欢迎的旅游人才。这套“旅游规划教材”正是为此目标而设计

编纂的。

“旅游规划教材”作为高等院校旅游学科的通用教材,力求学术性与普及性并重,开拓性与稳定性结合,理论性与应用性兼具。作者们站在世界旅游学科的前沿,吸收国内外最新研究成果,关注旅游产业的最新动态,系统、准确、简明地阐述相关基础理论,设置“学习要点”、“案例点评”、“练习思考”、“实训练习”等模块,征引大量案例,适当描述相关的操作程序和方法,并配置相应的教学课件,突出了旅游学科应用性、实践性的专业特点。

高等院校的课程设置,体现高校各自的办学思想和办学特色。不同的高校可以有不同的课程体系。“旅游规划教材”计划出版三十余种,选题既包括旅游管理、酒店管理、会展经济等旅游学科的专业基础课和必修课,也包括相关专业主要的选修课,将成为目前国内规模最大、种类最多、涵盖面最广的一套旅游专业教材。

“旅游规划教材”的作者来自全国各地,他们大多是教育部、省级或校级特色专业或重点专业的教授和副教授,执教的课程不少是教育部、省级或校级的精品课程或重点课程,多年研究讲授某一门课程,积累了丰富的教学经验和资料。此外,还有一些长期任职于旅游主管部门以及大型旅游企业的领导,他们具有丰富的旅游管理实践经验。高等院校教师、行业主管部门专家和大型企业领导三方面的人才相互通力合作,将使用多年获得好评的讲义和多年的管理实践经验整理成书,这是编纂高等院校教材的一种新尝试,也将使这套“旅游规划教材”更贴近旅游界的现实,更具权威性。

“旅游规划教材”主要是为普通高等院校旅游学科,包括旅游管理、酒店管理、会展经济及相关专业的本科教学编写的,同时兼顾了民办高校、夜大学、网络教育、自学考试相关专业的教学需要,还可作为旅游企业高级管理人员进修培训教材、高职高专院校教学参考用书。我们真诚地希望旅游教育界的专家学者、使用这套教材的老师和学生及时提出批评建议,使其能够不断完善,更适应旅游教育改革的需要。

“旅游规划教材”的编纂出版,得到了上海世纪出版集团格致出版社的大力支持。从选题的确定到书稿的修改,格致出版社提出了许多很有见地的建议,也得到了有关专家学者的鼎力相助,在此深表谢意!

夏林根

于复旦大学光华楼

我国旅游业近年来持续快速发展,接待的入境游客来自五大洲,公民出境旅游目的地国家和地区达 141 个,无论是旅游客源地还是旅游目的地,都已经覆盖全球。英语是世界上使用最广泛的语言,在旅游服务过程中熟练运用英语,是旅游从业人员必备的技能。作为世界旅游强国未来从业人员的旅游管理、酒店管理和会展经济专业的大学生,必须不断提高英语运用能力,才能适应旅游业全球化的需要。因此,全国几乎所有的旅游院校都开设了旅游英语课程,并将其列为专业必修课。这本《旅游情景英语》就是为此而编写的旅游英语教材。

旅游英语的教学目标是训练和培养学生的在旅游服务过程中运用英语的素养和能力。本教材按照旅游情景分立篇章,包括旅游咨询、出入海关、旅游交通、食宿服务、观光游览、娱乐活动、会展服务、旅游购物、旅行安全、旅游投诉 10 个方面,基本涵盖了旅游服务的全过程。全书分为 10 篇,编排为 20 篇课文。

第一篇:《旅游咨询》。第一课《询问旅行信息》,内容包括出行方式、旅游路线及日程、旅游报价 3 个情景。

第二篇:《出入海关》。第二课《旅行证件》,内容包括办理护照签证、交验护照签证、填写出入境单 3 个情景;第三课《出入海关》,内容包括安检、申报物品、免税退税 3 个情景。

第三篇:《旅游交通》。第四课《选择交通工具》,内容包括飞机、火车、出租车 3 个情景;第五课《搭乘交通工具》,内容包括登机候车、行李托运及提取、中转 3 个情景。

第四篇:《食宿服务》。第六课《客房预订》,内容包括酒店类型、酒店位置、房间类型、房间价格 4 个情景;第七课《前台服务》,内容包括登记入

住、退房、其他服务 3 个情景；第八课《客房服务》，内容包括叫醒服务、客房清理、洗衣服务、维修服务 4 个情景；第九课《餐饮服务》，内容包括预订、点菜、送餐、风味餐、买单 5 个情景。

第五篇：《观光游览》。第十课《文化游》，内容包括名胜古迹、博物馆、名城古镇、节日庆典、民情风俗 5 个情景；第十一课《生态游》，内容包括名山大川、森林沙漠、海滨沙滩 3 个情景；第十二课《休闲游》，内容包括滑雪、冲浪、攀岩、漂流 4 个情景。

第六篇：《娱乐活动》。第十三课《观看演出》，内容包括歌舞、音乐、杂技 3 个情景；第十四课《观看比赛》，内容包括足球赛、篮球赛、橄榄球赛 3 个情景；第十五课《特色项目》，内容包括潜水、温泉、高尔夫 3 个情景。

第七篇：《会展服务》。第十六课《会展接待》，内容包括会展预订、代表签到、接待服务 3 个情景；第十七课《会展业务》，内容包括场馆、设施、物流 3 个情景。

第八篇：《旅游购物》。第十八课《购物》，内容包括免税店、土特产、旅游纪念品、支付与退税 4 个情景。

第九篇：《旅行安全》。第十九课《安全服务》，内容包括寻找失物、食品安全、突发事件处理 3 个情景。

第十篇：《旅游投诉》。第二十课《投诉服务》，内容包括投诉管理机关、投诉顺序、投诉处理 3 个情景。

每篇课文都包括特定情景的背景知识、情景对话、词语注释、短文练习和阅读材料等板块。

《旅游情景英语》适用于大学三、四年级的学生。在教学过程中，要根据旅游英语教学的特点，结合旅游学科学生的实际情况，遵循“学以致用”的原则，灵活、生动地安排、讲授教学内容。教学安排以 18 周，每周 4 课时为宜。

本教材的编者为邢晓楠（第一课至第五课）、卫旭东（第六课至第十课及第十六课、第十七课）、郭应可（第十一课至第十五课）和汪楠（第十八课至第二十课）。全书由上海杉达学院外语学院王跃武教授、澳大利亚天主教大学温迪·巴赫（Wendy Bach）教授审定。

目前，旅游情景英语的教材还不多见。在编纂过程中，编者借鉴、参考了大量的相关著述，并摘引若干段落编入本书的阅读材料部分，详见“参考文献”，在此谨致谢意！

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Chapter I

Travel Information

Unit 1

Inquiry Into Travel Information

Unit Objectives

1. To know how to inquire into travel information;
2. To be familiar with some types of travel.

Warm-up Information

A travel agency or a travel service is a middle man or a company selling the travel industry's individual parts or a combination of the parts to the travelers. A travel agent is a person who serves as a link between the clients and the suppliers of tourist services such as airlines, hotels. They usually receive a commission from the suppliers. A travel agency also operates as a legally appointed agent representing the principal in a certain geographic area.

[illegible]

Passage Package Tour Operations

The inventor of the organized package tour was Thomas Cook, a Baptist missionary from England, who chartered a train in 1841 to carry 570 people to a temperance meeting. This first tour had a number of features that were to become

standards for later package tours, including transportation, meals, entertainment, an event and a tour escort.

To cater to the new class of travelers, tour operators have now developed a variety of packages which offer bargain prices, convenience and reliability. Not only have package tours become more accessible in the jet age, they have also become more flexible in terms of length. In the days when overseas travel entailed a journey by steamship, tours were necessarily longer, commonly lasting two or *three months*. *A few tour operators offer lengthy packages*, but most have scaled down the itineraries of multi-country tours to around 22 days. As a result, tours are less leisurely than they used to be, and less time is spent at each destination. *Shorter tours, featuring only two or three destinations, have also been developed.*

A package tour is a combination of several travel components provided by different suppliers, which are sold to the consumer as a single product at a single price. A package tour typically comprises two or more of the following components: one or more forms of transportation (including fly-drive, fly-cruise, motor-coach tour, and rail tour packages), accommodations, meals, attractions and events (including sightseeing and admission to natural and commercial attractions, entertainment, recreation, and a variety of special events), extras (including transfers and baggage handling, tips and taxes, the service of a professional tour manager and tour guides, travel bags, and discount coupons for restaurants and shops).

Package tours vary in complexity from the two-component package (for example, air transportation and limited sightseeing, or hotel accommodations and rental cars) to the multi-component, all inclusive package. With the popular all-inclusive package, the traveler pays a price that covers just about all trip expenses, including transportation, accommodations, meals, sightseeing and so on. When a tour involves air travel to the destination or point of departure, the components are usually separated into air arrangements and land arrangements. Land arrangements include surface transportation while on the tour, accommodations, meals, sightseeing and other activities.

The package tour industry is one of the fastest growing sectors of the travel industry. Why have package tours become so popular? The main reason is that

they offer a variety of practical benefits that independent travel cannot provide. Firstly, because all package tours are prepaid, the client can fairly accurately calculate the total cost of the tour in advance. Secondly, the single greatest attraction of the package tour is its relatively low cost. Thirdly, when travelers buy a package, they are also buying peace of mind. A package tour takes the anxiety out of travelling, because all the arrangements have been made in advance by the tour operator. Fourthly, it is often easier to get into a special event as a member of a tour than as an individual. Fifthly, tour operators have the experience to know which attractions are worth a special trip. Lastly, on a package tour, the traveler does not have to spend time looking for accommodations, arranging transfers, or getting tickets for a show.

Dialogue 1 **Package Tour**

A: Good morning. What can I do for you?

B: Good morning. I'd like to see some of your brochures. I'm planning to take a trip.

A: Here are some. Where would you like to go?

B: Have you got any suggestions?

A: We have a group tour to Shanghai. It leaves three times every week.

B: What exactly is included in these trips?

A: Please read the brochures. These trips include all meals and a ship as your hotel. You will visit many exciting places.

B: What about the package tours?

A: They include a first-class hotel, city tours, baggage handling and some even include meals. We have to know which one you want before we can tell you everything.

B: I think I'll just take these brochures to my room and study them. Thank you very much.

A: Thank you.

Dialogue 2 Itinerary

A: Manager, we have worked out the scheme of a new tour. Here are the details.

B: Good. Have a seat please.

A: Thank you. And I hope you can give us some advice.

B: OK. Can you give me an oral introduction of the tour first?

A: Sure. It's a Red tourism route. Red tourism is a new product which combines patriotic education with tourism. It's rather popular recently.

B: Yes. What's the target group of the tour?

A: According to a survey, about 80% of the consumers of both group travel and family travel choose Red tourism. So these two groups are the target group of the tour.

B: OK. Then when have you decided to open the tour?

A: We have firstly decided to carry it out in the National Day "Golden Week". It's golden time for tourism and Red tourism is suitable to be promoted during the National Day holidays.

B: That's reasonable. So the duration of the tour should be five or six days?

A: There are different routes so the duration is also varied. The tourists can not only choose to visit the sites in Beijing, but also travel through a few cities.

B: How about the longest line?

A: It's from Beijing to Xi'an and then to Jiangxi. During the tour, you can visit a lot of revolutionary sites. The tour will last for six days.

B: What about the prices?

A: The prices vary from 208 yuan to 2,880 yuan.

B: I got it. But don't you think 2,880 yuan is a little too high?

A: The price of the six-day tour is high for we will arrange round-trip flights for the tourists. Besides, we will arrange four-star hotels for all the routes.

B: Then it sounds more reasonable.

A: There are all kinds of consumer groups. So we have considered different needs when fixing the scheme.

B: OK. Your job is satisfying. And I'll read the project brief carefully and give you my advice.

A: Thank you.

Dialogue 3 Specific Price

A: I'd like to ask you for some suggestions about how to price this tourist route.

B: Fine. Please tell me some detailed information about this route.

A: It contains three tourist attractions: Guilin, Li River and Yangshuo.

B: Oh, how long will the tour last?

A: Six days in total.

B: Er, so have you decided which transportation to use?

A: Airplane, round ways.

B: Airplane, so it makes the cost higher and the price must be made higher.

A: Right, what's more, the entrance fees of these tourist attractions are very high.

B: Er, this is an important factor that we must consider.

A: Right, ticket fees are an important part of the cost of a tourist route.

B: How about your accommodation? A star-rated hotel?

A: Yes. To help the sightseers have a good rest, we booked a four-star hotel.

B: Well, then can you tell me the fee of the accommodation, please?

A: OK. The fee is 300 yuan per person per day.

B: For how many days will we accommodate the tourists?

A: Six days in total. The first day is camping and the last day is on the returning way. So there will be four days.

B: If four days, that is 1,200 yuan. It doesn't include the guide fee, right?

A: Yes. We have employed a bilingual guide, for there are foreigners in the tour.

B: Then the guide fee must be at least 200 yuan every day. Hmm, let me figure out a proper price for you. Wait a moment, please.

A: OK.

B: Here you are. This is the most reasonable price of this tour.

A: OK. Thank you very much.

Words and Expressions

Baptist [ˈbæptɪst]	<i>n.</i> 施洗者; 浸信会教友
charter [ˈtʃɑ:tə]	<i>v.</i> 特许, 发执照, 包租
temperance [ˈtempərəns]	<i>n.</i> (行为、饮食) 节制, 禁酒
entail [ɪnˈteɪl]	<i>v.</i> 使必需, 使蒙受; 限定继承
brochure [brəʊˈʃjuə]	<i>n.</i> (某地、某旅馆等的) 情况介绍手册
package [ˈpækɪdʒ]	<i>a.</i> 一揽子交易的, 组合的; <i>v.</i> 包装
handle [hændl]	<i>v.</i> 处理, 应付, 对待
itinerary [aiˈtɪnəri]	<i>n.</i> 旅程, 行程
patriotic [ˌpætriˈɒtɪk]	<i>a.</i> 爱国的, 有爱国心的
survey [səˈveɪ]	<i>n.</i> & <i>v.</i> 调查
scheme [skɪ:m]	<i>v.</i> & <i>n.</i> 策划, 图谋
varied [ˈveəriəd]	<i>a.</i> 各种各样的, 不同的
revolutionary [ˌrevəˈlu:ʃənəri]	<i>a.</i> 革命的, 创新的
site [saɪt]	<i>n.</i> 遗址, 地点
routine [ruːˈti:n]	<i>n.</i> 惯例, 惯常的程序; <i>a.</i> 常规的
accommodation [əˌkɒməˈdeɪʃn]	<i>n.</i> 住宿, 膳宿
rate [reɪt]	<i>n.</i> 等级, 水准
bilingual [baɪˈlɪŋɡwəl]	<i>a.</i> 能说两种语言的

1. We have worked out the scheme of a new tour.
我们刚完成了一项新的旅游线路的方案。
2. It's a Red tourism route.
这是一条红色旅游线路。
3. Red tourism is a new product which combines patriotic education with tourism.
红色旅游是市场上一个新的旅游品种, 它把爱国主义教育和旅游进行了结合。
4. What's the target group of the tour?
这条线路的目标消费群是哪些?