



(2006—2010) 教育部高等学校高职高专餐旅管理与服务类专业教学指导委员会推荐教材  
全国应用型本科、高职高专旅游类“十二五”“十三五”示范教材

吴 云 钱嘉颖 主编

# TOURISM

# 旅游英语



南京师范大学出版社  
NANJING NORMAL UNIVERSITY PRESS



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编

洪跃



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# 总序

近年来,我国高等职业教育主动适应社会经济发展的需要,以培养生产、建设、服务、管理第一线的高素质技能型专门人才为主要任务,坚持以服务为宗旨、以就业为导向,走产学研相结合的发展道路,通过不断深化教育教学改革,推进体制机制和办学模式创新,办学思路日益明确,教育规模不断扩大,人才培养质量显著提升,为经济社会的发展提供了强大的人才支撑和智力支持。

“十二五”时期是我国高等职业教育稳步发展和全面提升的关键时期,是办学活力明显增强,办学水平整体提升,服务能力显著提高的重要时期,是高等职业教育深化改革、创新发展的攻坚时期。这一时期,也是我国文化和旅游业大发展、大繁荣的黄金机遇期。高等职业旅游教育面临着巨大的行业人才需求,也肩负着深化教育教学改革、全面提高教育质量、培养高素质技能型旅游专门人才的历史重任。

教材是实现教育目的的主要载体,是教学的基本依据,是培养高质量优秀人才的基本保证。伴随着我国高等职业旅游教育的发展,教材建设也取得了明显的成果,教材种类大量增多,教材内容不断丰富,对促进高等职业旅游教育的发展起到了积极的作用。但是,现有的高职旅游教材还存在一些不足,主要表现在:一是高职教育特色不强,仍然没有完全摆脱本科压缩型的教材模式;二是教材内容与生产实践结合不紧,实践性内容相对不足,没有充分体现行业生产实践和职业技能鉴定规范的要求;三是教材低水平重复建设现象比较严重;四是教材内容比较单调、陈旧,难以适应现代技术、行业发展和教学改革的要求。

高职旅游教材的编写是一项研究课题,需要变革和创新。应根据高职培养目标准确进行教材定位,按照应用导向设计教材内容结构,将“做中学”、“用中学”、“工学结合”等现代性、实用性观念融入教材,进入课堂教学。必须面向广大学生,研究专业的职业特点及培养目标的业务规格,突破传统教材框架,探索易于高职学生接受的编写模式和内容体系,编写体现高职院校自身特色的专业教材,使教材真正成为实现旅游教学与职业教育紧密对接的现代教学媒体。

高职旅游示范教材的编写更是一项系统工程,需要多领域高水平的专家学者协

同研发。南京师范大学出版社在全国范围内精心组织教材编审、编写团队,其研发历经三年多时间。从深入一线课堂进行调研,听取相关领域众多师生的意见;到向全国不同教学层次学者、行业专家征求高职旅游课程建设与教材改革、行业发展新建议、新要求,在全国多所骨干、示范性高职院校旅游类重点建设专业和精品课程负责人中遴选作者;再到多次召开调研会、编委会、组稿会、统稿会、评审会……其目的在于让教材跟上时代步伐、体现高职旅游类课程改革最新成果、彰显示范性。

本套教材结合高职旅游专业的特点,围绕工作过程(任务)系统化的课程要求,在遵循科学性、职业性、实用性、创新性、示范性的编写原则的同时,在现代职业教育理念与教材有机融合、体现课程改革与高职教材特点、教材框架体系与教材内容选择、教材编写团队与编写方式、教材立体化开发和呈现形式等方面,体现出较好的示范作用。

本套教材基本涵盖了当前高职高专院校旅游管理、酒店管理专业基础课、专业核心课程。编写体例分两个版本:A版偏重理论知识的课程体例,提倡以案例化、能力活动化形式展现;B版偏重实践操作的课程体例,提倡以情境化、实操化形式展现。无论是A版还是B版,其基本体例都包括“目标—过程—评价”。为了让学生在学习的过程中能够了解并熟悉行业要求,我们在体例设置上把“目标”进一步细化,分为“行业要求”和“学习目标或终极目标”;为了把“知识和技能”融进学习任务或工作任务中,在每个教学任务下分设了“任务目标”、“案例聚焦”、“任务执行”、“任务拓展”、“任务反馈”栏目(另外,有些教材在栏目的增减或措辞上稍有差异,以适应相关课程的具体发展要求),加强了任务与任务、项目或模块与任务之间的条理性和系统性,突出了栏目内容科学设置、合理设计的特点;为了使得学习过程和教学过程更加完整,我们在“模块评价”(或“项目评价”)栏目下分设了“知识/技能评价”、“能力应变”(或“实训演练”)、“模块链接”(或“项目链接”)三个小栏目,与行业动态、实训内容等相联系,使得学生在过程评价或实践演练中培养素质、积累经验、提高技能。

本套教材凝聚了国内多位高职旅游院校优秀教师和行业精英的智慧和经验,体现了现代旅游职业教育的特点和教育教学改革成果,是高职旅游专业教材改革创新的一次有益尝试,对提高旅游专业教材质量、推进专业教材建设具有积极意义。

期待这套教材的出版能在我国旅游人才的培养中发挥重要的作用,为促进高等职业旅游教育的发展作出更大的贡献。

(2006—2010)教育部高等学校高职高专餐旅管理与  
服务类专业教学指导委员会 主任委员

南京师范大学旅游系主任、教授、博士生导师

## 前言

世界就像是一本书，那些未曾远行的人只能窥探到它的冰山一角。

——圣·奥古斯汀

The world is a book, and those who do not travel read only a page.

—St. Augustine

的确,旅行让我们与这个世界亲密接触,让人们能够因此而变得充实与豁达,它犹如精神世界里的氧气,让人眷恋和着迷。《旅游英语》的编者们正是怀着对旅行的一份热爱和欢喜而着手编写此书的。

《旅游英语》主要针对的读者群是高校旅游类相关专业的学生,当然我们也希望那些和我们一样热爱旅行、热爱生活的人们也能从中获益。本书依托旅游专业内容,以过程化为设计抓手,力求用原汁原味、新颖别致的行业材料结合颇具匠心的练习设计帮助学生掌握旅游英语各个环节的应用知识,在实际应用中应对自如,实现课堂学习与行业实战的无缝衔接。

本书共计八个单元,涵盖以旅游英语为依托的听、说、读、写、译五大训练目标。每个部分都具有包容性。虽各有能力训练的侧重点,但编者的精心设计使得各单元之间逻辑缜密。本书共有六大特点。

### 一、突出行业背景

本书定位为旅游行业专业类书籍,故所搜集的素材与案例力求真实可靠,语言表达纯正专业。为了使得本书具有很强的行业特色,编者们深入旅游相关企业进行第一手材料的挖掘,对照旅游涉外工作岗位英语运用的标准,从理念到操作各方面渗透到教材素材的收集、体例的设计、练习的安排等过程当中。同时我们还请相关旅游行业资深从业人员给予了我们颇多的指导与建议。俗话说,艺术来源于生活,同时高于生活。作为编者,我们也坚信这一点,好的行业教材必须扎根于实践,务必踏踏实实地达到“来源于生活”这一目标。只有接地气的教材,才能有底气接受行业的检验,才能有自信与学习者分享。当然在此基础上,努力兼顾到行业教材的趣味性,避免落入枯燥说教的尴尬境地,也是本书编者们努力追求的目标。相信在经过数次头脑风暴锤炼后的本书会让读者有耳目一新的感觉。

### 二、强化应对能力

由于本书是以旅游工作基本流程为教材设计主线,故每一个章节对应旅游行业中的一个环节,这些环节是经过选取的工作中的典型环节,安排专业合理,相互映衬,环环相扣。学习这些环节不仅能够获得相关的语言工作知识和技能,而且能够开拓视野,以一种最自然的方式走进行业、了解行业继而融入行业。

### 三、倡导视觉导入

每一个单元都以 Videostorming 为导入。针对各个章节所涉及的服务环节,编者精心挑选了相应的原版视频小片段,并配以新颖别致的图片选择题,旨在以视觉与听觉的双重体验来激发学生的学习热情,通过图示教学法则,帮助学生记忆新词汇和理解新概念,同时引导学生对即将开始学习及探索的章节内容有一个预知。

### 四、巧练行业口语

本书的口语讨论练习板块设计挣脱了以往传统练习套路的束缚。我们编写此书的初衷就是不希望让学生成为“复读机”、“传声筒”,因为在这种模式下培养出来的学生能做的仅仅是把句式概念烂熟于心而已,倘若遇到真枪实战的沟通,则疲于应付,更无自如发表见解看法的可能。见识和思想是让学生能够真正“开口说话”的前提。所以本书在口语练习编写过程中的定位不仅是提问者,也是引导者和参与者,我们用心设计每一个与行业紧密相关的讨论话题,通过图文搭配、文字填空及个人观点表述等一系列活动的有机结合,帮助学生在提高口语表达能力的同时在行业见解方面也能得到拓展,从而达到事半功倍的效果。

### 五、突显运用能力

本教材以旅游专业内容为依托,以过程化为设计主线,不免让人产生思维定式,即与专业相结合的英语教材中的阅读训练想要不枯燥乏味也难。大家会有这样的偏见并不意外,因为要做到兼具专业与趣味实属不易,但是本书的编者还是对在这两者之间寻找平衡点做了有益的尝试和探索。就阅读练习板块的设计而言,选择地道专业的素材只是第一步,而这一步要走对已属不易,而在此基础上的阅读练习设计更是颇费心思。以 Transportation 单元为例,编者独具匠心地选择了国外汽车租赁公司及航空公司的宣传海报作为阅读素材,让读者有耳目一新之感。随后通过问答、航空公司宣传标语设计等一系列动脑动手的活动让学生获得全新的阅读体验。

### 六、加强听译互动

本书听力练习的设计秉承了上文所述阅读练习的设计理念,既要确保内容的专业,又要实现实操过程中的乐趣。本书中传统听力题型如选择题、填空题等虽仍保有一席之地,但经过重新包装,配以图片选择、填空讨论等活动已别有一番风貌。值得一提的是,本书编者始终坚持听、说、读、写、译“互助式”和“立体式”的培养理念,故此



番尝试把听力和翻译相融合,在听力过程中穿插口译练习,进一步锻炼学生双语互换的表达能力。

本书的编写除了编者们的努力与付出外,也离不开许多同仁与旅游业资深从业人员的协助与支持,他们所提供的来自行业第一线的资料与经验让本书的编写得以顺利完成。企盼本书能够为打造我国旅游服务在国际社会中的好口碑尽一些绵薄之力。

钱嘉颖 吴 云

于上海

2012年2月初稿

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**注:**除注明资料图片的出处以外,本书的绘图、照片等由作者绘制或提供。感谢与本书作者合作的旅游业相关行业人员提供一手资料。

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# Chapter 1 Travel Inquiry

## ◆ Listening and Speaking

### Babymoon

1. Listen to the talk on a new type of tour. Then choose an item from A to C to answer the question.

(1) Who is the target couple of the Babymoon market?

A.



B.



C.

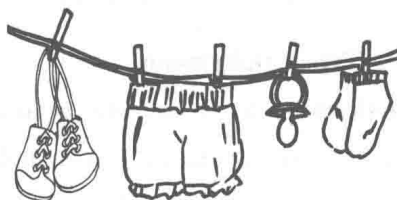


(2) What will be discussed by the couple during the Babymoon?

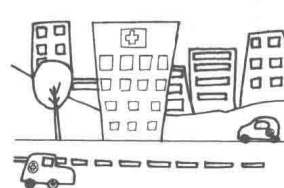
A.



B.

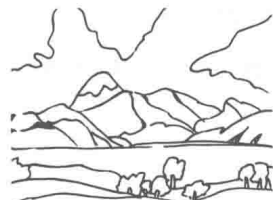


C.



(3) Where do the couple plan to spend their vacation?

A.



B.



C.


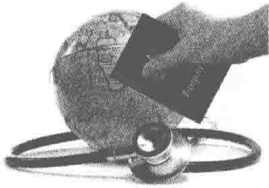



2. Types of holiday



Babymoos are quickly becoming the hottest trend in travel among parents-to-be. Expectant Moms and Dads are searching for a vacation that includes rest, relaxation, and even a little romance. Moms may be looking for a wide open beach, a relaxing pool, or a day of pampering at the spa. But don't leave out Dads! They're also looking for a way to unwind which may include a round of golf or their own day at the spa.

Tasks:

- (1) Describe the types of holiday orally.
- (2) Fill in the blanks to complete the description of the type of holiday.

<p>A</p> 	<p><b>A. Type:</b> ① _____</p> <p><b>Definition:</b> It is the holiday or vacation that spent together by a newly married couple.</p> <p><b>Benefits:</b></p> <p>1) _____ ② _____</p> <p>2) _____ ③ _____</p>
<p>B</p> 	<p><b>B. Type: Family vacation</b></p> <p><b>Definition:</b></p> <p>_____ ④ _____</p> <p>_____</p> <p><b>Benefits:</b></p> <p>1) recharge tired parents</p> <p>2) energize lethargic kids</p> <p>3) bond the whole family</p>
<p>C</p> 	<p><b>C. Type: Babymoon</b></p> <p><b>Definition:</b> It's a romantic getaway for expectant parents. It has become popular for parents-to-be that have the urge for one more romantic vacation before the children come along.</p> <p><b>Benefits:</b></p> <p>1) relax and take a few moments just for oneself</p> <p>2) recharge the battery and prepare for the newborn baby</p> <p>3) _____ ⑤ _____</p>

续表

<p>D</p> 	<p><b>D. Type:</b> ⑥</p> <p><b>Definition:</b> The traditional view of summer camp as a woody place with hiking, canoeing, and campfires is evolving, with greater acceptance of newer summer camps that offer a wide variety of specialized activities. For example, there are camps for the performing arts, music, magic, computers, language learning, and weight loss.</p> <p><b>Benefits:</b></p> <ul style="list-style-type: none"><li>1) improve a young person's overall well-being and lead to establishing healthy lifestyle</li><li>2) develop the high self-esteem through team work</li><li>3) ⑦</li><li>4) learn how to shoulder the responsibility and diffuse tense situations</li><li>5) ⑧</li></ul>
<p>E</p> 	<p><b>E. Type: Medical tourism</b></p> <p><b>Definition:</b> ⑨</p> <p><b>Benefits:</b></p> <ul style="list-style-type: none"><li>1) lower the incredibly high costs of healthcare</li><li>2) avoid long waiting period for some procedures</li><li>3) the pleasure of adding some travel and adventure to your medical needs</li></ul>

(3) Match the photos with the corresponding descriptions.

- Photo A: \_\_\_\_\_
- Photo B: \_\_\_\_\_
- Photo C: \_\_\_\_\_
- Photo D: \_\_\_\_\_
- Photo E: \_\_\_\_\_

## ◆ Listening

### Giving Information on Travel to Prague

3. Listen to the conversation and fill in the blanks.

Context: Alice is a travel bug. Recently she plans to pay a visit to Prague which is one of the tourist destinations with its stunning beauty and romantic atmosphere. Although Alice has done some homework on the trip, yet she is still calling the travel agency in order to get an even clearer picture of the city.



<b>Mike</b> (travel agent)	Good afternoon, this is Penguin Travel Agency. ①?
<b>Alice</b>	Good afternoon, this is Alice. I plan to travel to Prague. I've learnt something about this amazing city ②, yet I'd like to know more about it before I make the reservation. Could you help?
<b>Mike</b>	Certainly. Which kind of information would you like to ③?
<b>Alice</b>	Thanks a lot. Firstly, you know, I travel mainly for relaxation. So could you tell me if my chosen destination this time is the right one?
<b>Mike</b>	Absolutely. A nice decision, I should say, since Prague is both ④ and dynamic. To be specific, Prague is almost unspoiled since tourists really did not begin visiting the city until ⑤. It is home to numerous gardens and castles where you could enjoy the tranquility and recharge your battery.
<b>Alice</b>	Sounds great. Then how about the language, because I can't speak Czech?
<b>Mike</b>	Don't worry. Most people there appreciate when someone tries to speak the language, but it's not necessary to know Czech. And a lot of local people could speak English.
<b>Alice</b>	Oh, I see. Besides, I'd like to know ⑥?
<b>Mike</b>	Prague has a ⑦ with hot summers and cold winters. Probably the best time to visit Prague is around May and September when the weather is mild and the city is not overcrowded.
<b>Alice</b>	Really? Then it is the time for me to hit the road. Oh, by the way, since I'm an avid food lover, ⑧ about the food I could try?
<b>Mike</b>	Then you should not miss out on the best of ⑨ which is not only heavily meat-based, but also quite diverse.

续表

Alice	Awesome. Could you be more specific?
Mike	For example, a typical national dish is “pork, cabbage and dumplings” which must be accompanied with a pint of beer.
Alice	Amazing! I’m sure it will ⑩ my taste buds.
Mike	Certainly. Then anything else you’d like to know?
Alice	I guess I’ve learnt a lot. I will make the decision soon. Thanks. Bye bye.
Mike	You’re welcome. Always at your service. Good-bye.

4. Listen to the conversation once again. Then answer the questions.

(1) How did Alice get to know about Prague?

(2) Which type of target customer is Alice?

(3) What did the Agent say Alice would benefit from the city?

(4) What did the Agent say to remove Alice’s fear of not knowing the language when in Prague?

(5) What type of food would Alice enjoy in Prague?

## ◆ Speaking

### Giving Tips for Taking a Day Trip to Napa

5. Julie Crafton, the Communications Manager at the Napa Valley Vintners Travel, is giving tips for taking a day trip to Napa.



Read Julie Crafton’s introduction to a day trip to Napa. Identify the expressions Julie uses to fulfill the functions listed in the left box.

Functions	Speaking
<i>Introduce yourself</i>	Hi, my name’s Julie Crafton.
<i>State your intention</i>	①
<i>Introduce your position in your work unit</i>	②
<i>Say what you’re going to do</i>	③
<i>Why tourists visit the place</i>	④
<i>Name the features of a place</i>	⑤
<i>People’s impression of the place</i>	⑥
<i>What is the place famous for</i>	⑦
<i>Suggest choices of visiting parts of the place</i>	⑧
<i>Suggest choices of transport</i>	⑨

**Tips for Taking a Day Trip to Napa**

Hi, my name’s Julie Crafton, and I’m here for About.com. I’m the Communications Manager at the Napa Valley Vintners Travel, and today I’m going to give you some tips about taking a day trip to Napa.

**Escaping to the Napa Valley for a Day**

If you’re a wine lover or just someone who is looking for escape the hustle and bustle of the city, a day trip to the Napa Valley is likely just what you’re looking for! Consider the following: The first thing that comes to mind when thinking about Napa is wine, and for good reason. The Napa Valley, which stretches from the Southern town of Napa up through Calistoga, about 30 miles North, is home to over 450 wineries and many world class wines.

**The Napa Valley Wineries**

Staying on the path of Highway 29, also known as the St. Helena Highway, will land you at many fantastic wineries, such as V. Sattui, Charles Krug, and Domaine Chandon, but it will mean that you’re more likely to hit with crowds. If you are looking for a more scenic adventure, try the Silverado Trail, where you’ll avoid congestion while visiting wineries like Clos du Val and Mumm Napa. It’s important to note that while many wineries do not require advanced reservations, there are a number of them off the beaten path, such as Kuleto Winery, for example, that will require a call ahead to accommodate your party.



## Tour Services in the Napa Valley

If navigating through the Napa Valley doesn't sound relaxing, you need not worry because there are a number of tour services to choose from. Whether you decide on a shuttle service that'll drive you along a pre-determined route, or something more customized and luxurious like a limo tour, your focus will be on the wines and the sites!

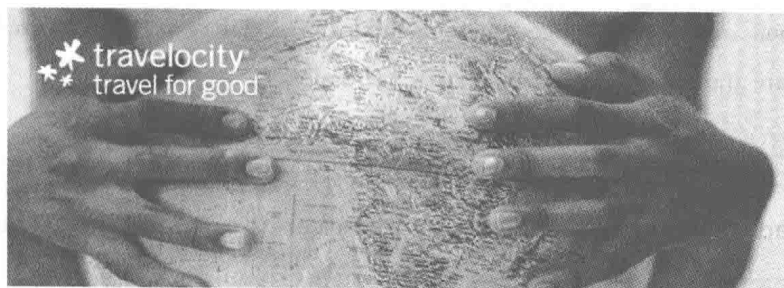
## Other Things to Do in the Napa Valley

One quick tip: If you're looking for a truly unique experience, hop on the Napa Valley Wine Train for an old-fashioned ride through the wine country! Good wine is always made better with gourmet food, and thankfully, the Napa Valley has no shortage of great places to dine. A trip to downtown Napa will provide many choices, whether it be a quick meal or a five-star dining experience that pairs fantastic food with some of the area best wines. If you're looking for something a little different, a trip to Napa's Oxbow Public Market is sure to peak your interest. Set alongside the Napa River, the market brings together dozens of wine, food, bakery items, and fresh produce choices. It's the perfect place to sit back and enjoy the day.

## ◆ Reading

### Voluntourism

6. Read the text. Which of the following activities could fall into the category of voluntourism?



- A. Doing the volunteer work at the Expo site.
- B. Traveling around China to enjoy the significant landscape.
- C. Planting trees in Africa while enjoying your trip there.
- D. Exploring the tropical rainforest.
- E. Helping build libraries in the remote areas while traveling there.
- F. Renovating needy clinics in the mountainous region while enjoying the nice view