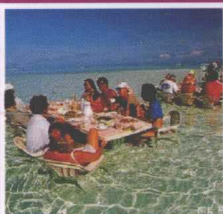


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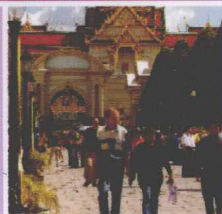
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# 旅游英语

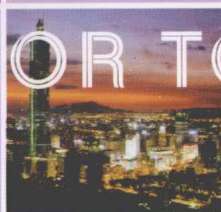
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ENGLISH



ENGLISH FOR TOURISM



TOURISM



重庆大学出版社

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重庆大学出版社

## 内 容 提 要

《旅游英语》是一门实用性很强的旅游专业必修课程,目的是培养学生在具有一定的基础英语听、说、读、写的基础上,掌握旅游行业服务与管理的专业英语。本书的编写,针对高职院校旅游专业学生的英语基础和特点,以专门用途英语的相关理论为指导,注重旅游从业方面专业知识听、说、读和写的综合能力训练,以旅游工作过程为导向,适应旅游市场对人才的需要;注重学生自主学习能力培养,利于学生将来可持续发展。本书共 10 单元,每单元分成听说、阅读、实用写作 3 个部分,每单元参考学时 4 学时,全书可供 32~40 学时使用。

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# 前言

《旅游英语》一书的编写,是根据旅游局、劳动和社会保障部对旅游行业的相关要求,并以国家教育部、旅游局制定的《旅游专业领域技能型紧缺人才培养方案》和《高职高专教育英语课程教学基本要求》为依据,并对从事旅游专业教学的相关教师、在校学生和毕业学生进行调查访问和对旅游行业工作者实际工作中的知识需求、职业特点进行分析的基础上编写的。本书可供普通专科、高职专科、成人专科旅游专业的学生和旅游自学考试大专的学生学习,还可供中等职业学校旅游英语、旅游管理、旅游导游专业学生和有英语基础的旅游从业人员使用。旨在通过情景模拟、情景会话、专业听力、专业阅读和应用写作训练,培养学生在将来旅游工作中的综合素质和英语应用能力。

《旅游英语》是一门实用性很强的旅游专业必修课程,目的是培养学生具有一定基础的英语听、说、读、写能力,掌握旅游行业服务与管理的专业英语,使学生具备用英语进行旅游行业管理与服务的能力,为从事旅游业工作打下基础。本书的编写,针对高职院校旅游专业学生的英语基础和特点,以专门用途英语的相关理论为指导,把英语教学的最新知识、最新发展与旅游行业的新理念、新观念相结合,并内化成学生的能力;注重旅游从业方面专业知识听、说、读、写的综合能力训练,以旅游工作过程为导向。本书形式新颖、内容充实,注重实践性和前瞻性,适应旅游市场对人才的需要,有利于学生的可持续发展。

本书共10单元,每单元参考学时4学时,全书可供32~40学时使用(教师可根据具体情况选择其中的8~10个单元讲解)。

根据旅游行业的特殊性,本书每单元前配有世界景点图片,以开阔学生视野;在每单元开头,用方框的形式给出一些旅游常用语;结尾处有一则与课文相关的典故或幽默故事,使学生在过程中轻松、愉悦地积累行业英语知识,逐渐培养其职业能力。

正文部分的第一部分为听说部分。以旅游业实际工作经历为背景,以旅游服务中常见真实情景为题材,通过教学,使学生对涉及包括旅游公司、旅行社、国内著名旅游景点、宾馆饭店、民族文化、宗教信仰、旅游购物等进行了解,使其熟悉当代

旅游理念,了解旅游业各方面的信息。通过这部分学习,学生应掌握旅游英语交流的基本技能,掌握旅游方面的英语专业用语及词汇,具有较强的听、说能力,具备在不同的旅游场景中使用英语从事旅游活动的的能力,着重培养学生用英语准确流利地进行跨文化交际的技能,出色完成旅游服务工作。

第二部分为阅读课文。选材以英语国家文献为主,分 A、B 两篇。A 篇是重点,精讲多练。B 篇为泛读内容,教师可适当讲解,设置有适量的练习。课文 A 难度适中、长度为 400 词左右,主要涉及旅游行业介绍、旅游从业人员相关信息、国内风景名胜、饮食文化、宾馆服务、民俗民风、宗教、旅游购物、世界旅游质量标准 and 世界旅游从业相关法规等。课后练习内容丰富,形式新颖多样,除了相关词汇练习及课文阅读理解之外,还有根据实际工作场景设计的相关会话、情景模拟、翻译等。为了扩宽学生的知识面,课文 B 提供最新的泛读文章,内容涉及登记住宿、接机、出国签证、出入境安全检查、团体旅游、宗教信仰、世界历史地理等相关知识。学生在了解国内旅游行业的基础上,还能够掌握一定的国际旅游服务的基本知识和技能。

第三部分为实用写作部分。该部分包括写作要求讲解、样例分析和学生动笔写作三个步骤。内容涉及对旅游组织和旅游法规的了解、欢迎(送)词、导游词、旅游菜单、各种旅游信函及协议、通知、合同、旅游广告、履历表和求职申请等旅游文件的写作练习,提高学生的应用文写作能力。

为培养学生的自主学习能力,满足学生将来可持续发展的需要,书后还附有中国主要的名胜古迹、全国主要的旅行社以及书中重要的单词、词组。

编 者

2009 年 9 月 30 日

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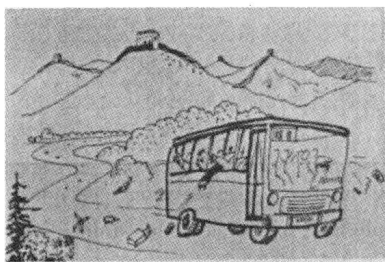
# Unit —1—

## Special Terms

cultural shock	the anxiety and feelings ( of surprise, disorientation, uncertainty, confusion, etc. ) felt when people have to operate within a different and unknown culture 文化冲击
eco-tourism	a form of tourism that appeals to ecologically and socially conscious individuals 生态旅游
etiquette	the practices and forms prescribed by social convention or by authority 礼节
Green Globe 21	a worldwide benchmarking and certification program which facilitates sustainable travel and tourism for consumers, companies and communities. It is based on Agenda 21 and principles for Sustainable Development endorsed by 182 governments at the United Nations Rio de Janeiro Earth Summit in 1992 绿色环球 21 认证
space tourism	the recent phenomenon of tourists paying for flights into space pioneered by Russia 太空旅游
sustainable development	meeting the needs of the present without compromising the ability of future generations to meet their own needs 可持续发展
tourism	travel for recreational or leisure purposes 旅游
World Tourism Day	September 27 celebrated by the World Tourism Organization since 1980 世界旅游日

## **Section 1    Listening and Talking**

- I. Lead-in: Look at the pictures and have a discussion about them. Then write down the possible words and expressions that are related to the theme.



- 
- II. Listen to the passage and then fill in the blanks with the exact words or phrases you have just heard.

### **Introduction to Global Sustainable Tourism Criteria**

Sustainable tourism is on the rise; consumer demand is growing, travel industry

- 1) \_\_\_\_\_ are developing new green programs, and governments are creating new policies to 2) \_\_\_\_\_ sustainable practices in tourism. But what does “sustainable

tourism” really mean? How can it be measured and credibly demonstrated, in order to build consumer confidence, promote 3) \_\_\_\_\_, and fight false claims?

The Global Sustainable Tourism Criteria are an effort to come to a common understanding of sustainable tourism, and will be the 4) \_\_\_\_\_ that any tourism business should aspire to reach. They are organized around four main themes: effective sustainability planning; maximizing social and economic benefits for the local community; enhancing cultural heritage; and reducing 5) \_\_\_\_\_ impacts to the environment. Although the criteria are initially 6) \_\_\_\_\_ for use by the accommodation and tour operation sectors, they have applicability to the entire tourism industry.

The criteria are part of the 7) \_\_\_\_\_ of the tourism community to the global challenges of the United Nations’ Millennium Development Goals. Poverty alleviation and environmental sustainability — including climate change — are the main cross-cutting issues that are addressed through the criteria.

Some of the expected uses of the criteria include the following:

Serve as basic 8) \_\_\_\_\_ for businesses of all sizes to become more sustainable, and help businesses choose sustainable tourism programs that fulfill these global criteria;

Serve as guidance for travel agencies in choosing suppliers and sustainable tourism programs;

Help consumers 9) \_\_\_\_\_ sound sustainable tourism programs and businesses;

Serve as a common denominator for information media to recognize sustainable tourism providers;

Help certification and other 10) \_\_\_\_\_ programs ensure that their standards meet a broadly-accepted baseline;

Offer governmental, non-governmental, and private sector programs a starting point for developing sustainable tourism requirements;

Serve as basic guidelines for education and training bodies, such as hotel schools and universities.

III. Listen to and read the dialogue carefully. Try to retell the conversation after listening.

(A—Zhang Qiang, B—Liu Li)

A: Hi, Liu Li. Fancy meeting you here. How are you doing?

B: Fine. I have been working on Professor Wang's assignment in front of the computer for a whole week, and I do need fresh air and a change of scene. It's a nice day and taking a stroll in the park is a good way to relax myself.

A: I see.

B: (Looking at the camera in Zhang Qiang's hand) You are still with the Photography Society?

A: Yes, and for the past few weeks I have been focusing on poor tourist behavior in scenic spots.

B: Poor tourist behavior? Oh, yes. I've read reports on inappropriate behaviors of Chinese tourists in foreign countries, such as talking loudly in public, littering around, and spitting onto the ground etc.

A: Yes. As China becomes wealthier and wealthier, the number of Chinese able to travel around the country and visit other countries has increased. Such uncivilized behavior is tarnishing our country's image. That's why I am taking photos of uncivilized tourist behaviors — to draw people's attention to this problem. Our government has issued guidelines on manners for its citizens traveling home and abroad and launched a campaign to educate people against inappropriate behavior.

B: I think the guideline and the campaign will help to improve tourist manners.

A: I hope so. As people from the land of Confucius who stresses proprieties, we should know that courtesy is a standard of being human.

B: Yes, you are right. The behavior of some Chinese travelers is not compatible with our country's economic strength and its growing international status.

A: We should make an effort to learn the international norms of manners.

B: Definitely.

A: But we are not the only one that is troubled by such behavior. This has been a recurring phenomenon in Asia, as country after country has become developed. In the 1970's, it was Japanese tour groups that invited ridicule abroad with their unsophisticated ways. In the 1980's and 1990's, it was newly traveling South

Koreans. Now, it is Chinese.

B: I am confident we can curb this problem. It takes time.

A: Yes. The first step is to improve people's awareness of such problems. With improved awareness, people will in time learn to correct their embarrassing habits in public places.

#### IV. Tasks to complete.

##### ➡ **Task 1**

*Situation:* Suppose you are a member of your school's Tourism Association. Your association is launching a campaign on campus to call on the students to fight against the inappropriate tourist behavior. The campaign features pictures taken of such behavior and gathers suggestions on how to improve tourist etiquette. The campaign is successful, and its impact is being felt outside the campus. You will attend a talk show of the local TV station about the campaign. Your discussion will include the reasons for such inappropriate behavior and the possible ways to deal with it.

*Role A:* You are the student from the Tourism Association.

*Role B:* You are the host/hostess of the TV talk show.

##### ➡ **Tips**

Welcome to our show. I am...

It's my honor to...

come up with

tackle

improved manners

jump the queue

dress too casually, especially on some formal occasion

## ➡ Task 2

**Situation:** It has been reported that the shooting of some so called big-budget films caused great environmental damages. Suppose you are talking about it with one of your friends. You hold the idea that the damages to the places outweigh the benefits brought about by the films, while your friend argue that film shooting will make the places well-known and promote the local tourism development. Compared with the immense economic profits, the damages are not worth mentioning.

**Role A:** You are the one who stresses the damages.

**Role B:** You are the one who stresses the economic profits.

## ➡ Tips

There is no denying that...

While it's true that...

sustainable development

special effects (of movies)

## Section 2    Texts

### Text A    World Tourism Organization

*Pre-reading:*

1. *Where is the headquarters of the World Tourism Organization?*
2. *When was the Organization established?*
3. *What role does the Organization play?*
4. *Why is UN often added to the abbreviation of the Organization?*

The United Nations World Tourism Organization (UNWTO), headquartered in Madrid, Spain, is a United Nations agency dealing with questions relating to tourism. It is a significant global body, concerned with the collection and collation of statistical information on international tourism. The publication of its data makes possible comparisons of the flow and growth of tourism on a global scale. The organization is

committed to the United Nations Millennium Development Goals, geared toward reducing poverty and fostering sustainable development.

UNWTO plays an important role in promoting the development of responsible, sustainable and universally accessible tourism, paying particular attention to the interests of developing countries. The Organization encourages the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing its negative social and environmental impacts.

The origin of the United Nations World Tourism Organization stems back to 1925 when the International Congress of Official Tourist Traffic Associations (ICOTT) was formed at The Hague. UNWTO states that the ICOTT became the International Union of Official Tourist Propaganda Organizations (IUOTPO) first in 1934. Following the end of the Second World War and with international travel numbers increasing, the IUOTPO restructured itself into the International Union of Official Travel Organizations (IUOTO). A technical, non-governmental organization, the IUOTO was made up of a combination of national tourist organizations, industry and consumer groups. The goals and objectives of the IUOTO were to not only promote tourism in general but also to extract the best out of tourism as an international trade component and as an economic development strategy for developing nations. Towards the end of the 1960's, the IUOTO realized the need for further transformation to enhance its role on an international level. The 20th IUOTO general assembly in Tokyo, 1967, declared the need for the creation of an intergovernmental body with the necessary abilities to function on an international level in cooperation with other international agencies, in particular the United Nations. Throughout the existence of the IUOTO, close ties had been established between the organization and the United Nations and initial suggestions had the IUOTO becoming part of the UN. However, following the circulation of a draft convention, consensus held that any resultant intergovernmental organization should be closely linked to the UN but preserve its "complete administrative and financial autonomy".

It was on the recommendations of the UN that the formation of the new intergovernmental tourism organization was based. Resolution 2529 of the 24th UN general assembly stated:

" (The general assembly) believes that a formula that would allow agreement to be reached more readily among governments for the establishment of an international

tourism organization of an intergovernmental, particularly to assist the developing countries would be: (a) The conversion of the International Union of Official Travel Organizations into an intergovernmental organization through a revision of its statutes; (b) The establishment of operational links between the United Nations and the transformed Union by means of a formal agreement. ”

In 1970, the IUOTO general assembly voted in favor of forming the World Tourism Organization (WTO), based on statutes of the IUOTO, and after ratification by the prescribed 51 states, the WTO came into operation on November 1, 1974.

At the 15th general assembly in 2003, the WTO general council and the UN agreed to establish the WTO as a specialized agency of the UN.

The frequent confusion between the two WTOs — World Tourism Organization and the Geneva-based World Trade Organization — officially ended on December 1, 2005, when the General Assembly approved to add the letters UN (for United Nations) to the start of abbreviation of the leading international tourism body on December 2, 2005.

### New Words

collation	/kə'leɪʃən/	n. 整理, 校勘
statistical	/stə'tɪstɪkəl/	a. 统计的
foster	/'fɒstə/	vt. 促进, 培养
implementation	/,ɪmplɪmen'teɪʃən/	n. 实施, 执行
reap	/ri:p/	vt. 收获, 获得
impact	/'ɪmpækt/	n. 影响; vt. 对……产生影响
stem	/stem/	vi. 起源
restructure	/ri'strʌktʃə/	vt. 改组, 调节
extract	/ɪks'trækt/	vt. 获取, 取得
agency	/'eɪdʒənsi/	n. 机构
initial	/i'niʃəl/	a. 最初的, 开始的
circulation	/,sə:kju'leɪʃən/	n. 分发, 流通
consensus	/kən'sensəs/	n. 多数人的意见
autonomy	/ɔ:'tɒnəmi/	n. 自主, 自主权
recommendation	/,rekəmen'deɪʃən/	n. 建议, 提议
resolution	/,rezə'ljʊ:ʃən/	n. 决议
formula	/'fɔ:ɪmjulə/	n. 准则, 方案



conversion	/kən'veɪʃən/	<i>n.</i> 转变
revision	/rɪ'veɪʒən/	<i>n.</i> 修订
statute	/'stætju:t/	<i>n.</i> 章程, 规章
ratification	/,rætɪfɪ'keɪʃən/	<i>n.</i> 签署, 批准, 认可
prescribe	/prɪs'kraɪb/	<i>vt.</i> 规定
council	/'kaunsɪl/	<i>n.</i> 会议, 委员会

### Phrases and Expressions

on a... scale	在……范围内
be committed to	致力于
play a role	起……作用
in general	总体上
general assembly	[美]州议会; 联合国大会; 全体代表会议
in cooperation with	与……合作
in particular	尤其
draft convention	拟订草案
in favor of	支持
come into operation	开始运转
with a view to	着眼于, 以……为目标
by means of	依赖, 通过……方式

### Proper Nouns

World Tourism Organization	世界旅游组织
United Nations Millennium Development	联合国千年发展目标
Global Code of Ethics for Tourism	全球旅游伦理规范
International Congress of Official Tourist Traffic Associations	国际官方旅游协会大会
The Hague	海牙
International Union of Official Tourist Propaganda Organizations	国际官方旅游宣传组织联盟
International Union of Official Travel Organizations	国际官方旅游组织联盟
World Trade Organization	世界贸易组织