

高职高专
商务英语类专业
规划教材

旅游英语

English for Tourism

· 主编 黄万武 刘加英 ·



武汉理工大学出版社
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内 容 提 要

全书共 14 个单元,分为两部分。第一部分共 10 个单元,围绕一整套旅游活动来展开,以真实的涉外旅游情景为线索,涵盖旅行社洽谈、旅游行程安排、接团、交通、城市观光、自然景区观光、酒店住宿、膳食安排、购物、处理旅游投诉等日常旅游活动。每个单元围绕主题,采取任务型训练,强化学生的听、说、读、写、译基本技能,并通过模拟训练来提高教学的灵活性和趣味性,强化学生英语应用能力的培养。第二部分共 4 个单元,分别从中国著名旅游城市景点介绍、中国名山名园景点介绍、红色旅游景点介绍、旅游相关实用写作等角度对学生进行相关的旅游业务训练,内容充实完整,资料翔实,具有很好的旅游资料参考价值。

本书既适用于高职高专旅游英语专业的教学,也可作为相关经济贸易专业、商务英语专业的专业英语教材,还可用作商界人士培训用书。

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出版说明

随着改革开放的进一步深入和经济全球化趋势的加快,我国对外经贸活动将更加活跃,无论沿海或内地,经贸活动的外向性将更加明显。所有这些都对培养既具备较强的英语交际能力,又具备扎实的商务及外贸运作知识的商务英语专业人才提出了迫切要求。

据统计,目前我国开设商务英语及其相关专业的高职高专院校已达到几百所,其课程设置从传统的老三门课程“外刊选读”、“外贸函电”、“外贸口语”发展到包括管理学、经济学、国际贸易等学科的一些主干课程的综合课程体系。如何改革高职高专的商务英语教育机制,加强这一层次的商务英语学科建设、课程体系建设,特别是教材建设,对人才培养具有十分重要的现实意义。为此,武汉理工大学出版社和全国二十多所高职高专院校决定联合组织编写一套适合高职高专教学需要的“高职高专商务英语类专业规划教材”。

本系列教材的主要特点如下:

◆**知识性**。本系列教材以高职高专商务英语专业基本课程建设为依据,紧紧围绕国际商务的各种主题与实际的业务内容,广泛取材于当代国内外商务活动,内容覆盖面较广,知识含量较多,而单位章节的篇幅适中,以期学生能在有限的学习时间里接触到更丰富、多层次、跨学科的全面的专业知识。

◆**实用性**。本系列教材在适当介绍理论知识的基础上,着重强调实践环节的设计。几乎每本教材的每个章节都穿插了适当的案例分析、阅读资料、练习题等,部分教材还配备了相应的录音CD,注重培养学习者运用商务英语知识与技能从事国际商务工作的实际应用能力。为方便教师教学和学生自学,本系列教材还配有电子课件和课后习题的参考答案等资料。

◆**针对性**。本系列教材既重视对英语知识的传授,又兼顾商务知识的介绍,从而使学习者既学习国际经贸知识,又掌握当代流行的国际商务英语。

◆**趣味性**。本系列教材的趣味性体现在语言生动活泼、案例新鲜实用、思想新颖独到等方面,希望通过寓教于乐的方式,加深学生对相关知识的记忆与理解,以更好地掌握相关的学习内容。

本系列教材的编写者大多是从事商务英语或国际经贸教学和工作的专家和一线教师,有丰富的教学经验和科研成果,从而保证了教材的编写质量,使其具有一定的指导性与权威性。

本系列教材主要适用于高职高专商务英语、国际商务、国际贸易、涉外事务管理等专业相关课程的教学。

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前 言

《旅游英语》的使用对象是高职高专旅游英语专业、商务英语专业的学生,也包含使用英语从事涉外旅游活动的广大旅游工作者。

本书涵盖涉外旅游活动的各个层面,力求将英语知识与业务技能紧密融合为一体,渗透实用场景下的语言交际,同时在模拟训练、习题等环节中有针对性地培养涉外旅游专业技能,提供与单元主题紧密相关的旅游英语听、说、读、写以及翻译等练习,讲练结合,讲为练,练为用,学以致用,切实加强学生的表达能力。

在内容上注重实用性,反映当前的涉外旅游规范,选取最新、最具代表性的材料,突出实际语言应用能力的培养,满足用人单位、行业对人才的知识和技能要求。在教学方法上注重灵活性、趣味性,适应高职高专学生的认知特点,突出实用性和针对性,紧扣“以实用为主,应用为目的”的教学目标,使学生能活学活用旅游英语。

全书共 14 个单元,分为两部分。第一部分共 10 个单元,围绕一整套旅游活动来展开,以真实的涉外旅游情景为线索,涵盖旅行社洽谈、旅游行程安排、接团、交通、城市观光、自然景区观光、酒店住宿、膳食安排、购物、处理旅游投诉等日常旅游活动。每个单元围绕主题,采取任务型训练,强化学生的听、说、读、写、译基本技能,并通过模拟训练来提高教学的灵活性和趣味性,强化学生英语应用能力的培养。第二部分共 4 个单元,分别从中国著名旅游城市景点介绍、中国名山名园景点介绍、红色旅游景点介绍、旅游相关实用写作等角度对学生进行相关的旅游业务训练,内容充实完整,资料翔实,具有很好的旅游资料参考价值。

教学安排先听说后阅读,以改变传统外语教学以阅读为主的思路,引导学生获取表达技能,实现课堂教学的“学一点,用一点”的原则,精讲多练,注重教学的互动性,使学生能用英语从事涉外旅游活动,收到英语学习的“即期效果”。针对高职高专学生的特点,遵循“适度、够用”的原则,把外语作为一门技艺来学,突出实际技能的培养。

本书配有教学课件,课件提高了教材的趣味性,以期教得生动,学得有趣,使学习者体验轻松学好旅游英语的乐趣。

本书由主编黄万武负责编写思路设计、统稿和课件制作,熊素娟和居婷协助主编进行统稿、文字审校和格式编排。具体编写分工如下:

刘加英:第一单元、第二单元、第八单元;熊素娟:第三单元;高兴翠:第四单元;丁莹莹:第五单元;贺锡玉:第六单元;黄万武:第七单元、第十一单元、第十二单元;陈林海:第九单元;潘雯:第十单元;吴红波:第十三单元;罗玮:第十四单元。

本书在编写过程中参考了大量的国内外有关资料,得到了湖北工业大学、日照职业技术学院、武汉科技职业学院、浙江嘉兴职业技术学院、长江职业学院等院校领导和老师的大力支持和指导,在此一并感谢。

由于编者水平有限,书中难免有不足之处,敬请广大读者批评指正。

编 者

2009 年 6 月

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Unit 1

At the Travel Agency

***** ** Part I ** *****

Listening and Speaking Activities

◇ Lead-in

Brainstorming: What are the qualifications and requirements for being a good tour guide?

◇ Listening Practice

Listen and fill in the blanks.

A tour guide refers to someone designated by a travel agency to _____ and _____ and to take care of every detail of logistics for a tour. The work of a tour guide includes _____. A guide is the _____ of a travel agency. He will help visitors. His quality of service is conducive to the direct _____ of sales of local tour products. In other words, a tour guide makes great contribution to increasing the income of foreign currency of an area. A guide also acts as a goodwill _____ to foreign guests. The guide should be and good at _____ with people from all walks of life so as to get things done more efficiently. The guide should try his or her best to improve his or her _____, for his or her work is to contact the English-speaking foreign tourists. The guide should be able to understand what a foreign tourist has said and then try to use _____, if not beautiful English to communicate with them. He or she should have a thorough familiarity with the _____ and _____ of a certain area. The guide should have a _____. Humor can help set the keynote of a group, and energize and motivate guests to have more _____ experience.

Dialogue 1

At the Reception Desk

A: Good morning. May I help you, sir?

B: Yes, please. I'm planning a two-day holiday in China from May 12 to 13. Can I get some

information on tours?

A: Yes, of course. What places do you want to see in particular?

B: I'm interested in Chinese history and culture and I like hiking in the mountain. Could you give me some suggestions?

A: You might consider climbing Mt. Taishan. Mt. Taishan is one of China's mountain parks and is a natural museum of history and art. On the mountain there are 22 ancient construction complex, over 100 other buildings, more than 1,800 above carved stones, nearly 20,000 ancient trees and numerous poems and masterpieces written by scholars throughout different dynasties. Mt. Taishan uniquely unites nature and culture together. In 1987, it was listed as both a world natural and cultural heritage by UNESCO.

B: That sounds wonderful.

A: Mt. Taishan is the highest peak in Shandong Province with an elevation of 1,545 meters, and it is called "First Mountain Under Heaven." Standing on the top of the mountain, you can enjoy the beautiful sun rise from the east, and the sea of clouds. Here are some tour brochures. Please have a look.

B: That's great. I can't wait to go there now. What is the price of the package tour?

A: For adults, \$150. Children under 12 go for half price.

B: Is the tour all inclusive?

A: Yes. It includes all transportation fare, the ticket fare and the accomodation fare. But you'll have to pay for the cable-ride, if you want to take it. How many people will be there in your party?

B: Seven adults and four children.

A: Would you like us to add travel partners to your tour? It can lower the cost if someone shares the same interests and same travel period with you.

B: No, we want to travel in our own party of members and have our own personal guide, driver and private car.

A: That's OK. Would you fill in this form, please?

B: Sure.

A: Here is our contract. Please put your signature here. Seven adults and four children. That would be \$1,350 altogether.

B: Here's the money.

A: Here is your change, receipt and some information about the tour.

B: Thank you very much. We are staying at Peace Hotel. Can you pick us up at the hotel?

A: Of course. The pick-up bus will get to the gate of your hotel at 6 o'clock in the morning, so please be there by that time.

B: Thank you.

A: You're welcome. Have a nice trip!

Dialogue 2 **Discussing the Itinerary**

- A:** Hello, this is Li Fei from Great Wall International Travel Service. Is that Mr. Smith?
- B:** Yes, it is. How are you, Mr. Li?
- A:** Fine, thank you. I'm calling you to discuss the itinerary of your four days' tour to Beijing. Have you got the tentative itinerary we have made for your group?
- B:** Yes, wait a minute. Here is the itinerary.
- A:** Do you think there is a need of any change? According to the plan, the first day, our tour guide will meet you at the airport and transfer you to the hotel. And the rest of the day is on your own to explore the city.
- B:** Oh, this is the first time for us to go to Beijing. If there's some time left on that day, we'd like you to arrange the tour guide to show us around.
- A:** That's OK. What about the second day? We'll visit the Tiananmen Square, the Forbidden City and the Temple of Heaven.
- B:** That's marvelous. I know Tiananmen Square is one of the famous historical spots in China, and the Forbidden City is the largest ancient palace complex in the world. What is famous for the Temple of Heaven?
- A:** The Temple of Heaven is also one of the worthwhile tour destinations in Beijing. It was originally constructed to the southeast of the Forbidden City in 1402 of the early Ming Dynasty. In the Ming and Qing Dynasties, it was the solemn altar for emperors worshiping heaven and praying for good harvest.
- B:** That sounds interesting. Can we see all that in only one day?
- A:** I'd say so, yes. The second day may be a bit tight, but we can see more in these days.
- B:** On the third day, we'll visit Badaling Great Wall in the morning and the Ming Tomb in the afternoon. I know the Great Wall is one of the seven wonders in the world. What's special about the Ming Tomb?
- A:** It's the Tombs of thirteen Emperors of Ming Dynasty with 500 year history. It's located in the northwest part of Beijing, covering about 40 hectares. And the thirteen tombs are in harmony with the mountains, rivers and vegetation around them.
- B:** That's marvelous. I'm particularly interested in the Chinese history and culture. By the way, do we have to climb the Great Wall? It would be a bit tough for the children.
- A:** As a Chinese proverb says, a man who hasn't been to the Great Wall is not a real man. During your visit in Beijing, Badaling should absolutely not be missed! You can take cable cars to the top, but you have to pay it by yourself. Of course it's all up to you.
- B:** I'll discuss it with our friends. We'll visit the Summer Palace on the fourth day.
- A:** Yes, the Summer Palace is the largest and best-preserved royal garden in China with a history of over 800 years.
- B:** I'm sure everyone will be glad to learn about this visit.
- A:** After that, we'll leave you some time for shopping. You can buy some souvenir. Then our



guide and driver will see you off at the airport.

B: Everything sounds great. Thank you very much.

A: You're welcome. Goodbye.

◇ Useful Sentences & Expressions

1. Here is a copy of itinerary we have worked out for you. Would you please have a look at it?
这是我们为您拟定的活动日程安排。请您看一下好吗?
2. Here is our contract.
这是我们的合同。
3. I'm interested in the 3-day tour to Beijing and Xi'an that you advertise.
我对你们广告中介绍的北京—西安三日游感兴趣。
4. Does the price include food?
这个费用包含餐点吗?
All meals are included.
每餐都包含在内。
5. May I have your name and address?
请告诉我您的姓名和住址。
6. I'll check if any seat are available.
我查查看还有没有空位。
7. I wish to book 2 business class seats.
我想订两个商务舱机位。
8. There are seats available on the 6:30 p. m. flight.
晚上六点半的班机还有机位。
9. I'll pick you up at the hotel at 10:00.
我十点来旅馆接您。
10. How much is the package tour?
全包旅游多少钱?
11. I hope you'll give us your lowest quotations.
我希望你给我们最低报价。
12. Can you tell me about the itinerary?
您能跟我说一下旅游路线吗?
13. It includes all transportation fare, the ticket fare and the accomodation fare.
它包含所有的车费、门票费和食宿费。
14. One way or a round trip ticket?
单程票还是双程票呢?
15. Could you please give me the departure time?
你能告诉我出发的时间吗?
16. Where can I get information on sightseeing tours?
关于观光旅游资料我到哪里能拿?

17. What points of interest does the tour include?

这个旅游包括哪些景点?

18. Can you pick me up at my hotel?

你能到宾馆接我吗?

19. How many people will be there in your party?

你们一行有多少人?

20. Would you fill in this form, please?

请您填一下表格好吗?



Part II Reading Passage

Tips on Currency Exchange in China

When travelling in China, you need to bring some cash with you. You will find it very convenient to use particularly when shopping with street vendors. The Chinese currency is known as Renminbi (RMB), literally "People's Money". The basic unit of RMB is Yuan (dollar), which is divided into 10 Jiao (dime), which is divided again into 10 Fen. When you plan to travel to China, you'd better have your original currency exchanged to Renminbi before you go or you can make the currency exchange in China. Here're some tips on currency exchange in China.

Foreign currency and traveler's cheque exchange is available in most of China's cities. Banks, hotels, airports, even the shopping malls will provide such service. In some of the places, the self-service facilities are also equipped to cope with overseas tourists.

All the state banks in China, like Bank of China, Agriculture Bank of China, Industrial and Commercial Bank of China and China Construction Bank, offer the money exchange service. At present, several kinds of foreign currencies can be exchanged at any outlets of Bank of China, including Euro, British Pound, US Dollar, Swiss Franc, Singapore Dollar, Swedish Krona, Danish Krone, Norwegian Krone, Japanese Yen, Canadian Dollar, Australian Dollar, Philippine Peso, Thailand Baht and South Korean Won (only available in particular Chinese cities) and so on.

Please note that branches of other banks may only accept certain kinds of foreign currencies, and sometimes they will not offer such a service if they are not the provincial-branches. So you should exchange your money at Bank of China, the main bank in China to handle foreign currencies. Additionally, you'd better have your original currency converted in big cities before you go to some small towns, rural areas or nature reserves, because it may be hard for you to find a bank in some remote places.

When exchanging foreign currency, a valid passport is required. The official exchange rate is used in most places so it's unnecessary to shop around for a better deal. The receipt must be retained to show when the RMB is changed back to your original currency before leaving China. You must empty all Chinese RMB before the last day of your tour because you don't have time to convert it back at the airport.

◇ New Words & Phrases

currency	['kʌrənsi]	<i>n.</i>	货币
exchange	[iks'tʃeindʒ]	<i>n. & v.</i>	兑换, 汇率
vendor	['vendə]	<i>n.</i>	摊贩; 小贩
equip	[i'kwip]	<i>n.</i>	装备, 配备
literally	['lɪtərəli]	<i>adv.</i>	逐字地; 照字面地
facility	[fə'siliti]	<i>n.</i>	设备, 设施
commercial	[kə'mə:ʃəl]	<i>adj.</i>	商业的, 商务的
additionally	[ə'dɪʃənli]	<i>adv.</i>	又, 另外
construction	[kən'strʌkʃən]	<i>n.</i>	建造, 建设
convenient	[kən'vi:njənt]	<i>adj.</i>	方便的, 便利的
Euro	['juərəu]	<i>n.</i>	欧元
Franc	[fræŋk]	<i>n.</i>	(法国、瑞士、比利时等国的货币单位) 法郎
Krona	['krəunə]	<i>n.</i>	克朗(瑞典及冰岛的货币单位)
Philippine	['fɪlɪpi:n]	<i>adj.</i>	菲律宾的, 菲律宾人的
Peso	['peisəu]	<i>n.</i>	比索(一种外国货币单位)
Baht	[bɑ:t]	<i>n.</i>	铢(泰国货币单位)
Won	[wɒn]	<i>n.</i>	圆(朝鲜和韩国的基本货币单位)
Pataca	[pə'tɑ:kə]	<i>n.</i>	澳元
cheque	[tʃek] [英]	<i>n.</i>	支票
available	[ə'veɪləbl]	<i>adj.</i>	可用的, 得到的
valid	['vælɪd]	<i>adj.</i>	有效的
receipt	[ri'si:t]	<i>n.</i>	收据, 发票
traveler's cheque			旅行支票

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Part III Simulated Training: Reception Work at the Travel Agency

◇ Training Item

1. Making an itinerary for a 2-day tour in Hangzhou (or the city in your home town).
2. Reception work at the travel agency.

◇ Training Requirements

1. The itinerary should include the following aspects: date, departure time, scenic spots, price. The following sample of itinerary is for your reference.

Itinerary

Beijing Luxury Four Days Tour

Departure: Daily

Price: RMB1,580/P. P

Day 1: Arrive in Beijing (Dinner)

Arrive in Beijing, the capital of the People's Republic of China. Our guide will pick you up at Beijing airport and transfer you to the comfortable hotel.

Accommodation: Peace Hotel ☆☆☆☆☆

Day 2: Beijing (Breakfast/Lunch/Dinner)

In the morning, visit the Tiananmen Square and the Forbidden City. In the afternoon, we will visit the Temple of Heaven. The a la carte dinner is served at a famous Sichuan cuisine restaurant in the downtown. In the evening, we will go watching Peking opera in Beijing Peking Opera Theatre.

Accommodation: Peace Hotel ☆☆☆☆☆

Day 3: Beijing (Breakfast/Lunch/Dinner)

Today we will visit the famous Great Wall. In the afternoon, we will go to visit the Ming Tomb. A short drive away is the statue-lined Shanlu (Sacred Road) leading to the Ming Tombs, where you can see some marvelous stone sculptures. The Ming Tomb is the tomb area for deceased emperors of the Ming Dynasty. A Peking Duck Dinner concludes your third full day activities in China.

Accommodation: Peace Hotel ☆☆☆☆☆

Day 4: Beijing (Breakfast/Lunch)

Visit the Summer Palace, one of China's largest and best-preserved imperial gardens. In the afternoon, our guide and driver will see you off at the airport. Hope next time we still have the chance to serve you again.

Package Includes:

- 1) Entrance tickets;
- 2) Pick-up service from hotel;
- 3) Air-conditioned tour coach;
- 4) English-speaking tour guide.

Service Excludes:

- 1) Fee of cable car;
- 2) Tips to the guide and driver.

2. Two students take turn to act as receptionist and tourist. The receptionist offers service to the tourist, helping the tourist to arrange his travel in Hangzhou. (You can also choose other cities familiar to you.)

Exercises

I. Role-play.

Role play the dialogues in Part I.

II. Complete the dialogue.

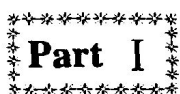
- A: Hello, _____ (北京国际旅行社). Can I help you?
- B: Hello, _____ (我想预订一张北京到广州的机票), please.
- A: I see. _____ (您能告诉我时间吗)?
- B: In the morning next Saturday. And _____ (我想乘坐第一次航班).
- A: _____ (请稍候). I'll check for you. Well, _____ (有空座) on the 8:00 a. m. flight of Eastern Airlines.
- B: That's OK.
- A: Do you want _____ (单程还是往返机票)?
- B: One-way, please. I'm flying back to Guangzhou from Beijing.
- A: Would you like _____ (头等舱还是经济舱)?
- B: Economic class, please. I'd like a window seat.
- A: OK. That will be 800 RMB. Give me your name and your _____ (护照号码), please.
- B: Jack Steward, and the number of my passport is CN356267.
- A: _____ (把机票送到您的办公室)?
- B: Yes, of course.
- A: _____ (请问您的地址是什么)?
- B: 6/F, Great Wall International Plaza, No. 60 North Third Ring Road Middle, Haidian District, Beijing.
- A: Well, 6/F, Great Wall International Plaza, No. 60 North Third Ring Road Middle, Haidian District, Beijing, Jack Steward, and passport number is CN356267.
- B: That's right.
- A: Mr. Steward, we'll send the ticket to your office this afternoon.
- B: Thank you very much. By the way, _____ (飞行要多长时间)?
- A: It's about three hours.

III. Translate the following sentences.

- In some of the places, the self-service facilities are also equipped to cope with overseas tourists.
- All the state banks in China, like Bank of China, Agriculture Bank of China, Industrial and Commercial Bank of China and China Construction Bank, offer the money exchange service.
- When exchanging foreign currency, a valid passport is required. The official exchange rate is used in most places so it's unnecessary to shop around for a better deal. The receipt must be retained to show when the RMB is changed back to your original currency before leaving China.
- 高素质的导游应该具有社交能力, 擅长与来自于各行各业的人们进行交流。
- 一名优秀的导游应该学会用英语清晰、通顺地表达自己的想法, 这在很大程度上取决于他的英语水平。
- 在处理对外事务时, 导游必须奉行我们党的对外政策, 并且有强烈的民族尊严感。

Unit 2

Welcoming Speech



Part I Listening and Speaking Activities

◇ Lead-in

Brainstorming: After meeting the guests at the airport, the tour guide should make a welcoming speech on the way to the hotel. Do you know how to make a welcoming speech? What should be mentioned in a brief welcoming speech?

◇ Listening Practice

Listen and fill in the blanks.

A: Excuse me, sir. Are you Mr. Snow from _____?

B: Yes, I am.

A: I'm Lin Ming from _____. I've come to meet you.

B: Nice to meet you, Mr. Lin.

A: Nice to meet you, too. Welcome to Nanjing, Mr. Snow. Did you _____?

B: Yes, I _____ very much.

A: I have a car _____. Is this your _____? May I help you?

B: Thank you.

A: _____, please. We're going to the hotel first. You can have a rest there. And we'll begin our _____ in Nanjing this afternoon.

B: Thank you for meeting me at the airport, Mr. Lin.

A: It's my pleasure. I wish you _____ here. I'll pick you up at the hotel _____ this afternoon.

Sample 1 Welcoming Speech (I)

Hello everyone! My name is Wang Jun. On behalf of China Youth Travel Agency, I'd like to