



“十二五”职业教育国家规划教材
经全国职业教育教材审定委员会审定

旅游英语

TOURISM ENGLISH

李 昕 主 编

许淑清 副主编



中国财政经济出版社



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前言

本教材是高等职业和高等专科学校旅游管理和酒店管理类专业的专业英语教材，供学生学习完大学英语后使用，以提高学生在本专业领域中的基本英语交际能力，包括英语阅读和理解能力、会话能力、翻译能力和应用文体的写作能力。本教材借鉴和吸收了国内外各类专业英语教材，尤其是旅游英语教材的优点，参考了国内外旅游领域中的大量英语原版实用素材（包括阅读、会话及写作素材），力图帮助学生以原汁原味的英语素材为媒介，增加英语学习中的趣味感，从而能够生动活泼地学习英语，并在“听、说、读、写、译”诸方面提高运用英语在本专业领域内进行基本交际的能力。

本教材主要从培养应用型人才的总体目标出发，结合学生毕业后将从事的实际工作，力求对学生进行与实际工作岗位相关的专业英语培训，培养学生用英语在本专业领域内进行工作和日常生活交际的能力。本教材力求做到基础与专业相结合，知识与技术相结合，使学生在学习英语的同时了解世界旅游业发展的现状和发展新动态，全面提高学生运用旅游英语的综合交际能力。

本教材的设计思路符合高职高专学生的培养目标和培养原则，重视实际英语交际能力的培养，同时也给教师留有一定自由发挥的余地，教师在教学中可以针对学生的实际情况和接受能力，对教材的内容进行适当增减和发挥。本教材一共有十个单元，每个单元包括四个部分：主课文、情景会话、实践写作、补充阅读材料，基本要点如下。

第一部分为“主课文”（Text），旨在培养学生旅游专业英语的基本阅读理解能力和初步的翻译能力。每篇课文之后均设置适量的阅读理解练习和汉英翻译练习。为拓展专业知识和增加趣味性，本部分设置了旅游专业术语（Tourism terms you should know）项目，提供若干旅游专业术语及简要的英文解释；还设置了“开心一刻”（Relax time）项目，提供一些与旅游专业相关的英文填空字谜、小幽默、小笑话等。

第二部分为“情景会话”（Situational Conversation），该部分设置两个情景对话实例，另外还给学生布置了若干相关话题的小组会话练习，旨在训练学生在旅游领域运用英语进行口头交际的能力。

第三部分为“实践写作”(Practical Writing),分别介绍与旅游相关的应用文体的基本格式和写作技巧,包括商务信函、备忘录、传真和电子邮件、求职简历、求职信、旅游行程、旅游合同、请柬、旅游广告、通知等,旨在培养学生参照范文的模式进行实践应用文写作的基本能力。

第四部分为“补充阅读材料”(Supplementary Readings),该部分设置两篇阅读课文,目的是增加学生的阅读量,以进一步巩固和提高阅读能力,并增加学生对旅游领域背景知识的了解。每篇阅读课文之后均设置若干阅读理解练习,帮助学生检测自己阅读理解的准确性。本部分的内容,教师可以根据实际教学时间的安排指导学生在课堂上完成或在课后完成。

为便于教师教学和学生课后复习,配有各个单元练习题的参考答案及主课文和补充阅读材料的参考译文,可登录中国财政经济出版社教育分社网站 edu.cfeph.cn 下载使用。

本书的出版得到了中国财政经济出版社的大力支持和帮助,在此表示衷心的感谢。我们也希望使用本教材的各个院校的教师和学生对本教材提出批评和建议,以便本教材能够不断完善和提高。

编 者

2014年8月

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Unit One

Tourism and Tourism Attractions

(旅游与旅游吸引物)

Text

Tourism Attractions

How does a location tempt tourists? One tactic is to create an attraction. In some places the natural environment or the historic buildings may be sufficient. If not, attractions can always be created. This has happened throughout the history of modern holiday-making. Blackpool Tower was inspired by the Eiffel Tower over one hundred years ago. Blackpool's authorities had noted that the Eiffel Tower was attracting a never-ending stream of visitors and hoped to replicate this.

Pleasure beaches or fairgrounds were another early, much replicated, and enduring type of attraction. However, the attractions that have brought far and away the most attention from academics are the Disney parks. There is now a Disney literature. Disneyland opened in southern California in 1955. It was followed in 1971 by Florida Disney land, Tokyo Disneyland in 1983, Euro-Disneyland (20 miles east of Paris) in 1992 and Hong Kong Disneyland in 2005. These are all commercially successful. They are among the very few built attractions that are holiday destinations. Other theme parks, zoos, stately homes and castles attract day visitors and tourists during their holidays. They may add to the appeal of a holiday destination, but it is really only the Disney parks that have become holiday destinations in their own right. Sociologists have noted that the Disney parks celebrate a particular moral and political order. They exalt the American way of life, present a depoliticized view of the world, applaud the triumph of the individual, especially the little man (Mickey Mouse), and provide an escape into an asexual world of fantasy. Academic interest has been heightened by

the fact that the Disney organization itself takes its social mission seriously, and the company is extremely protective towards the public image that it presents. George Ritzer uses Disney as an example of rationalization, but does Disney really exemplify anything except Disney? The attractions are unique. They have no peers. They rank alongside the world's most spectacular waterfalls and deepest canyons in drawing tourists from all over the globe.

Some places have historical buildings that attract tourists from all over the world. India has the Taj Mahal. Egypt has the pyramids. London has its Tower, the Houses of Parliament, Westminster Abbey and so on. Other countries or cities have built new interesting structures. Bilbao's Guggenheim Museum is an example.

Las Vegas also has a special attraction, but in recent years other cities have discovered that gambling attracts visitors and persuades them to part with large sums of money. As an economic engine, gambling is far more successful than museums. In 2001 Blackpool Council received (with interest) a proposal to build a set of Vegas-type casino hotels. If Britain's gambling laws are relaxed so as to make this possible, and if this plan goes ahead in Blackpool and nowhere else in Britain, the resort will almost certainly recover its earlier glory. However, gambling will cease to be a special attraction for destinations like Las Vegas and Monte Carlo as more and more places emulate them.

Another way of boosting visitors is to host a temporary attraction, like a sports or cultural mega-event. These are always intended to benefit the local economy. There is always a net cost to public funds, but far more money usually flows to the local economy. Is this always good business? It is estimated that Euro 96 (the European soccer tournament) added 0.1 per cent to Britain's GDP during April to June 1996. A host city or country can hope to derive long-term benefits from the facilities that are built and the publicity received, but these benefits are difficult to measure. There are always too many intervening variables. Rather than a one-off mega, a recurrent mini-event, like an annual arts festival, could be a better investment. Calculating the cost-benefits of different sports and arts events is now a subsidiary branch of the tourist industry.

However, the natural environment can also be an exceptionally good attraction. Nothing man-made can truly match the Swiss Alps or the Grand Canyon. Australia has discovered that Ayers Rock, situated in a desolate, inhospitable region, is probably its best single asset for attracting additional international visitors.

Words and Expressions

tempt *vt.* 引诱, 诱惑; 吸引

inspire *vt.* 鼓舞, 激发, 启示

authority *n.* 权威, 权力; 当局, 官方

replicate *vt.* 重复; 复制; 折转

appeal *n.* 感染力, 号召力

vi. 呼吁; 求助于

note *vt.* 指明; 记下; 注意到

n. 记录; 评论

celebrate *v.* 歌颂, 赞美; 庆祝

exalt *vt.* 赞扬; 使高, 提升

applaud *vt.* 向……喝彩; 鼓掌欢迎

asexual *a.* 无性别的; 无性生殖的

heighten *v.* 提高, 加高; 增加

spectacular *a.* 壮观的; 引人注目的

gamble *vi.* 赌博, 打赌; 投机

cease *v.* 停, 息; 结束

emulate *vt.* 仿效; 同……竞争

intend *vt.* 打算, 有……的意图

benefit *v.* 有益于; 受益

facility *n.* (常用复数) 设备, 工具; 方便

intervene *vi.* 干涉; 干预; 介入

subsidiary *a.* 辅助的; 次要的

exceptionally *ad.* 例外地; 异常地; 较优地

match *vt.* 和……相配; 相配

inhospitable *a.* 荒凉的; 不好客的

asset *n.* 财产; 宝贵的人/物

situate *vt.* 使位于; 使处于

add to 增加, 增进

persuade sb. to do sth. 劝说……做……

derive ... from 取得, 得到; 起源

Taj Mahal (印度) 泰姬陵

Las Vegas 拉斯维加斯

Monte Carlo 蒙特卡洛

Ayers Rock (澳大利亚) 艾尔斯巨石

Notes

1. Blackpool (黑池) 是位于英格兰北部的海滨城市, 是 19 世纪发展起来的著名海滨旅游度假胜地。

2. part with sth. 一般指“不情愿地将某物给某人”或“自己不再拥有”, 例如: I'm reluctant to part with any of the kittens, but we need the money. (我不情愿出让任何一只小猫, 但是我们需要钱。)

3. intend 为及物动词, 但是在“sth. is intended to do sth.”句型中, 意为“预期……; 打算……”, 这种情况下, 一般用“sth.”作主语, 如: This experiment was not intended to be finished today. (这个实验没打算在今天完成。) 对比: I intended to come to your house last night but it rained. (我昨天晚上打算去你家, 但是下雨了, 没去成。)

Tourism terms you should know

tourism (旅游) ——travel undertaken for pleasure (the business of providing and marketing services and facilities for pleasure travelers)

ecotourism (生态旅游) ——responsible travel to natural areas that conserves the environment and sustains the well-being of the local people

theme park (主题公园) ——an amusement park in which the structures and settings are based on a central theme

exhibition (展览) ——an event where businesses try to promote their products or services directly to a target audience or audiences

destination (旅游目的地) ——the end point of a trip (This can be a town, a resort, or a stand-alone attraction.); the place to which a traveler is going; or any city, area, region or country that is marketed as a single entity to tourists

Exercises

I. Based on your reading of the text, which of the following statements is true (T) or false (F)?

1. If there are not sufficient natural environment or the historic buildings, people can always create some. ()
2. Eiffel Tower has brought far and away the most attention from academics. ()
3. Disney parks and the other tourism attractions have all become holiday destinations in their own right at present time. ()
4. Compared with other tourism attractions the Disney parks praised a particular moral and political order. ()
5. In terms of the attractiveness, Disney parks are among the world's most spectacular waterfalls and deepest canyons in the world. ()
6. It is discovered that gambling attracts visitors and persuades them to win large sums of money. ()
7. According to the author, Britain's gambling laws are not relaxed in 2001. ()
8. Sports or cultural mega-event can always benefit both the economy at local and nation level. ()
9. A host city or country can hope to get long-term benefits from the facilities that are built. ()
10. There are so many man-made attractions that can truly match the Swiss Alps or the Grand Canyon. ()

II. Answer the following questions based on the information in the text.

1. Why Blackpool's authorities decided to build Blackpool Tower?

2. How has the Disney organization heightened the academic interest?

3. According to the text, what is the basic function of temporary attraction?

4. Why are the long-term benefits from the facilities built and the publicity received are difficult to measure?

5. Give some of the examples of recurrent events/mini-events which can be a better investment.

III. Translate the following passage into Chinese.

The Eiffel Tower is the symbol of Paris but when it was built for the Universal Exhibition in 1889, it was meant to be a temporary building. It was designed by the engineer Gustave Eiffel. It was the world's tallest building until the Empire State Building was completed in New York in 1932. One of the best restaurants in Paris is the Jules Verne Restaurant (second level), where you can enjoy panoramic views and eat excellent food.

IV. Translate the following into English using the words or expressions given in the brackets.

1. 这张画是他受一个真实人物的启发而创作的，这个人是他出国旅游时遇到的。(inspire)

2. 我相信这次到北京旅游将会大大增加我们对中国的了解。(add to)

3. 我花费了一整天的时间劝说我父亲给我买一辆车，但是没有成功。(persuade)

4. 她从收集邮票中获得很大的满足感。(derive from)

5. 她买了那个领带，因为颜色正好和她丈夫新西装的颜色相匹配。(match)

V. Relax time (Add the missing words to the puzzles).

1. Good morning, Royal Hotel. This is Mary

□□□□□□□□.

2. I have to get up early tomorrow. Can I have a

□□□□□□□□ □□□□, please?

3. The porter should be given a □□□ for carrying your bags.

4. Buses, cars and trucks are all □□□□□□□□.

5. If you don't □□□□□□□□□□ someone, ask them to repeat what they said.



Situational Conversation

1. Asking About Travel

Jack: Good morning. I want to go to Guangzhou. Could you please tell me if there is a flight tomorrow?

Travel agent: There are two flights every day at seven a. m. and at three p. m. .

Jack: How long does it take to get there?

Travel agent: Around three hours.

Jack: How much does it cost?

Travel agent: The single fare is RMB700 for economy and RMB1000 for business.

Jack: By the way, is there any reduction for a return journey?

Travel agent: No, it's double fare, the same each way.

Jack: Oh, I see. And how much is it to Guangzhou by train, please? Hard berth.

Travel agent: RMB200. But for tomorrow evening there is only soft berth left. It's RMB400.

Jack: Well, I'll have to think about it first. I'll call you back in half an hour. Thank you.

Travel agent: You are welcome.

2. Where and How to Travel

Wang: Where would you like to travel if time and money were no object?

Zhang: If I were rich and had a lot of free time, I'd go to Thailand in winter, to Lu Shan in Summer.

John: How would you travel?

Zhang: By air, of course! It is very fast and convenient. And how about you?

Wang: I'd like to go on an express train visiting all the exciting cities in China.

Zhang: But wouldn't you get rather bored travelling for so long?

Wang: Certainly not. You know the express train usually leaves in the morning and arrives at the destination in the evening. On the way I can enjoy the natural beauty of the country.

Zhang: It's surely a good idea.

Notes

no object (表示时间、金钱、距离等) 不计较; 不成问题。例如: Although he was based in California, distance was no object.

Exercises

I. Role-play the sample dialogues.

II. Try to communicate in the given situation.

Student A is going to Shenyang from Dalian.

Student B is a clerk of a travel agency.

The following information can be referred in the conversation:

luxury bus (豪华巴士) (depart every hour from seven in the morning to six in the evening)

express train (two times a day at seven a. m. and at one p. m.)

bus fare RMB80, train fare RMB50

traveling time is around 4 hour for both bus and train

Practical Writing

Basic Format of Business Letters

现代英文商务信函通常打印在公司或单位的无格信头纸上, 信头纸的尺寸通常为 A4 (美国和加拿大的标准信纸为 Letter 尺寸, 比 A4 信纸稍微短一点, 但稍微宽一点)。行距为单行 (single-spaced), 段与段的行距为双行 (double-spaced)。信纸只能单面使用, 绝对不能双面使用。如果一张信纸不够, 可再用一张同样尺寸、同样质地的信纸, 但不要印有信头。

英文商务信函主要包括以下部分。

1. 信头 (Heading), 包括寄信人的地址和写信日期。如果使用公司或单位的信头纸, 则只需打印写信日期。信头不要写寄信人的姓名。例如:

123 Renmin Road

Dalian, Liaoning 116011

CHINA

May 20, 2012

2. 信内地址 (Inside Address), 包括收信人的姓名、头衔和详细地址。例如:

Dr. Helen Armstrong
Center of Tourism Training
800 Somerset St.
Portland, ME 04103
USA

3. 称呼 (Salutation)。在商务信函中, 通常的称呼格式是 “Dear + 头衔 + 姓 (或姓名) + 冒号”。例如, “Dear Mr. Hudson:” 或 “Dear Ms Kathy Wang:”, 常用的头衔有 Mr. (先生)、Ms (女士)、Miss (小姐)、Dr. (博士) 等。如果不知道收信人的姓名, 可以用职衔, 例如 “Dear Personnel Manager:” 或 “Dear Customer Service Manager:”, 也可以用 “Dear Sir or Madam:” 或直接用公司名称, 如 “Dear Air China:” 或 “Dear Hilton Hotel:”。

4. 正文 (Body)。商务信函的正文包括你要表达的主要信息, 应该简明扼要, 易于阅读。段落之间要用双行距 (double-spaced), 以示醒目。商务信函写作主要应遵循如下三条原则:

(1) 开门见山, 一开头就陈述写信的目的;

(2) 所用语言要直截了当、清晰、简明、客观、礼貌;

(3) 正确运用语法和句式, 不要出现语法错误、拼写错误、非正规句式和语言, 让收信人感到你的信写得非常认真。

5. 结尾 (Closing)。结尾部分包括一句客套用语, 其正式程度应与称呼部分一致。结尾客套用语中, 只有第一个字母大写, 其余字母均小写, 句尾要用逗号。正式信函的结尾通常用如下客套用语:

Respectfully,

Cordially,

Yours truly,

Sincerely,

非完全正式的信函的结尾可以用:

Warmest regards,

Regards,

Best wishes.

6. 签名 (Signature)。在商务信函中, 在结尾客套用语下面 4 行左右的位置上打印写信人的姓名 (在姓名的下面也可以打印写信人的头衔、公司或部门的名称)。结尾客套用语和打印的姓名之间由写信人亲笔签名。亲笔签名部分只能包含姓名, 不能包含诸如 Mr., Ms., Dr., 或 Prof. 等字。签名的样式也要固定, 不能经常变换, 决不可以一封信签 P. Smith 而另一封信签 Peter Smith, 第三封信又改为 P. B. Smith。实例如下:

Yours truly,

Zhang Ling

ZHANG Ling

或

Sincerely,

John Wang

John Wang, Ph. D.

Professor and Dean

College of Tourism and Hospitality

7. 备注 (Notations)。签名部分之下还可以添加一些附加说明信息, 如 “Enclosure” (或缩写为 Enc. 或 Encl.) 表示随信附件, “Enc. 3” 表示随信还有 3 个附件; “cc” 表示抄送, “cc: Keith Rogers” 表示本信还抄送 Keith Rogers。

随着计算机的普及, 现在人们为了方便, 书写英文商业信函最常采用的格式是齐头式 (Block Style)。另一种常用的格式是修正齐头式 (Modified Block Style)。

1. 齐头式 (Block Style)。在齐头式信函中, 所有内容的每一行都从最左边开始, 成一垂线。下面是一封齐头式商务信函的基本格式式样。

**ABC HOTEL COMPANY
888 ADDRESS
CITY, PROVINCE, POSTAL CODE
COUNTRY
PHONE NUMBER/FAX NUMBER**

(date you are writing the letter goes here)

Addressee's Name

Addressee's Title

Company's Name

Company's Address

City, Province Postal Code

Country

Dear Addressee:

Paragraph 1: Explain why you are writing the letter.

Paragraph 2: Provide evidence or details to support your purpose.

Paragraph 3: Tell how and when the topic of the letter should be addressed or followed up.

Final Paragraph: Thank reader for his or her attention/time.

Sincerely,

Signature

Name of Writer

Enclosure