

Textbook Series for 21st Century

田淑芳 主编

旅游系列教材

# 旅游英语

## English for Tourism



中国商业出版社



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## 编审说明

根据国民经济迅猛发展,我国加入世界贸易组织的客观形势,为新世纪培养高素质经济管理人才的要求,我们在原国内贸易部部编高等商科教材餐旅管理系列的基础上,适应当前各院校旅游专业迅速发展的情况,专门组织力量编写了全新的旅游专业系列教材,一共 10 种,2002 年秋出版 5 种,2003 年春出版 5 种。

本系列教材适合高等院校和职业技术学院的旅游专业本、专科使用,也可作为成人高校、函授、自考以及在职人员培训用教材。

本教材在编写和出版过程中,得到有关部门、院校和编审者的大力支持,在此一并致谢。

为进一步提高本教材的质量,希望广大读者提出宝贵意见,以便进一步修改和完善。

全国高等商科学科建设指导组

2003 年 1 月

# 前言

据世界旅游组织专家的预测,到 2020 年中国将成为世界第一大旅游目的地,年接待入境旅游者将达到 1.37 亿人次,其间年均增长将达到 8.4%。此外,2008 年奥运会在我国的举办亦将在世界范围内掀起一股“中国热”。这一切意味着 21 世纪将是中国旅游业蓬勃发展的时期。全国高等商科学科建设指导组和中国商业出版社根据旅游事业发展和培养适应时代要求的人才的需要,组织编写了这套高等院校旅游专业系列教材。我们有幸承担了《旅游英语》一书的编写任务。在教材的编写过程中,我们根据旅游英语教学的特点,强调学以致用,注重对学生实际语言运用能力的训练和培养。

教材根据旅游接待的业务内容,分吃、住、行、游、购、娱等 6 个方面进行语言材料的编写,共分为三大部分。第一部分为课文,共 12 单元,在编写体例上,每一单元包括:A 课文、B 课文、C 课文、练习 4 部分。A 课文是对相关内容的概括性叙写,B 课文则是对 A 课文的进一步扩展。在教学中,教师应以 A 课文为教学重点,予以精讲,B 课文则可以作为泛读材料。C 课文是对话材料,可作为口语教学和学生课后口语练习的材料予以运用。练习部分主要包括:根据课文回答问题、单项选择、中英文对译和情景对话等部分,教师可根据实际教学情况和学生水平予以适当增减或调整。第二部分为景点介绍。这一部分可作为学生的课外阅读。第三部分

为附录,可作为学生查阅资料用。

本教材建议教学时数为 96 学时,每单元平均 8 学时。

本教材由田淑芳任主编,周维杰、张美娟任副主编。本教材 1~6 单元由田淑芳编写,7~8 单元由张美娟编写,9~10 单元由顾宇编写,11~12 单元由周维杰编写。第二部分和第三部分由田淑芳和张美娟负责编写,本书由田淑芳和张美娟统稿、总纂,周维杰负责对书稿的审校。由于我们的水平所限,书中缺点、错误在所难免,希望读者不吝赐教!

2002 年 12 月

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# Unit One

## Text A

### Motivations and Preparations for Travel

Travel has always been considered to be of help to increase one's knowledge and broaden one's view, mind and experience. With the rise of people's living standard and rapid development of the modern high-speed and inexpensive forms of transportation the travel and tourism industry is growing quickly. This growth is due to the fact that people have more disposable income and more leisure time available, and that they often see travel as an attractive leisure time activity, and that they are more in the mood for traveling. Nowadays people are spending more time and money on both internal and international tours.

People travel for a wide variety of reasons. It has been suggested that there be both internal and external motivating factors which influence the desire to travel. Internal factors, which motivate one by creating an internal desire to travel, are referred to as

“push” elements. For example, some people may travel out of curiosity, they just travel to experience new people, places and cultures; some people may travel for reasons of health, spas and health resorts may be destinations for these individuals. Likewise, the desire to take part in or view sports is an important motivator for many travelers. There are also some people who just travel for sightseeing or recreation or pleasure. They are often holiday tourists. And there are some others whose spiritual or religious concerns provide an incentive. Sometimes, even prestige traveling for the purpose of impressing others is a common reason for travel. When one desires to be the “first” to visit an exotic destination or to see sights made famous because of current news events. Prestige may be a primary factor in their travel decisions. External factors, which are determined by attractions of some specific area to a traveler are regarded as “pull” elements. Attractions of a specific area can include its culture, history and tradition. The geography, wildlife, entertainment, cuisine, and climate offered by the area can all interest travelers. Some people choose to travel in order to view the architecture of an area. Some people travel just to enjoy some dishes (for example, French Dish, Russian Dish, Chinese Dish and so on). Some travel to shop. There may be an interest in goods purchased in a special area (for example, Hong Kong suits, Irish crystal, Mexican leather goods and so on). Some people prefer to travel just for the sake of travel and may “collect” cities or countries in much the way that others collect stamps and coins. Some may travel around for business sake. They include businessmen, government officials on specific missions, as well as people

attending meetings or conventions. They must be at a specified destination at a specified time. There are many other factors affecting the destination and reason of people's travel. For example, travel increases when airfares decrease or when airlines price is in their competition for business to specified destinations. Pleasure travel is often dominated by cost concerns, out of which people may travel to places that give them the best value for their dollars.

No matter what kind of travel you're going to prepare for, it's advisable to make preparations early if you want to have a nice travel to a place. Before you leave for that place, you have a lot to prepare, such as a passport, a visa, a plane ticket, some traveller's checks or cash. Now many people use credit cards. Pleasure travel is not just for the rich or near rich anymore, thanks, in part, to the widespread use and acceptance of credit cards. Credit cards allow people to pay for their whole vacation transportation, accommodations, food, even shopping etc, or to pay for it later, a little at a time. In some ways, credit cards provide a "hassle free" source of money. They are more secure from theft than cash and more convenient than traveler's checks. If you're going to have a package tour organized by some travel service, it will be easier. You are only to finish the formalities for applications, and then the travel agency will do everything for you. Otherwise you'll do it all by yourself.

You should try to get ahead of time some materials about the places you're going to visit, for example, some maps or brochures, which will help you to get to know more and understand more about the places and the people there.

## New Words

motivation [ˌməʊti'veiʃən] <i>n.</i>	动机, 动因
preparation [ˌprepə'reiʃən] <i>n.</i>	准备
broaden [ˈbrɔ:dn] <i>v.</i>	使变宽, 扩宽
disposable [dis'pəʊzəbl] <i>a.</i>	可处理的, 可支配的
inexpensive [ˌɪnɪks'pensɪv] <i>a.</i>	价廉的, 不贵的
form [fɔ:m] <i>n.</i>	形式, 体裁
industry [ˈɪndəstri] <i>n.</i>	行业
leisure [ˈleɪʒə; ˈli:ʒə] <i>n.</i>	空暇, 闲暇
available [ə'veiləbl] <i>a.</i>	可用的, 有效的, 可得到的
variety [və'raɪəti] <i>n.</i>	变化, 多样
internal [ɪn'tə:nl] <i>a.</i>	内部的
external [eks'tə:nl] <i>a.</i>	外部的
refer [rɪ'fə:] <i>v.</i>	提到, 说到, 或涉及某人或某事
curiosity [ˌkjʊəri'ɒsɪti] <i>n.</i>	好奇心
spa [spɑ:] <i>n.</i>	疗养院
resort [rɪ'zɔ:t] <i>n.</i>	度假胜地
likewise [ˈlaɪkwaɪz] <i>ad.</i>	同样地, 照样地, 也,
spiritual [ˈspɪrɪtʃʊəl] <i>a.</i>	精神的, 心灵的, 宗教的
religious [rɪ'lɪdʒəs] <i>a.</i>	宗教的, 宗教上的
incentive [ɪn'sensɪv] <i>n.</i>	刺激, 奖励
prestige [pres'tɪ:ʒ, -tɪdʒ] <i>n.</i>	威望, 威信, 好胜, 影响力, (由于财富而产生的) 显赫
exotic [ɪg'zɒtɪk] <i>a.</i>	非本地的, 外来的, 醒目的, 吸引人的
cuisine [kwi(:)'zi:n] <i>n.</i> (French word)	烹饪
architecture [ˈɑ:kɪtektʃə] <i>n.</i>	建筑

crystal [ˈkristl] n.	水晶
convention [kənˈvenʃən] n.	大会
dominate [ˈdɒmineɪt] v.	支配, 控制, 统治, 影响
accommodation [əˌkɒməˈdeɪʃən] n.	吃、宿的地方
hassle [ˈhæsl] n.	困难, 斗争, 争辩
formality [fɔːˈmælɪti] n.	(传统上的或法律上的) 手续, 例行公事
brochure [brəˈʃuə] n.	(作介绍或宣传用的) 小册子

### Phrases and Expressions

forms of transportation	交通工具
travel and tourism industry	旅游业
a package tour	(由旅行社代办的) 包价旅游

### Notes

1. make preparations for 为……做准备

Example: I'm making preparations for an important meeting.

2. to be of help: 意为: to be helpful

Example: Travel has always been considered to be of help to increase one's knowledge and broaden one's view.

3. out of curiosity 出于好奇

Example: I asked him of the reason just out of curiosity.

4. Sometimes, even prestige traveling for the purpose of impressing others is a common reason for travel. 有时, 有些人旅游的原因甚至是为了好胜。

5. In some ways, credit cards provide a "hassle free" source of money.

在某些方面, 信用卡为支付提供了方便。

## Text B

### Letters

To prepare a nice trip, you need to do a lot of things before your departure. The following is all kinds of letters concerning the preparation of a trip.

#### 1. To Passport Office

The Passport Officer,

Dear Sir,

I have completed and enclosed a form of application for issue of a U. S. A. passport. I have also enclosed photographs needed for the passport and a copy of my Identity Card.

I have something urgent to do in the United States and I am planning to leave in June. I'll be grateful if you can ensure that the passport is prepared and sent to me in good time to enable me to get the necessary materials for my visa.

Yours Sincerely

Wang Ling

#### 2. To Visa Office

The Visa Officer

Dear Sir,

I enclose my application form for an entry visa. I have some urgent businesses to do in your country. I will be leaving on June 8 and arrive on June 10. I plan to stay there for about two weeks. I have business contact with the Henry Textile Company of New



York for about ten years. They will guarantee my financial security during my stay there and pay for all my expenses I may incur.

I enclose the following supporting documents:

(1) My passport

(2) A check for the visa fee of \_\_\_\_\_

(3) Letter of Henry Textile Company of New York

(4) A registered stamped, addressed envelope for return of the passport

Should you require any further information, and if you will let me know, I shall be happy to supply it.

Sincerely Yours

Wang Ling

3. Telex Reservation:

Henry Bellow

145 Park Street

Chicago 80202 America

January 20, 2000

ADVANCED RESERVATIONS, JIN LIN HOTEL, NAN-  
ING. PLEASE RESERVE A SUPERIOR DOUBLE ROOM  
FROM FEBURARY 3 TO FEBURARY 6, 2000. A ROOM FAC-  
ING THE MAIN STREET IS PREFERRED.

ARRIVAL GUARANTEED. PLEASE CONFIRM AS SOON  
AS POSSIBLE AND INFORM THE AMOUNT OF DEPOSIT  
REQUIRED.

4. Letter of Confirmation:

98 Xin Jie Kou, Nanjing 221000