



新世纪普通高校旅游管理系列教材

# 旅游业英语

ENGLISH FOR THE TOURISM INDUSTRY

靳琦 主编



河南大学出版社

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# 旅游业英语

English for the Tourism Industry

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河南大学出版社

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## 前言

《旅游业英语》是根据旅游专业教育国际化的需要,以培养应用型国际化旅游专业人才培养为目标,以提高旅游专业英语实际应用能力的核心而进行设计和编写的一部实用型教材。

全书体系完备、内容新颖、题材广泛、图文并茂、信息量大、时代感强,注重引导学习者将专业知识与语言技能有机结合,全方位提升学习者的专业英语应用能力。本书既可以作为普通高等院校旅游管理相关专业的专业英语教材,也可以供旅游从业人员及旅游外语爱好者研习或自学。无论用于教学、培训、参考、自学,还是用于课余阅读,本书都是非常好的学习资料。同时,本教材也是2014年度河南省高等教育教学改革研究项目“本科酒店管理专业实践教学创新研究”系列成果之一。

全书共分十四个单元,内容涉及旅游业的各个环节,主要涵盖了如旅游及旅游业的历史、当今旅游业发展状况、旅游目的地、旅游景观与节庆、旅游交通、旅游销售渠道、酒店管理与服务、会展与商务旅游、导游讲解、文化差异、跨文化交流、旅游市场营销、旅游业的影响、旅游规划与开发、旅游业的前景与可持续发展等重要或新兴的课题。

每一单元均围绕旅游业某一方面甄选纯正真实的语言素材,针对英语听、说、读、写四方面技能设计形式多样的语言训练,传授旅游专业实践策略,训练有效的英语交流技能,同时加强英语语法、单词等语言知识的学习。每个单元设有若干项学习活动:**Warm-up**(导入练习)部分引入本单元的话题以引起学习者兴趣或启发学习者对本单元的主题有所思考;**Reading**(阅读)部分通过原版语篇资料,培养学习者阅读旅游相关文本的兴趣,使其熟悉旅游专业术语,提高阅读理解能力;**Listening**(听力理解)部分选择纯正地道的语言素材训练并提高学习者的听力理解及判断技巧;**Vocabulary**(词汇)部分通过练习引导学习者认识并掌握旅游专业词汇和表达;**Speaking**(口语练习)部分及**Writing**(写作)部分则分别通过模拟训练,让学习者运用习得的语言知识和技能完成旅游相关的原创性任务,提高其在旅游工作场景中进行清晰准确交流的能力;**Language Spot**(语言学习)部分向学习者解释本单元出现的重点语法知识或表达技巧,帮助学习者更好地理解 and 有效地使用这些语言知识。另外需要说明的是,我们尝试克服以往国内教材比较刻板的体例编排方式,让每位编者在编写过程中都有自己的创造和发挥,所以各单元在体例上并不完全统一,以增加可读性和活泼性。每个单元中各项活动的数量及先后顺序不尽相同,但都尽量遵循先进行语言输入后训练语言输出的原则来编写。

本教材由靳琦主编,河南大学历史文化学院臧德清老师、信阳农林学院旅游管理系王亮亮老师及河南省教育学院李东芳老师参与了编写。其中第1、2、8、9、10、11、14单元由靳琦负责编写,第3、4单元由臧德清、靳琦合作编写,第5、12、13单元由王亮亮负责编写,

第6、7单元由李东芳、靳琦合作编写。

在本教材的编写过程中,我们参阅了大量的教材、专著、网页等资料,在此谨向这些作者致以衷心的感谢!

由于时间仓促,水平有限,教材中如有不当与疏漏之处,祈请同行与读者不吝指正,编写组全体成员在此表示万分感谢!

编委

2014年3月

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# Unit 1 Tourism History

## Focus

*In this unit, you will learn about*

- *a brief history of tourism industry*
- *historical development of air travel*
- *pioneers of tourism*
- *the Silk Road*
- *describing events in the past*

## Warm-up

**Task** Discuss with a partner about what you think the value of learning tourism history is.

## Reading 1

**Task 1** Read the following paragraphs describing the historical developments of tourism. Please note that they are in the wrong order. The phrases of periods below have been removed from the paragraphs. Put them into the correct places. The first one has been done for you. Then put the paragraphs in chronological order.

- a. in 776 BC
  - b. At the height of the Roman Empire
  - c. In the 17th and 18th centuries
  - d. Then in the mid-19th century
  - e. Soon after the end of World War II

1. \_\_\_\_\_, it became fashionable for the European nobility to make their Grand Tour in countries such as France and Italy with the intention of studying paintings, sculptures and architecture, and visiting historical sites.

2. It is often thought that the beginning of tourism dates back to ancient



Greece and Rome. The earliest recorded tourism in Greece tended to be related to religious practice; people visited religious festivals and consulted oracles. They also attended sporting events like the Olympic Games which began \_\_\_\_\_ in 776 BC, but even these had a religious significance. The early Greeks advanced tourism developments in two particular areas. Firstly, they developed a coin currency, replacing the need for travellers to carry goods to barter at their final destination for other goods and services. Secondly, the Greek language spread throughout the Mediterranean area, making it easier to communicate as one travelled.

3. \_\_\_\_\_, Thomas Cook organized his first package tour, a railway excursion from Leicester London Road railway station to a rally in Loughborough, eleven miles away. More than five hundred passengers joined it and the charge was one shilling per person that included rail tickets and food. The excursion was so successful that Thomas Cook organized other similar events. All of the early tours used the newly-invented railways. With the spread of industrialization across Europe, an affluent middle class with an increasing amount of free time joined the tourist classes.

4. \_\_\_\_\_, paid holidays became normal in Britain and many other countries. In the 1960s, a growing number of people had disposable incomes and the desire for "something new", reasonably priced commercial aircrafts made international travel easier; mass tourism began to flourish.

5. \_\_\_\_\_, the ruling patrician class enjoyed their leisure during the periods of relative peace. Like the Greeks before them, they observed their own athletic and religious events and travelled to these cities. Sightseeing was also popular with the wealthy Romans. Their most popular choice of tourism destination was Greece. Romans also toured Egypt to see the Sphinx and the Pyramids. In addition, the Romans developed extensively the concept of spa therapy and bequeathed it to the rest of the world.

**Task 2 Read the paragraphs again and answer the following questions.**

1. Why did the early Greeks consult oracles? Use a dictionary or search the Internet to help you.

2. How did early Greeks advance tourism developments?

3. Guess the meaning of the "patrician class" in Paragraph 5.

4. Explain the following two expressions from Paragraph 4.

a. disposable income \_\_\_\_\_

b. something new \_\_\_\_\_

**Task 3 Decide whether the following statements are True(T) or False(F).**

1. In addition to observing athletic and religious events, the Romans also travelled for sightseeing. ( )
2. Most Romans preferred Egypt to Greece. ( )
3. Spas were developed during the time of the Roman Empire. ( )
4. Thomas Cook organized many similar package tours because his first organized tour failed. ( )

## Vocabulary 1

**Task Match the words or phrases with their definitions.**

affluent	barter	bequeath	excursion	Grand Tour
intention	mass tourism	the nobility	spa therapy	the Sphinx

1. the group of people who belong to the highest social class — \_\_\_\_\_
2. a plan or desire to do something — \_\_\_\_\_
3. a trip or visit to an interesting place, especially one that is arranged or recommended by a holiday company or tourist organization — \_\_\_\_\_
4. having plenty of money, nice houses, expensive things etc. — \_\_\_\_\_
5. to pass knowledge, customs etc. to people who come after you or live after you — \_\_\_\_\_
6. to exchange goods, work, or services for other goods or services rather than for money — \_\_\_\_\_
7. an ancient Egyptian stone figure having a lion's body and a human's or animal's head, especially the huge statue near the Pyramids at Giza — \_\_\_\_\_
8. water treatment, usually practised at spas — \_\_\_\_\_
9. the traditional trip around Europe taken, especially in the 17th and 18th century, by young men of the upper classes as a part of their education — \_\_\_\_\_
10. the act of visiting a destination with large amounts of people at one time — \_\_\_\_\_

## Listening 1

**Task 1** Listen to an extract about the historical development of air travel. Which of the following dates or years do you hear? Mark them with a tick (✓).

1926	1936	October 28, 1927	August 29, 1927
January 16th, 1928	January 25th, 1959	January 1970	June 10th, 1970

**Task 2** Practise saying the dates. Why are the dates you hear in the extract important in the development of air travel?

**Task 3** Why has air travel become the primary mode for middle and long-distance trips?

**Task 4** Listen to the extract again and complete the information.

1. The first U. S. airline provided \_\_\_\_\_.
2. At first, only one passenger was carried in addition to the mail, if the \_\_\_\_\_ permitted.
3. The trip that Pan Am flew the first passengers took 1 hour 10 minutes, and the \_\_\_\_\_ was \$50 each way.
4. The various U. S. airlines gradually expanded their services to more cities and \_\_\_\_\_.
5. During World War II, U. S. airlines' equipment and most staff \_\_\_\_\_ war service.
6. The \_\_\_\_\_, invented in England by Frank Whittle, was used on such military planes as the B-52.
7. The first American \_\_\_\_\_ was the Boeing 707.
8. The first U. S. \_\_\_\_\_ was operated by American Airlines.
9. The jumbo jet era began in 1970 when Pan American World Airways flew \_\_\_\_\_ passengers from New York to London using the new \_\_\_\_\_ equipment.

## Language Spot

### Describing Events in the Past

We use the Past Simple for completed actions and events in the past.

#### 1. Regular verbs.

verb + -ed (verbs ending with a consonant)

*visit/visited, consult/consulted, book/booked, ask/asked*

**Verb + -d (verbs ending with -e)***use/used, arrive/arrived***2. Irregular verbs.****Irregular verbs have various forms and each verb needs to be learned.***take/took, send/sent, deal/dealt, go/went***① Positive form**

Subject + past simple verb + object(s) + time

*... people **visited** religious festivals and **consulted** oracles.**All of the early tours **used** the newly-invented railways.**The trip **took** 1 hour 10 minutes ...***② Negative form**

Subject + did + not + the infinitive + object(s) + (time)

*They **didn't expect** to see you at Christmas.**She **didn't understand** the question.***③ Question form**

(Wh?) + did + subject + the infinitive + object(s) + (time)?

*When **did they fly** to Chicago?*

**Please underline all the regular past simple forms and circle all the irregular past simple forms in Reading 1.**

**Practice****Complete the text below with the correct form of the verbs in brackets.**

Another interesting aspect in the history of tourism \_\_\_\_\_ (be) the development of spas, after their original use by the Romans, which \_\_\_\_\_ (take) place in Britain and on the Continent. In the 18th century, spas \_\_\_\_\_ (become) very fashionable among members of high society, not only for their curative aspects but also for the social events, games, dancing, and gambling that they \_\_\_\_\_ (offer). Sea bathing also \_\_\_\_\_ (become) popular, and some \_\_\_\_\_ (believe) that saltwater treatment \_\_\_\_\_ (be) more beneficial than that of the inland spas. Well known in Britain \_\_\_\_\_ (be) Brighton, Margate, Ramsgate, Worthing, Hastings, Weymouth, Blackpool, and Scarborough. By 1861, the success of these seaside resorts \_\_\_\_\_ (indicate) that there \_\_\_\_\_ (be) a pent-up demand for vacation travel. Most visitors \_\_\_\_\_ (not stay) overnight but \_\_\_\_\_ (make) one-day excursions to the seaside.

## Speaking 1

**Task 1** Work in pairs. Here are some key events in tourism history. Discuss what effect they have on the development of tourism.

- the introduction of traveller's cheques
- the invention of the jet engine
- an increased leisure time and a rise in disposable incomes
- the introduction of computer technology

**Task 2** In groups of four, find out other key events in tourism history and discuss what you think the most important events in the development of tourism are.

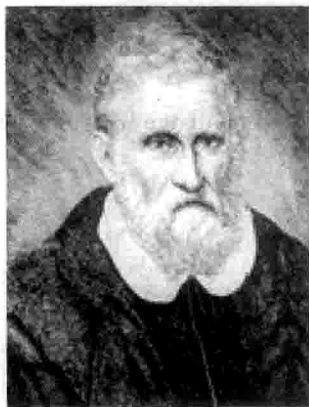
## Listening 2

**Task 1** Some people have important influence on the development of tourism. Have you heard of the following pioneers of tourism? Match the names to the pictures.

Thomas Cook

Marco Polo

Conrad Hilton



a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

**Task 2** You will hear three extracts of profiles on these people. Their names are not mentioned in the extracts. Listen carefully and decide who each extract is about. Then fill in the information for each person in this chart.

Name			
Birth date			
Achievements/events (with years and dates)			

continued

General contribution to developments of tourism			
Any other important information			

**Task 3 Discuss the following questions with your partner.**

1. Who do you think made the most valuable and important contribution? Why?

\_\_\_\_\_

2. Who was the “father of the tourist trade” as we know it today?

\_\_\_\_\_

**Reading 2****Task 1 Read the text about the Silk Road and complete it with the headings below.**

- a. Goods on the Silk Road
- b. Importance of the Silk Road
- c. History of the Silk Road
- d. Origin of the Name
- e. Transport Vehicle on the Silk Road

From the second century BC to the end of the fourteenth century AD, the Silk Road was a great ancient transportation and trade channel which linked China with the Roman Empire, starting from Chang'an (now Xi'an) in the east and ending at the Mediterranean in the west, passing through Central Asia, West Asia, Africa and Europe.

1. \_\_\_\_\_

The Silk Road was firstly opened up during the second century BC when Zhang Qian of the Han Dynasty of China visited the countries of Central Asia with diplomatic mission. This trade route spent its childhood and gradually grew up in this dynasty. With the establishment of the Tang Dynasty, which saw rapid development of economy and society, this famous trade route reached its most prosperous stage in history. During the reign of the Yuan Dynasty, it experienced its last flourishing period.

2. \_\_\_\_\_

Because silk from China was one of the major trade products travelling on this route, it was named the Silk Road in 1877 by Ferdinand von Richthofen—a well-known German geographer. Indeed, it is a misnomer even to call it a road. From the

beginning, some Silk Route sections were mere directions across trackless steppe or desert rather than visible paths.

3. \_\_\_\_\_

Silk was the main commodity in the list. China was the earliest country to raise silkworms and produce silk. The Chinese sold silk for thousands of years and even the Romans called China the "land of silk". People throughout Asia and Europe prized Chinese silk for its softness and luxury. Besides silk, westbound caravans also carried furs, ceramics, spices, the day lilies for their medicinal uses, peaches, apricots, and even rhubarb. Eastbound ones carried precious metals and gems, ivory, glass, perfumes, dyes, textiles, as well as the grapevine, alfalfa, chives, coriander, sesame, cucumbers, figs, and safflower.

4. \_\_\_\_\_

Camels were popular animals for transport because much of the road was through dry and harsh land. Merchants and tradesmen travelled in large caravans. For protection against marauders, merchants formed caravans of up to 1,000 camels, protected by armed escorts. Each two-humped Bactrian camel could carry 400~500 pounds of merchandise. In fact, merchants seldom passed the Silk Road from one end to the other. More often they exchanged the goods in some of the intermediate trade cities.

5. \_\_\_\_\_

The Silk Road was not only a network connecting the ancient world in commerce, but also a synonym for cultural exchanges between the Western world and the Oriental world. It helped to integrate the old Chinese, Indian, Persian, Arabian, ancient Greek and Roman cultures. Art, religion, philosophy, technology, language, science, architecture, and every other element of civilization was exchanged through the Silk Road along with the commercial goods the merchants carried from country to country.

## Task 2 Answer the following questions.

1. Who do you think might be the most active travellers on the Silk Road?

\_\_\_\_\_

2. How did ancient people travel along the Silk Road?

\_\_\_\_\_

3. Of what significance are the following periods to the Silk Road?

The Han Dynasty: \_\_\_\_\_

The Tang Dynasty: \_\_\_\_\_

The Yuan Dynasty: \_\_\_\_\_

4. Why should it be noted that the Silk Road is not a road?
- \_\_\_\_\_

**Task 3 Read the text again and find words that match the following definitions.**

1. the countries in the east and southeast of Asia — \_\_\_\_\_
2. being between two other related things, levels, or points — \_\_\_\_\_
3. involving diplomats or the management of the relationships between countries  
— \_\_\_\_\_
4. a name that does not suit what it refers to, or the use of such a name  
— \_\_\_\_\_
5. going or leading towards the east — \_\_\_\_\_
6. arab word, originally meaning a group of people, especially traders or pilgrims, travelling together across a desert by camel — \_\_\_\_\_
7. a large area of land with grass but no trees, especially in southeastern Europe, Russia, and northern Asia — \_\_\_\_\_
8. having no paths or roads — \_\_\_\_\_
9. a person or animal that goes from one place to another looking for people to kill or things to steal or destroy — \_\_\_\_\_
10. a person, vehicle, or group accompanying another for protection or as a mark of rank — \_\_\_\_\_
11. an important job, especially a military one, that someone is sent somewhere to do — \_\_\_\_\_

**Task 4 Some facts about the Silk Road are not mentioned in this text. Work in groups of four. Search the Internet and find out more information about the Silk Road. Then report your findings to your class. Consider the following points. You may add other points to this list.**

- Famous Travellers on the Silk Road
  - The Decline of the Silk Road
  - Chinese Historical Sites along the Silk Road
- ...



## Vocabulary 2

**Task** Match each word in Column A with its synonym in Column B.

A	B
1. mission	a. valuable
2. establishment	b. grow
3. reign	c. dominance
4. trackless	d. assignment
5. commodity	e. foundation
6. raise	f. flourishing
7. prize	g. appreciate
8. integrate	h. goods
9. prosperous	i. untrodden
10. precious	j. combine

## Speaking 2

As a country with thousands of years of continuous history, China is one of the world's oldest civilizations. The history of travel in China also pre-dates much European travel history.

**Task** Work in groups of four. Complete one of the following tasks.

1. Search the Internet or read books to explore China's travel history. Then report your findings to your class.
2. Suppose a museum director wanted to develop a special exhibit on "the History of Travel in China" that would occupy an entire floor of the museum and he/she hired you as a travel consultant to help with the exhibit, what advice would you give him/her on what to include in the exhibit? What time periods would be the best to focus on? What advice would you have on modes of transportation, people, and motivations for travel? What features do you think would appeal to a large audience? State your opinion to your class.