


● 实用旅游英语系列



# *Practical English for Tourism*

# 实用旅游英语教程

魏国富 主编

(第二版)



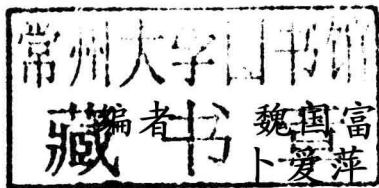
 复旦大学出版社

# Practical English for Tourism

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主编 魏国富



翟霜漪  
孙广香

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# 再版前言

本书再版完稿之际，恰逢上海世博开幕之时。千年文明古国，百年世博盛事，上海世博不仅是中国向世人展示千年文明发展进程的成就，更是中国发展的机遇，世界发展的机遇。

一个国家举办世博会，最直接受益的就是世博举办国的旅游业。据有关方面预测，上海世博会的整个展出期间将有7000万人次的中外参观者，日均人流量约为40万人次，最高单日接待量可能会达到100万人次，巨大的客源对于中国旅游业和上海旅游业来说都是前所未有的。

那么，如何才能使旅游者，特别是入境游客乘兴而来，满意而归？另外，随着我国出境游市场的不断扩大，我国公民出境旅游人数的不断增多，如何使我国出境游的旅游者游得舒心、称心、放心？

要回答以上两个问题，笔者认为：1）旅游从业人员的旅游英语交际能力是不可忽略的一个重要的方面；2）我国出境游游客的旅游英语水平的提高也是保证出境游质量的一个基础。《实用旅游英语教程》（以下简称“教程”）为解决以上两个问题提供了有力的帮助。

旅游英语教程自2002年出版以来深受全国许多大专院校旅游专业的青睐，并将本教程定为旅游专业学生的必修课程；也成为非旅游专业学生的选修课程以及一些地方旅游培训部门对从业人员进行旅游英语培训的主选教材。

为了更好地适应广大读者的需求，满足读者学习的要求，从而尽快地达到提高学习者的旅游英语应用能力，我们对教程进行了修订。修订后的第二版有以下几个方面的重大变化和特点：

1. 每个单元中的Text A课文后增加了词汇和阅读能力练习 和Text C后课文阅读理解练习；

2. 应广大教师以及旅游专业学生、旅游业培训者、从业人员及旅游英语爱好者的要求，修订后的第二版教程配备了多媒体课件光盘；

3. 为了便利旅游培训者、旅游专业英语教师们的教学工作和旅游专业学生对教程很好地进行自学，我们还编写了《实用旅游英语教程导学》（以下称“导学”），导学中的内容主要包括：

- 1) 课文的介绍和背景知识；
- 2) Text A的阅前问题的答案；
- 3) 课文的详尽释疑及译文；

4) 练习的参考答案、句子和短文译文及多媒体课件光盘等。

本教程的修订得到了复旦大学出版社倪琴芬编审的大力支持，上海大学外国语学院同仁们的鼎力相助，在此一并表示衷心的感谢。

由于编者水平有限，《实用旅游英语教程第二版》尚存不尽如人意之处，恳请读者不吝指正。

魏国富

2010年6月于上海大学

# 前 言

二十一世纪的中国不仅将是旅游资源大国，同时也将是旅游客源大国。作为国民经济的一大支柱性产业，旅游业的不断发展是我国成功地进行经济建设，有效地提高国民生产总值的重要保证。

英语是旅游业中必不可少的交际工具。其从业人员的英语水平如何直接影响着旅游业的发展；而蓬勃发展的旅游业又亟待一批批合格人才的加盟。

考虑到市场的需求和当前我国旅游英语教学还不够完善和规范化的现状，本人编写了这本教程。本教程不仅旨在提高现已从业者的专业英语实际运用能力，更重要的是使那些仍在校读书的学生打好坚实的基础，拓宽知识面，增强其成功就业的信心，提高其轻松从业的能力。

本教程是一本旅游英语专业教材，共有十四课，每课包括六个部分。

第一部分：两篇对话，以日常旅游生活情景为选题的标准。

第二部分：一篇课文，重点放在讲解与旅游业有关的词语极其用法。

第三部分：一篇阅读理解文，目的是在提高学生阅读能力的基础上扩大专业知识。

第四部分：语法，根据课文所涉及到的主要语法内容讲解一个语法主题并配有一定量的例句。

第五部分：练习，以完形填空、英汉互译等为主，且注意选择尽可能与专业贴近的例句与段落。

第六部分：补充阅读，均选用与前面精讲细练部分相关的材料，加大阅读力度。

此外，本教程还附有“练习答案”和“词汇表”，以便使用者自学和系统地掌握课文中出现过的英语词汇。

本教程的对话、课文以及阅读文章主要取材于英、美等国的书刊。选材力求难易适度且深入浅出，范围广泛且专业实用，涉及诸如自然景观、人文景观、宾馆饭店、饮食文化、社会习俗、民族文化、公共节日、历史文物、文化名城、旅游娱乐胜地等方面。另外，本书还详尽地讲解了旅游广告、商务信件、电传电报、合同协议等的写作方法。

本教程可供高等院校旅游及相关专业的在校生使用，也可作为旅游部门、涉外部门及相关企事业单位从业人员的自学教材或读物。

编者

2002年4月

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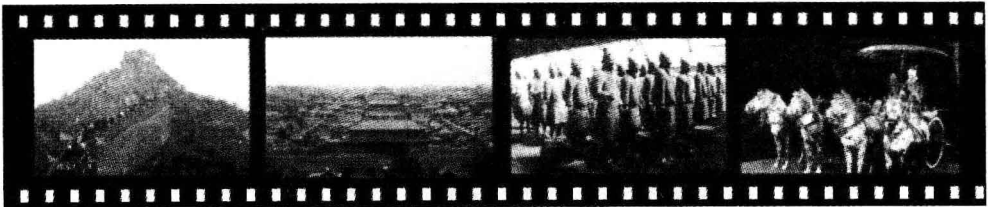
# Unit 1

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**Text A Why People Travel?**

**Text B Beijing**

**Text C Xi'an**



## Text A Why People Travel?

### For Intensive Reading

#### I. Oral Practice



#### 1. Passport, Please!

A: Excuse me.

B: Yes?

A: Your passport, please!

B: Just wait a moment. Let me see. It's in the briefcase.

Sorry to have kept you waiting. Here you are.

A: Chinese?

B: Yes.

A: Where in China are you from?

B: Shanghai.

A: There sure are a lot of people from China visiting here right now.

B: I'm not surprised. Thanks to the successful economic reform and the open-up policy, we Chinese people are interested in going abroad for a visit now.

A: How long do you plan to stay?

B: About three weeks.

A: All right. Here's your passport. Welcome to the United States.

B: Thank you.

#### 2. About Itinerary

A: Good morning.

B: Good morning. I was told that you had prepared the itinerary for our group. Could you please tell us something about that?

A: My pleasure. Here is the copy of the itinerary for your group. Please read it

carefully to see if there is a need for any changes.

B: Today we are going to visit Yu Garden. That's marvelous. I'm sure everyone in the group will be excited to learn more about the visit.

A: A visit to a community center in Shanghai has also been arranged at your request.

I think you will meet many kind and friendly residents there and have a very good chance to communicate with them.

B: That's good. My friend once said to me that if you wanted to know more about the local people in Shanghai, the community center was the very place for you to visit.

A: Your fax also requests going to Pudong, the newly developing area in Shanghai.

That will be done tomorrow afternoon.

B: That's great! I had learned a lot about Pudong when I was at home. It is said that Pudong has changed completely. It has been built into a modern city within a very short period. Now it is the place that attracts the people of the whole world.

A: Exactly. I presume that some of your friends may have their own needs and wants, likes and dislikes. Shall we make it a rule for them to approach me directly? I will try my best to satisfy them.

B: That's very considerate of you.

A: Please assure your friends that I'll be doing all that is within my power to make your visit in Shanghai a pleasant experience.

B: Thank you.

A: Thank you for your understanding and cooperation. Shall I say that we have finalized the itinerary?

B: Yes.

## II. Pre-reading Questions

**Read the passage before answering the pre-reading questions, and then you will know more about the text below.**

- (1) Why do people like travelling so much?
- (2) What helps to stimulate the tourist industry both at home and abroad?
- (3) Can travelling relieve people from the strain and stress in our fast-developing modern society? Why?

- (4) In order to meet the needs of travelers' demands, what kind of special services should the travel agencies consider offering?
- (5) How can we improve the present situation of transportation and reduce the cost of travel?

### III. Text

#### Why People Travel?

The growth of tourism has become a contemporary phenomenon experienced by all countries in the world. International tourist arrivals alone reached as high as 546 million in 1994 and is forecasted to rise to 937 million in 2010, according to WTO. But why do people like travelling so much?

In Maslow's opinion, there is a hierarchy of universal wants and needs found in every human being. Ultimately at the top of the hierarchy there are the needs for self-actualization or self-realization, that is, the need to develop one's own potential, the need for aesthetic stimulation, the need to create or to build one's own personality and character, etc. Then tourism turns out to be a good solution, since it provides ample chances to satisfy most of the needs, and the needs, in turn, constitute major motivational factors for people to travel and go on vacation. Even "self-actualization" may be achieved when a long-held dream comes true on a certain trip.

Probably the most common reason for travel is associated with our physical well-being. Actually, travel for sports is one of the fastest growing generators of travel. The motivational force of spectator sports is, however, more complex. There is the desire to get away from routine, to identify with teams and individuals, which gives people a sense of belonging, and to dream of the role one would fulfill if he were playing. Here, the effect may be felt more mentally

than physically. In the fast-moving modern society where strain and stress have become part of an individual's life, people tend to have a change in environment and activities in order to rest and relax.

Another important motivator is connected with culture and curiosity which is expressed by the desire to know about other places or countries and to search for all kinds of experiences. No one seems to doubt that travel broadens the mind. It was the desire for knowledge that was the reason for the growth of the Grand Tour. Today this desire is widely encouraged by modern mass media and communications such as television and airplane, which find their ways into every corner of the world. After one has traveled to a particular place, he tends to be more interested in news items or television programs about it. By learning about other cultures one can also discover his own, and thus truly enriches his mind.

The need for belonging is manifested in the desire to visit friends or relatives, to meet new people and make new friendships. People, by and large, are social beings, who want communication and contact with others. In travel, people with this intention usually put more emphasis on the route of the trip than on the destination. Of course, it does help to encourage travel if the friend or relative lives in an exotic or interesting place. To cater to this need, many travel agencies specialize in certain ethnic areas and people, providing specialized tours to return and visit "the old country" where some tourists may pick up a genealogical line or find their roots. The need for esteem is identified with the desire for recognition, attention, appreciation, and reputation. Such concerns of ego needs and personal development are regarded as status and prestige motivators in travel. So far as a pious religious believer is concerned, a trip to



the holy shrine of his religion will give him the greatest satisfaction of fulfilling an inner desire and at the same time bring him the most important recognition he needs. As a result, the Passion play in Germany never fails to draw travelers, nor do the historical sites associated with Christ in Israel.

When people travel to a conference to increase their professional knowledge, they are concerned with their own personal development. Their self-esteem is enhanced. People also seek esteem from others. It is said that in tourism "mass follows class". The implication is that there are places that special people go, and some go to be like those special people. To be the first to go to an exotic place, or to go where certain types of people go, offers some excitement and creates an illusion of enviable sophistication among one's friends.

A combination of needs and desires has given impetus to one of the largest industries today—the travel industry. Nevertheless, people need more than motivations in order to travel. Two other elements are essential before one will seriously consider planning a trip; they are leisure and discretionary income.

Leisure can be defined as freedom from the necessity to labor. Two aspects of leisure were and are important in promoting tourism: the time available for leisure, and peoples' attitude toward leisure. Since World War Two, the amount of leisure time available to an individual has, in general, increased. The workweek has decreased from sixty hours to forty hours per week, and the reduction of the workweek will still continue in most developed countries as well as some developing countries. In addition, changing social conditions have introduced and established leisure time as a way of life, and leisure became a justifiable aspect of the society. The increased time available began to be spent in the pursuit of recreation and pleasurable activities other than work.

Discretionary income, or disposable income, is money not



needed for personal essentials such as food, clothing, health-care, transportation, and so forth. Smaller family size and an increase of women in the labor market have made today's family more affluent, which greatly promotes the tourist industry.

The improvement in transportation has facilitated travel on a large scale. The explosion of railway and automobile travel was followed by dynamic improvements in air service. Today, in many countries, elaborate road systems have been built so that a person can go from border to border or even across national borders in the case of Europe without being affected by a single red light or two-way traffic on the same roadway. The vast network of roads and air connections and the mass production of the car at a price many people can afford have led to the development of a tourist industry unmatched in history. With increasing affluence and leisure, and a relative decrease in cost of travel, the growth of the travel industry will surely continue.

## New words

- |                                                |                    |
|------------------------------------------------|--------------------|
| (1) phenomenon /fɪˈnɒmɪnən/ <i>n.</i>          | ([复] phenomena) 现象 |
| (2) hierarchy /ˈhaɪərəːki/ <i>n.</i>           | 等级制度               |
| (3) ultimately /ˈʌltɪmətli/ <i>ad.</i>         | 最终地, 极限地           |
| (4) actualization /ˌæktʃʊləɪˈzeɪʃən/ <i>n.</i> | 实现, 现实化            |
| (5) aesthetic /iːsˈθetɪk/ <i>a.</i>            | 美的, 艺术的            |
| (6) ample /ˈæmpl/ <i>a.</i>                    | 足够的, 充分的           |
| (7) motivational /ˌməʊtɪˈveɪʃənəl/ <i>a.</i>   | 动力的, 有动机的          |
| (8) individual /ˌɪndɪˈvɪdʒʊəl/ <i>n.</i>       | 个人                 |
| (9) curiosity /ˌkjʊərɪˈɒsɪti/ <i>n.</i>        | 好奇心                |
| (10) broaden /ˈbrɔːdn/ <i>v.</i>               | 扩大, 加宽             |
| (11) enrich /ɪnˈrɪtʃ/ <i>v.</i>                | 丰富                 |

(12) manifest /'mænɪfest/ v.	证明, 显示
(13) ethnic /'eθnɪk/ a.	种族的, 人种学的
(14) exotic /ɪg'zɒtɪk/ a.	外国的, 异国情调的
(15) genealogical /ˌdʒɪːniə'lɒdʒɪkəl/ a.	家谱的, 家系的
(16) esteem /ɪs'tiːm/ n.	尊重, 尊敬
(17) ego /'egəʊ/ n.	自己, 自我
(18) prestige /'pres'tiːʒ/ n.	威信, 威望
(19) pious /'paɪəs/ a.	虔诚的, 信奉宗教的
(20) holy /'həʊli/ a.	神圣的, 圣洁的
(21) shrine /ʃraɪn/ n.	神龛, 圣地
(22) Israel /'ɪzreɪl/ n.	犹太人, 以色列(人)
(23) enhance /ɪn'hɑːns/ v.	增强, 提高
(24) implication /ˌɪmplɪ'keɪʃən/ n.	含义, 暗示
(25) illusion /ɪ'luzjən/ n.	幻觉, 幻影
(26) enviable /'enviəbl/ a.	值得羡慕的
(27) sophistication /səˌfɪstɪ'keɪʃən/ n.	有经验, 老练
(28) impetus /'ɪmpɪtəs/ n.	促进, 推动
(29) discretionary /dɪskrɪ'ʃənəri/ a.	任意的, 自由决定的
(30) justifiable /'dʒʌstɪfəɪəbl/ a.	正当的, 有理的
(31) affluent /'æfluənt/ a.	富裕的, 丰富的
(32) facilitate /fə'sɪlɪteɪt/ v.	便利, 促进
(33) dynamic /daɪ'næmɪk/ a.	有力的, 有生气的
(34) elaborate /ɪ'læbəreɪt/ a.	精心制作的
(35) affluence /'æfluəns/ n.	丰富, 富裕

## Useful expressions

(1) turn out	证明是, 结果是
(2) in turn	依次, 轮流
(3) be associated with	与……联系起来
(4) by and large	一般地
(5) put emphasis on	把重点放在, 着重于