

TOURISM AND LEISURE ENGLISH

赵德芳 编著

上海人民出版社

旅游休闲英语教程

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Contents

Tourism English

Unit One Tourism Industry	3
Part I. Situational Dialogue Requiring Information from Travel	
Agency	3
Part II. Reading	4
Text A Tourism and The Tourism Industry	5
Text B China Tourism Industry	7
Part III. Exercise	11
A. Speaking	11
B. Interpretation	11
C. Translation	11
D. Writing Business Letter	12
Unit two Tourist	15
Part I. Situational Dialogue Receiving the Guest 1; Meeting the	
Guest at the Airport	15
Part II. Reading	17
Text A Tourist	17
Text B Classification of Travelers	21
Part III. Exercise	24
A. Speaking	24
B. Interpretation	25
C. Translation	25
D. Writing Passport and Visa Application	26
Unit Three Tourism Product	29
Part I. Situational Dialogue Receiving the Guest 2; On the Way	
to the Hotel	29
Part II. Reading	30
Text A Tourism Product	30
Text B Product and Staff of Travel Agency	33

Part III. Exercise	36
A. Speaking	36
B. Interpretation	36
C. Translation	37
D. Writing Advertisement	37
Unit Four Tour Operators	40
Part I. Situational Dialogue Receiving the Guest 3: Check-in at the Hotel	40
Part II. Reading	41
Text A Tour Operators	42
Text B Package Tour	45
Part III. Exercise	49
A. Speaking	49
B. Interpretation	50
C. Translation	51
D. Writing Tour Itinerary	52
Unit Five Travel Agency	56
Part I. Situational Dialogue Receiving the Guest 4: Checking Out	56
Part II. Reading	57
Text A The Travel Agency	58
Text B The Growth of the Travel Agency	63
Part III. Exercise	67
A. Speaking	67
B. Interpretation	67
C. Translation	68
D. Writing Contract	68
Unit Six Marketing	75
Part I. Situational Dialogue Discussing the Itinerary	75
Part II. Reading	76
Text A Tourist Promotion	77
Text B Tourism Distribution System	81
Part III. Exercise	83
A. Speaking	83
B. Interpretation	84
C. Translation	84
D. Writing Agreement	85

Unit Seven Accommodation	89
Part I. Situational Dialogue At a Chinese Restaurant Talking about Chinese Dishes	89
Part II. Reading	91
Text A Types of Accommodation	91
Text B Lodging Language	94
Part III. Exercise	97
A. Speaking	97
B. Interpretation	98
C. Translation	99
D. Writing Speeches	99
Unit Eight Tours	102
Part I. Situational Dialogue Sightseeing	102
Part II. Reading	103
Text A Types of Tours	104
Text B Special Interest Holidays	107
Part III. Exercise	110
A. Speaking	110
B. Interpretation	110
C. Translation	111
D. Writing Tour Report	111
Unit Nine Internet and Travel Industry	117
Part I. Situational Dialogue Shopping for Souvenirs	117
Part II. Reading	118
Text A E-Commerce in Travel Industry	118
Text B The Internet—Blessing or Curse?	123
Part III. Exercise	126
A. Speaking	126
B. Interpretation	126
C. Translation	127
D. Writing Circular and Memos	128
Unit Ten Tour Guide	130
Part I. Situational Dialogue Going through Customs Formality	130
Part II. Reading	132
Text A Tour Guide	132
Text B Routines of A Tour	134

Part III. Exercise	137
A. Speaking	137
B. Interpretation	137
C. Translation	138
D. Writing Notice	139
Unit Eleven Business and Professional Travel	140
Part I. Situational Dialogue Seeing a Doctor	140
Part II. Reading	141
Text A Convention Tourism	141
Text B Business and Professional Travel	145
Part III. Exercise	149
A. Speaking	149
B. Interpretation	149
C. Translation	150
D. Writing Forms in Tourism 1	151
Unit Twelve Tourism in China	154
Part I. Situational Dialogue Booking Tickets	154
Part II. Reading	156
Text A The Tenth Five-Year Plan of the Travel Agency Industry and its Development	156
Text B Chinese Outbound Tourism Development	162
Part III. Exercise	165
A. Speaking	165
B. Interpretation	165
C. Translation	166
D. Writing Forms in Tourism 2	166

Leisure English

Unit One Leisure and Recreation	173
Part I. Situational Dialogue At the Bar	173
Part II. Reading	176
Text A Leisure	176
Text B Recreation	179
Part III. Exercise	182
A. Speaking	182
B. Interpretation	182

C. Translation	183
D. Writing Invitation Letters	183
Unit Two Leisure Management	185
Part I. Situational Dialogue At the Café	185
Part II. Reading	186
Text A The “Pleasure Principle”	187
Text B The Scope of Public Leisure Services and Facilities	189
Part III. Exercise	192
A. Speaking	192
B. Interpretation	192
C. Translation	193
D. Writing Invitation Cards	193
Unit Three Commercial Leisure and Recreation	196
Part I. Situational Dialogue Entertainment Activity	196
Part II. Reading	198
Text A Commercial Leisure Services	198
Text B The Nature of Commercial Recreation	200
Part III. Exercise	202
A. Speaking	202
B. Interpretation	202
C. Translation	203
D. Writing Memos(Memorandum)	203
Unit Four Recreation and Leisure Provision and Market	207
Part I. Situational Dialogue At the Fitness Center	207
Part II. Reading	209
Text A Recreation Business Provisions and Organizations	209
Text B Trends in the Commercial Leisure Market	213
Part III. Exercise	215
A. Speaking	215
B. Interpretation	216
C. Translation	216
D. Writing Minutes	217
Unit Five Marketing in Leisure Industry	220
Part I. Situational Dialogue At the Bowling Room	220
Part II. Reading	222
Text A Marketing in Leisure Industry	223

Text B Selection of a Target Market	226
Part III. Exercise	229
A. Speaking	229
B. Interpretation	229
C. Translation	230
D. Writing Letter of Appreciation	230
Unit Six Gaming Industry	233
Part I. Situational Dialogue Playing Golf	233
Part II. Reading	235
Text A Gambling and Gaming	235
Text B Trends in Casinos and Tourism for the 21 Century	239
Part III. Exercise	242
A. Speaking	242
B. Interpretation	242
C. Translation	243
D. Writing Letters of Application	243
Unit Seven Cruising I	246
Part I. Situational Dialogue Consultation about What to Bring for Cruising	246
Part II. Reading	248
Text A Introduction of Cruising	248
Text B Cruising Companies and Lines	251
Part III. Exercise	255
A. Speaking	255
B. Interpretation	256
C. Translation	256
D. Writing Notes	257
Unit Eight Cruising II	259
Part I. Situational Dialogue To Get Some Information about the Facilities on Cruise	259
Part II. Reading	260
Text A The Language of Cruising	261
Text B Facilities, Features and Food of Cruise	264
Part III. Exercise	269
A. Speaking	269
B. Interpretation	269

C. Translation	270
D. Writing Brochure and Publicity Material	271
Unit Nine Parks	273
Part I. Situational Dialogue About the Amusement Parks	273
Part II. Reading	275
Text A Theme Parks	275
Text B Yellowstone National Park	281
Part III. Exercise	285
A. Speaking	285
B. Interpretation	285
C. Translation	286
D. Writing Telex	287
Unit Ten Club Industry	289
Part I. Situational Dialogue Health and Night Club	289
Part II. Reading	291
Text A Types of Clubs and Their Departments	291
Text B Club Members	296
Part III. Exercise	298
A. Speaking	298
B. Interpretation	299
C. Translation	300
D. Writing Feasibility Report	300
Unit Eleven Sport Tourism	304
Part I. Situational Dialogue Talking about Sports	304
Part II. Reading	306
Text A An Overview of Sport and Tourism	306
Text B Winter Sports and Adventure Sports	309
Part III. Exercise	313
A. Speaking	313
B. Interpretation	313
C. Translation	314
D. Writing Project Proposal	314
Unit Twelve Outdoor Recreation	318
Part I. Situational Dialogue Talk about Outdoor Recreation—Water Games	318
Part II. Reading	319

Text A Outdoor Recreation	320
Text B Other Forms of Recreation	323
Part III. Exercise	326
A. Speaking	326
B. Interpretation	326
C. Translation	327
D. Writing Long Reports	327
Unit Thirteen Resort	331
Part I. Situational Dialogue Talk about Outdoor Recreation—Hiking and Skiing	331
Part II. Reading	332
Text A Resort	332
Text B Types of Resort	336
Part III. Exercise	341
A. Speaking	341
B. Interpretation	342
C. Translation	342
D. Writing Resumé	343
Reference Books	345

Tourism English

Unit One Tourism Industry

Part I. Situational Dialogue

Reading the following situational dialogue in pairs. Then play the roles in turn.

Requiring Information from Travel Agency

(Mr. Smith, an American businessman, wants to travel in China with his friends. He comes to a travel agency to have a consultation.)

A = Clerk in travel agency

B = Mr. Smith

A: Good morning. Can I help you?

B: Good morning. My friend and I, altogether five persons want to go to China for a two-week holiday. Can you help to arrange the trip for us?

A: Of course. What places do you prefer to go to?

B: We particularly want to go to Beijing, the capital of China; Shanghai, the most bustling and most prosperous city in China; and Xi'an, an ancient city. Can you arrange a trip including these three important cities?

A: Yes, we can. We have several routes including the three places. Here is a brochure that gives you more detail about the trips we arrange for China. You can choose any one you like.

B: 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 1.

B: How much do you usually charge a person for a tour of China?

A: It depends. It is usually around 2,000 dollars including fees for airplane tickets, ground transportation, accommodations and entry tickets for scenic spots. The brochure will make you clear.

B: It's very kind of you to tell me all this helpful information. I'll discuss that with my friends. I'll 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.

Useful Sentence Patterns and Expressions

1. How long would you like the trip?
 2. There is a ten-day tour to these cities.
 3. The tour includes the places of interest such as the Ming Tomb, the Great Wall. . .
 4. The tour includes the air fare, hotel accommodations and three meals a day.
 5. Would you take a package tour or travel alone?
 6. How are you going, by air or by train?
 7. Can I recommend the three-day package tour to Guilin?
- | | | |
|----------------------|-----------------------|----------------|
| sightseeing trip | conducted tour | coach tour |
| group tourist | individual tourist | escort |
| interpreter | local guide | national guide |
| sightseeing route | city tour | country tour |
| natural scenery tour | departure | itinerary |
| group size | package tour | air fare |
| train fare | cost of hotels | cost of meals |
| family group | special-interest tour | |

Role-play

Play the roles by using the expressions given above.

1. A guest wants to go abroad for a travel. He is requiring information from a travel agency.
2. A foreigner wants to go traveling in Shanghai for two days. He is discussing the best route with the clerk.

Part II. Reading

Pre-reading Activity

Question-discussion:

1. What do you know about tourism industry in the world?
2. What role does tourism industry plays in your country?
3. List some enterprises you know in the tourism industry.

While-reading Activity

Read the following passages and discuss the following questions in pairs or in groups.

Text A

Tourism and The Tourism Industry

The travel industry had been one of the fastest growing industries in modern times. Indeed, the growth of tourism has generally exceeded the growth rate for the worldwide economy. Already, in terms of direct and indirect employment opportunities, tourism is the largest industry in the world, and could become the largest single sector of world trade. For many countries, tourism has become an important means of promoting economic development and a major source of foreign currency. Sometime it seems as though a new area springs up every day wherever there are sun and sea. The shores of the Mediterranean and Caribbean Seas and the Pacific coastlines of Mexico, Florida and Hawaii are only a few of the areas that have been intensively developed in recent years.

The significance of tourism has been recognized in both developed and developing countries and has given rise to much study and research worldwide.

In 1981, the definition was formulated by the International Conference on Leisure-Recreation-Tourism. It was as follows: "Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home." It was not until 1991—1992 that the WTO endorsed the following statement: "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

The development of tourism as a mass industry depends on modern, rapid and inexpensive transportation. For example, the greatest growth in international tourism has paralleled the growth of air transportation. Industrialization has produced the other conditions that are necessary for tourism. Among them is the creation of a large number of people with an amount of disposable income—income above and beyond what is needed for basic expenses such as food, shelter, clothing, and taxes. Another important condition is urbanization. Generally, residents of the big population centers take more holiday trips than residents of rural areas.

Long weekends and paid vacations are among other important conditions for the development of modern tourism. In some countries, the cost of the holiday for employees is subsidized partly or wholly by government, unions or employers.

Tourism benefits not only airlines, hotels, restaurants, and taxi drivers, among others, but also many commercial establishments and even the manufactures of such varied items as sunglasses, cameras, film and sports clothing.

One of the principal reasons for encouraging a tourism industry in many developing countries is the so-called multiplier effect of the tourist dollar. Money paid for wages or in other ways is spent not once but sometimes several times for other items in the economy, such as the food and housing that tourist employees need. Another attraction of the tourist industry for the developing countries is that it is labor-intensive, a common feature of service industries. Indeed, the tourist industry is not a single entity, but one that consists of many different kinds of enterprises that offer different services to the traveler, including transportation, accommodations, catering, sightseeing, shopping, entertainment and interpretation.

These businesses range in size from small companies to multinational corporations, and are categorized by some as direct providers, support services, and developmental organizations.

The first category, direct providers, includes businesses typically associated with travel, such as airlines, hotels, ground transportations, travel agencies, restaurants and retail shops. These businesses provide services, activities, products that are consumed or purchased directly by the travelers. They tend to reflect those sectors of the travel industry that are visible to the travelers.

Below the surface of direct providers lies a large variety of businesses lending support to direct providers. These support services include specialized services, such as tour organizers, travel and trade publications, hotel management firms, and travel research firms, and basic supplies and services, such as contract laundry and contract food service.

The third category, development organizations, is distinct from the first two in that it includes planners, government agencies, financial institutions, real estate developers, and educational and vocational training institutions. These organizations deal with tourism development and involve sensitive issues regarding the environment, people, and culture of an area.

These businesses in the travel industry can also be organized into seven groups or components according to their functions. Three components provide the most basic service—transportation: air, maritime and ground transportation and