



● 专门用途英语系列教材



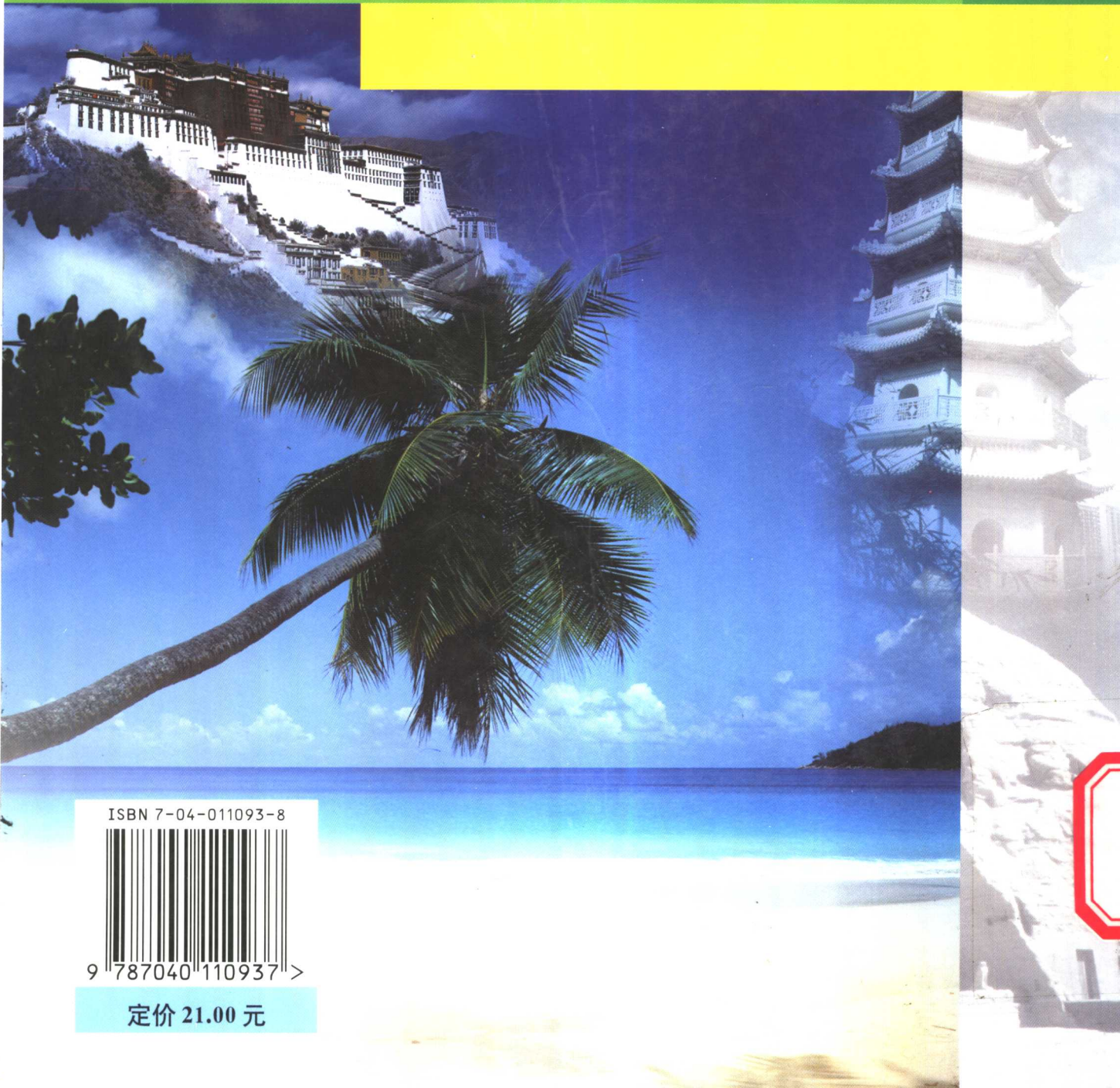
旅游英语

English for Tourism

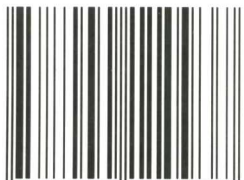
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高等教育出版社

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English
for
Tourism

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内 容 提 要

专门用途英语系列教材是教育部规划的高等学校（包括高等专科院校和高等职业院校）专业英语阶段的英语教材，也可供电大、各类成人院校及广大专业人员学习专业英语、提高涉外业务交际能力使用。

《旅游英语》是该系列教材之一。本书从专业人员实际工作的需要出发进行设计和编写。选材新颖、点面结合、内容丰富、语言规范；练习兼具实用性和针对性。

全书由 10 个单元组成，每单元包括专业文献阅读与翻译、涉外业务应用文模拟套写和听力与会话三部分。书后附有词汇表、练习参考答案和课文参考译文。

本书配有录音磁带。

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前 言

专门用途英语系列教材是教育部规划的高等学校专业英语阶段的英语教材。本系列教材从培养高级应用型人才的总体目标出发，结合学生毕业后的工作实际需求，力求向学生提供其未来工作岗位所需要的专业英语知识和技能，培养学生使用涉外业务英语的交际能力。

本系列教材每册书均由 10 个单元组成，每单元包括“阅读与翻译”、“模拟套写”和“听力与会话”三部分。

本系列教材主要供高等院校（包括高等专科院校和高等职业院校）用于专业英语教学，也可供电大、各类成人院校及广大专业人员学习专业英语、提高涉外业务交际能力使用。

《旅游英语》系专门用途英语系列教材中的一种，旨在提高旅游专业的学生和旅游从业人员在从事涉外业务所需要的英语交际能力，包括专业阅读、翻译、写作和口头交际的能力。

《旅游英语》共 10 个单元。每单元包括三个部分：

第一部分为“阅读与翻译”（**Reading and Translating**），其目的是培养学生阅读和翻译旅游专业英语的能力。本部分收入了两类文章：第一类为专业文献，内容涉及世界旅游组织、旅游业的道德准则、国际旅游业质量标准、宾馆饭店服务、以及旅游业的可持续性发展等；第二类为有关旅游业领域的实用性文章，内容涉及：旅游目的地介绍，如（以中国为主的）历史古迹、旅游城市、风景名胜、世界遗产等，以及旅游商品、风俗民情、饭店广告与宣传及餐饮等。每篇文章后均配有适量的阅读理解、词汇和翻译练习。在本部分的最后提供一个幽默小品（**Understanding Smiles**），培养学习者的幽默感和英语语感。

第二部分为“模拟套写”（**Simulated Writing**），其目的是培养学生参照范例用英语拟写和翻译客房预订单、住宿登记单、洗衣单、通告、广告、投诉信回复、个人简历、求职信等应用文的能力。本部分突出实用性，易学易懂，可学以致用。

第三部分为“听力与会话”（**Listening and Speaking**），其目的是培养学生以英语进行口语交际的能力。按接待国外游客的时空顺序将各单元贯通、依次展开，即：机场迎接游客、入住酒店、游览参观直至机场送客。所提供的情景、功能及表达法，具有很强的代表性和实用性。每单元配有四段情景对话，并编配了中国旅游业员工在国际旅游接待中常用的口头交际表达法，供学习者学习模仿，不断提高交际水平，以尽快适应实际工作需要。

本教材构思独特，内容新颖，实用性强，使用面广，既可供各类旅游专业用作教科书，也可供宾馆、旅行社旅游从业人员或自学者学习。本教程还配有录音带。

《旅游英语》的总主编为上海交通大学刘鸿章教授，主编为房新海，副主编为杨云升。编者为房新海、杨云升、张宁。

大连理工大学孔庆炎教授在百忙之中，仔细审阅了编写纲要和书稿，并提出了宝

贵意见。我们在编写过程中得到了有关酒店、有关单位和同行的大力支持与帮助，在此一并表示衷心感谢。

由于编者水平有限，编写时间紧迫，疏漏和不妥之处在所难免，恳请广大读者不吝指正。

编 者

2002年4月

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World Tourism Organization

UNIT

Part I

Reading and Translating

■ Reading A

World Tourism Organization & Key Benefits of Tourism

World Tourism Organization

The World Tourism Organization (WTO) is the leading international organization in the field of travel and tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how.

WTO's membership includes 139 countries and territories and more than 350 Affiliate Members representing local governments, tourism associations and private sector companies, including airlines, hotel groups and tour operators.

With its headquarters in Madrid, Spain, WTO is an inter-governmental body entrusted by the United Nations towards the promotion and development of tourism. Through tourism, WTO aims to stimulate economic growth and job creation, provide incentives for protecting the environment and heritage of destinations, and promote peace and understanding among all the nations of the world.

World Tourism Organization



Leading the World's Largest Industry

The World Tourism Organization believes that governments have a vital role to play in tourism. WTO exists to help nations throughout the world maximize the positive impacts of tourism, such as job creation, new infrastructure and foreign exchange earnings, while at the same time minimizing negative environmental or social impacts.

Tourism is the world's largest growth industry with no signs of slowing down in the 21st century.

Receipts from international tourism have increased by an average of 9 per cent annually for the past 16 years to reach US\$476 billion in 2000. During the same period, international arrivals rose by a yearly average of 4.6 per cent to reach 698 million in 2000.

WTO forecasts that international arrivals will top one billion by 2010. Likewise, earnings are predicted to grow to US\$1 550 billion by 2010.

Key Benefits of Tourism

Export Earnings

International tourism is the world's largest export earner and an important factor in the balance of payments of many countries. Foreign currency receipts from international tourism reached US\$476 billion in 2000, outstripping exports of petroleum products, motor vehicles, telecommunications equipment, textiles or any other product or service.

Employment

Travel and tourism is an important job creator, employing an estimated 100 million people around the world. The vast majority of tourism jobs are in small or medium-sized, family-owned enterprises. Research shows that job creation in tourism is growing 1.5 times faster than any other industrial sector.

Rural Opportunities

Tourism jobs and businesses are usually created in the most underdeveloped regions of a country, helping to equalize economic opportunities throughout a nation and providing an incentive for residents to remain in rural areas rather than move to overcrowded cities.

Infrastructure Investment

Travel and tourism stimulates enormous investments in new infrastructure, most of which helps to improve the living conditions of local residents as well as tourists. Tourism development projects often include airports, roads, marinas, sewage systems, water treatment plants, and restoration of cultural monuments, museums and nature interpretation centres.

Tax Revenues

The tourism industry provides governments with hundreds of millions of dollars in tax revenues each year through accommodation and restaurant taxes, airport users' fees, sales taxes, park entrance fees, employee income tax and many other fiscal measures.

Gross Domestic Product (GDP)

International and domestic tourism combined generates up to 10 per cent of the world's Gross Domestic Product (GDP) and a considerably higher share in many small nations and developing countries.

NEW WORDS

affiliate /ə'fili:it/ *n.*

equalize /'i:kwəlaiz/ *v.*

forum /'fɔ:rəm/ *n.*

heritage /'heritidz/ *n.*

附属机构; 会员

使...相等

论坛

遗产



impact /'impækt/ *n.*

incentive /in'sentiv/ *a.*

infrastructure /'infɹə.strʌktʃə/ *n.*

know-how /'nəʊhau/ *n.*

marina /mə'ri:mə/ *n.*

monument /'mɔnjumənt/ *n.*

outstripping /aut'stripiŋ/ *a.*

revenue /'revɪnju:/ *n.*

sewage /'sju(:)ɪdʒ/ *n.*

冲击, 影响

鼓励的, 刺激的

基础设施

技能, 实际知识, 本事

小船坞

纪念碑, 纪念馆; 遗迹, 遗址

超过的

收益, 收入

污水

Patterns & Structures

过去分词作后置定语

过去分词做后置定语的用法, 是专门用途英语 ESP(English for Specific Purposes) 的特征之一。这种用法经常出现在旅游英语的专业文献中。过去分词作后置定语可以看成是一个缩合了的定语从句。例如, 课文中的第 3 段可以理解为: "With its headquarters in Madrid, Spain, WTO is an inter-governmental body which is entrusted by the United Nations towards the promotion and development of tourism." (世界旅游组织的总部设在西班牙的马德里, 它是附属于联合国、旨在促进和发展旅游事业的政府间组织。)

又如, 课文的最后 1 段第 1 句可以理解为: "International and domestic tourism which are combined generate up to 10 per cent of the world's Gross Domestic Product (GDP)..." (国际旅游和国内旅游的产值加在一起, 占全世界国内生产总值的 10%...)



Check Your Understanding

I. Mark the following statements with "T" for true and "F" for false according to the passage.

- () 1. WTO's membership is purely on the governmental level.
- () 2. More than three sectors of companies are mentioned in the passage.
- () 3. WTO is also entrusted to regulate the global tourist enterprises and the international tourist market.
- () 4. It is believed that the government plays an important role in tourism.
- () 5. The receipt from international tourism has reached US\$476 billion for the past 16 years.
- () 6. The World Tourism Organization predicts that international arrivals will amount to more than one billion by 2010.
- () 7. Tax revenues from tourism industry include accommodation and restaurant taxes, park entrance fees, tourist bus rents, airport users' fees, and employee income tax.
- () 8. It is stated that with the development of tourism more and more rural residents will move to big cities for employment.



II. Give a short answer to each of the following questions.

1. What have you learned about WTO from the passage?
2. What is the aim of the World Tourism Organization?
3. Why is international tourism regarded as the world's largest export earner?
4. When are international tourist earnings forecasted to reach US\$1 550 billion?
5. How does tourism benefit the living conditions of local residents as well?
6. How many benefits of tourism are known to the governments and the people?



Build Up Your Vocabulary

III. Fill in the blanks with the words or expressions given below. Change their forms where necessary.

entrust	forecast	play a vast role	rather than
as well as	equalize	stimulate	maximize

1. Mr. Smith has some special methods _____ these different sides to reach the balance.
2. It is the common aim for the managers _____ the profits with the same investment.
3. The long holiday helps to increase the national revenue through tourism _____ to have negative impacts on the national economy.
4. After her parents passed away, she _____ with the responsibility for taking care of her younger brother.
5. Crop loss might _____ the farmers to try the other ways to earn money.
6. It is getting more and more obvious that tourism _____ in a nation's economy.
7. Tourist earning _____ to grow quickly in the next ten years.
8. It is widely accepted that tourism benefits the government _____ the people.

IV. Match the following two groups of words and phrases.

- | | |
|----------------------------------|------------|
| 1. international arrival | a. 旅游目的地遗产 |
| 2. heritage of destination | b. 旅行商 |
| 3. tourism know-how | c. 国际入境客人 |
| 4. hotel group | d. 自然讲解中心 |
| 5. infrastructure | e. 公园门票费 |
| 6. park entrance fee | f. 旅游知识 |
| 7. sewage system | g. 文化遗址 |
| 8. cultural monument | h. 酒店集团 |
| 9. tour operator | i. 排污系统 |
| 10. nature interpretation center | j. 基础设施 |

V. Work out the meaning of the following words with the help of the prefixes given. Then match the English words in the left column with the Chinese ones in the right column.

inter — between *infra* — below *out* — over
over — more than *under* — too little

1. underplay
2. underpay
3. inter-city
4. interconnect
5. overbuild
6. overgrow
7. infra-human
8. infrared
9. outfly
10. outlast

- a. 超飞
- b. 城市间
- c. 少付
- d. 经久耐用
- e. 表演不充分
- f. 红外线
- g. 相互连接
- h. 建筑过密
- i. 低于人类的生物
- j. 成长过度



Translation



VI. Translate the following sentences into Chinese, paying special attention to the participles used.

1. The World Tourism Organization is the leading international organization in the field of travel and tourism.

2. With its headquarters in Madrid, Spain, WTO is an inter-governmental body entrusted by the United Nations towards the promotion and development of tourism.

3. Tourism is the world's largest industry with no signs of slowing down in the 21st century.

4. International tourism is the largest export earner and an important factor in the balance of payments of many countries.

5. The vast majority of tourism jobs are in small or medium-sized, family-owned enterprises.

6. Travel and tourism stimulates enormous investments in new infrastructure, most of which helps to improve the living conditions of local residents as well as tourists.

7. International and domestic tourism generates up to 10 per cent of the world's Gross Domestic Product (GDP).

8. The tourism industry provides governments with hundreds of millions of dollars in tax revenues each year through accommodation and restaurant taxes, airport users' fees, sales taxes, park entrance fees, employee income tax and many other fiscal measures.

■ Reading B

Principal Organs of WTO & Its Membership

The principal organs of the World Tourism Organization are the:

• General Assembly

The General Assembly is the supreme organ of the World Tourism Organization. It meets every two years to approve the budget and programme of work, and to debate topics of vital importance to the tourism sector. Every four years it elects a Secretary-general. The General Assembly is composed of voting delegates representing Full Members and Associate Members. Affiliate Members and representatives of other international organizations participate as observers.

• Executive Council

The Executive Council is WTO's governing board, responsible for ensuring that the organization carries out its work and sticks to its budget. It meets twice a year and is composed of 26 members elected by the General Assembly in a ratio of one for every five Full Members. Associate Members and Affiliate Members participate in Executive Council meetings as observers.



• Regional Commissions

WTO has six regional commissions — Africa, the Americas, East Asia and the Pacific, Europe, the Middle East and South Asia. The commissions meet at least once a year and are composed of all the



Full Members and Associate Members from that region. Affiliate Members from the region participate as observers.

• **Committees**

Specialized committees of WTO members advise on management and programme content. These include: the Programme Committee, the Budget and Finance Committee, the Statistics Steering Committee, the Environment Committee, the Quality Support Committee, and the Education Centres Network.

• **Secretariat**

The Secretariat is led by Secretary-general Francesco Frangiali, who supervises about 80 full-time staff at WTO's Madrid headquarters. These officials are responsible for implementing WTO's programme of work and serving the needs of members.

The Affiliate Members of WTO are supported by a full time Executive Secretary at the Madrid headquarters, a position that is financed by the Spanish government. An Advisory Council of Affiliate Members' meets once a year to make programme recommendations to the Secretariat. The Secretariat also includes a regional support office for Asia-Pacific in Osaka, Japan, financed by the Japanese government.

• **Who Can Join the World Tourism Organization**

WTO has three categories of membership: Full Members, Associate Members and Affiliate Members.

• Full membership is open to all sovereign States.

• Associate membership is open to all territories not responsible for their external relations. Membership requires the prior approval of the government which assumes responsibility for their external relations.

• Affiliate membership comprises a wide range of organizations and companies working either directly in travel and tourism or in related sectors. These include: airlines and other transport companies; hotels and restaurants; tour operators; retail travel agents; banking institutions; publishing groups; consultants; educational and research institutes; local and regional tourism boards, and travel industry associations. Affiliate membership requires endorsement by the country in which the headquarters of the applicant is located.

WTO is the only inter-governmental organization that offers membership to the operating sector and in this way offers a unique contact point for discussion between government officials and industry leaders. WTO's broad-based Affiliate Membership participates fully in the organization's activities. It also has its own programme of activities which includes annual meetings and regional seminars on specific study topics, such as Public-Private Sector Cooperation in 2000.

NEW WORDS

assembly /ə'sembli/ *n.*

大会, 议会

budget /'bʌdʒɪt/ *n.*

预算

category /'kætɪgəri/ *n.*

种类, 范畴

consultant /kən'sʌltənt/ *n.*

顾问

endorsement /in'dɔ:smənt/ <i>n.</i>	签名, 认可, 保证
executive /ig'zekjutiv/ <i>a.</i>	执行的
implementing /'impliməntɪŋ/ <i>n.</i>	实施, 贯彻
representative /,reprɪ'zentətɪv/ <i>n.</i>	代表
retail /'ri:teɪl/ <i>n.</i>	零售
secretariat /,sekɾə'teəriət/ <i>n.</i>	秘书处
steering /'stiəriŋ/ <i>n.</i>	指导, 管理
supervise /'sju:pəvaɪz/ <i>v.</i>	监督

I. Mark the following statements with "T" for true and "F" for false according to the passage.

- () 1. WTO has five major organs, which are General Assembly, Executive Council, Regional Commissions, Committees, and Secretariat.
- () 2. WTO's membership takes part in the organization's activities to a great extent.
- () 3. The voting delegates of the General Assembly include Full Members, Associate Members, and Affiliate Members.
- () 4. The Executive Council is only composed of Full Members, while Associate Members and Affiliate Members attend Executive Council meeting as observers.
- () 5. By the end of 2001, WTO has its Regional Commissions all over the world.
- () 6. It is the Executive Council that is the most powerful organ in the World Tourism Organization.
- () 7. The General Assembly is responsible for approving the budget and the program of work.
- () 8. Any territories or organizations or companies who pay an annual contribution can become Full Members of WTO.
- () 9. In addition to the principal tourist sectors of airlines, hotels, and tour operators, the related sectors have been involved in affiliate membership, such as banking institutions, publishing groups, consultants, educational and research institutes.
- () 10. Secretary-general is appointed by the Chairperson of General Assembly every four years.

II. Give a short answer to each of the following questions.

1. What are the principal organs of WTO?

2. Who is the supervisor of about 80 full-time staffs at WTO's Madrid headquarters?

3. How many specialized committees of WTO are mentioned in the passage?

4. Why is the General Assembly the top organ in the World Tourism Organization?

5. What is the responsibility of the Executive Council as WTO's governing organ?



6. How often do the members of the Executive Board meet?

7. According to the passage what are the related sectors of tourism?

8. Where is the headquarters of the World Tourism Organization?

9. How long is the one term of Secretary-general?

10. What is the necessary condition to get the full membership of WTO?

III. Fill in the blanks with the words or expressions given below. Change their forms where necessary.

be composed of	be responsible for	carry out	stick to
at least	in the/a ratio of	be open to	participate in

1. Line A and Line B are _____ four to three.
2. It was known that the tour group _____ many famous scientists from Asia.
3. When you talk, you _____ have to make yourself understood.
4. Three club members from each organization would _____ the annual meeting.
5. As an honest man, David _____ his word and never broke his promise.
6. According to the hotel regulation the swimming pool _____ the hotel guests, not to the public.
7. If we _____ the right plan to the full, we will surely succeed.
8. You are old enough so that you should _____ your words and actions.

IV. Complete the following sentences by translating the Chinese provided in the brackets into English.

1. The General Assembly _____
(是世界旅游组织的最高权力机构。)
2. The Executive Council _____
(负责确保该组织完成各项工作和遵守预算。)
3. Associate Members and Affiliate Members _____
(以观察员的身份参加执行委员会会议。)
4. _____ advise on management and program content.
(世界旅游组织专门委员会)
5. Full membership _____
(所有主权国家都可自由参加。)
6. Associate membership _____