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“十二五”规划教材

总主编 钱伟荣 魏秀敏

LuYou YingYu 旅游英语

【房玉靖 冯岩岩 主 编】



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工学结合新思维高职高专财经类“十二五”规划教材

旅 游 英 语

Tourism English

主 编 房玉靖 冯岩岩
副主编 张 鸾 张 甜 吴 超

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房玉靖 冯岩岩 主编
责任编辑:陈 颀 戴 菲

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工学结合新思维高职高专财经类“十二五”规划教材是对外经济贸易大学出版社贯彻教育部教高〔2006〕16号《关于全面提高高等职业教育教学质量的若干意见》精神，联合天津对外经济贸易职业学院、天津职业大学、河北工业职业技术学院、北京工业职业技术学院、天津国土资源和房屋职业学院、天津海运职业学院等国家、省（直辖市）级示范性高等职业院校推出的一套面向高职高专层次、涵盖不同专业的立体化教材。本系列教材包括国际经贸、财会金融、工商管理、物流管理、电子商务、旅游与酒店管理六个专业。

根据教高〔2006〕16号文件关于“高等职业院校要积极与行业企业合作开发课程，根据技术领域和职业岗位（群）的任职要求，参照相关的职业资格标准，改革课程体系和教学内容，建立突出职业能力培养的课程标准，规范课程教学的基本要求，提高课程教学质量”的要求，本套教材以提高学生专业实际操作能力和就业能力为宗旨，采取情景模块、案例启发、任务驱动、项目引领、精讲解、重实训的编写方式，让学生在理论够用的基础上，在专业技能培养环节，特别是“教学做一体化”方面有所突破，“确保优质教材进课堂”。

根据国家职业教育的指导思想，目前我国高职高专教育的培养目标是以能力培养和技术应用为本位，其教材建设突出强调应用性和适用性，既要满足专业教育，又能适应就业导向的“双证书”（毕业证和技术等级证）的人才培养目标需要。根据教育部提出的高等职业教育“与行业企业共同开发紧密结合生产实际的实训教材”的要求，本套教材的作者不仅具有丰富的高等职业教育教学经验，而且具有企业第一线实践经历，主持或参加过多项应用技术研究。这是本套教材编写质量与高等职业特色的重要保证。

此外，本套教材配有教师用PPT文稿，方便教师教学参考。

愿本套教材的出版对“十二五”期间我国高等职业教育的创新发展和高职人才培养质量的稳步提升有所助益！

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前言

随着经济全球化进程的加快,中国的政治、经济、教育等各方面都发生了巨大变化,国际地位得到极大提高。加之历史悠久和丰富的历史文化积淀,多姿多彩的人文景观、自然景观和古老的东方文明,越来越多的国外游客前来我国各地旅游观光。

在这种大时代背景下,旅游业的发展和完善,除了要有相当数量的高水平的管理人员外,还必须有一支高素质的英语导游队伍。而要造就高素质的英语导游队伍,就必须具备相应的条件。

编者依据自己对涉外导游工作环节和核心技能的深入了解,以高职教育理论为指南,结合自己多年从事高职高专涉外旅游专业英语教学的实践和体会,围绕涉外导游专业应用能力这条主线来重新设计学生的英语知识、能力、素质结构,突出语言与专业能力交互融合、共同培养的目标,以求建立新的旅游专业英语教学体系和学生所应具备的英语能力的培养体系。

《旅游英语》力争在内容编排、综合素质和能力训练、语言核心技能培养以及相关知识拓展方面的设计思路有所突破,使其更加符合专业语言教学的规律,更加贴近涉外导游工作的适用性标准和未来发展需要,更有效地传递旅游行业发展的新动态。

本教材突出对学生实际应用能力的培养,每个章节主要由四部分构成:第一部分介绍旅游行业服务人员在相关涉外工作背景下常见的规范英语表达范例,使同学们学到旅游专业的重要词汇和句型;第二部分为实训练习,版面和内容新颖、丰富,课堂活动的设计具有科学性和可操作性,知识结构全面覆盖了听、说、读、写、译综合语言能力训练,旨在提高学生们的专业水平和实际操作能力;第三部分为社交礼仪方面的知识介绍,以期帮助学生在实际业务中更好地帮助外籍游客了解跨文化交际中的一些礼仪常识,从而更好地运用英语在各种旅游活动中作好接待和服务;第四部分的补充阅读材料主要是一些著名景点介绍,可以让学生尝试用导游词来进行实训。教材最后的附录部分是练习的参考答案,同时补充了一些中国传统节日、中国著名景点、公共场所的标志性语言等的中英文对照,以便读者进行查找和记忆。

本教材具有较强的专业性、知识性、趣味性和可读性,既是一本集导游行为规范、导游业务、旅游知识于一体的新型教科书,又可作为外事接待人员、导游人员及英语爱好者的参考资料。

本教材由天津对外经济贸易职业学院经贸外语系房玉靖、冯岩岩老师担任主编,天津现代职业技术学院应用外语系张鸾、吴超老师以及天津对外经济贸易职业学院经贸外语系张甜老师担任副主编,天津职业大学曹玉泉教授担任主审。

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全书编写完成后，由天津市旅游局教育培训处褚惠生处长和柴丽老师对全书进行了审阅，提出了宝贵意见，在此深表感谢。

由于时间和水平有限，本教材疏漏和不足在所难免。希望广大教师、读者及专家学者多提宝贵意见，以便日后充实与完善。

编 者
2010 年 4 月

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Chapter 1 At the Travel Agency

 In this chapter, you will achieve the following objectives: 

- how to introduce tour routes to potential clients;
- how to communicate effectively in English with your clients and discuss the travel plan and daily itinerary;
- Chinese holiday etiquette;
- how to write formal travel itinerary in English.

Open Your Toolbox

Situation I

I. Background Information

When a travel agency or a tourism organizer wants to recommend various tour products or routes to customers, the following key points in sales promotion should be taken into consideration:

1. Channels of distributions;
2. Use of technology to reach customers;
3. Physical location of the tourism facilities;
4. Budget for promotion costs;
5. Identifying the target consumers and their psychological needs or wants;
6. Methods used for advertising.

II. Sample Dialogue

R: Rebecca, a receptionist H: Hoover, a customer

R: Good morning. This is Jinlong Travel Agency. May I help you?

H: Yes, we want to get some information about traveling.

R: Ok, what kind of information do you want? Are you planning to travel?

H: Yeah. I will get married with my fiancée!

R: Really? Congratulations! National Day “Golden Week” is coming soon. You can take this opportunity to spend your honeymoon.

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H: We think so. *But we have little experience, so we come here to get some detailed information*¹. Would you please give us some advice?

R: Ok, *please allow me to introduce our travel agency business to you*².

H: By the way, will you please recommend some tourist resorts for lovers? My fiancée and I consider this journey very important.

R: Of course. *We have special travel packages for lovers*³.

H: Packages for lovers? That sounds good! What is the specific content?

R: National Day "Golden Week" is coming soon. We have the classic domestic traveling and special international traveling, which one do you want to choose?

H: We want to choose international traveling. *We have visited almost all the famous attractions in China on frequent business*⁴ trips.

R: Which country would you like to visit?

H: I have no idea; can you recommend me an interesting country?

R: Egypt would be a perfect choice for you. As you know, *it is one of the four great ancient civilizations*⁵. It's quite mysterious.

H: Oh, do you allow any discount?

R: Yes, The cost of traveling to Egypt is falling rather than rising because of National Day.

H: Really? Can you tell me more about it?

R: Firstly the total price will be 2,000 yuan lower than usual.

H: Wow, it's much cheaper now!

R: During the golden week, if you buy one airline ticket, you will get another one free.

H: Do you mean that I can get two tickets at the cost of one?

R: Yeah. In addition, *you can get 20% discount for the accommodation*⁶.

H: Wow! It sounds great!

R: Moreover, you will obtain a small souvenir provided by our travel agency if you join in our tour during the golden week.

H: Ok, We will visit Egypt this golden week.

R: En, *It's really a good bargain.*⁷

III. Vocabulary

recommend	v.	劝告, 建议; 推荐, 介绍
resort	n. / v.	度假胜地; 作为最后的手段; 诉诸, 采取, 诉诸
package	n. / v.	包, 包裹; 盒, 一套; 把……包成一包; 将……包装(以备出售)
domestic	adj.	国内的, 本国的, 家用的, 关于家庭的
attraction	n.	喜爱, 有趣之物, 有魅力之物, 吸引力, 诱惑力, 引力
civilization	n.	文明社会, 文明世界, 现代文明生活
falling	adj.	下降的
rising	adj.	上升的, 兴起的

discount n. /v. 减价, 折扣, 以折扣价, 打折

IV. Notes

1. But we have little experience, so we come here to get some detailed information.
不过我们没什么经验, 所以来你们旅行社了解一下详细情况。
2. Please allow me to introduce our travel agency business for you.
让我来给你们介绍一下我们旅行社的业务。
3. We have special travel packages for lovers.
我们有专门情侣旅游套餐。
4. We have visited almost all the famous attractions in China on frequent business trips.
由于经常出差, 中国国内著名景点我们差不多都去过了。
5. It is one of the four great ancient civilizations.
它是四大文明古国之一。
6. You can get 20% discount for the accommodation.
住宿方面也可以享受 8 折优惠。
7. It's really a good bargain.
这绝对物超所值。

Situation II

I. Background Information

As a receptionist at a travel service agency, if you talk about a travel plan with the tourist, the following six steps are for your references:

1. Talk to travelers and find out what they want.
2. Start by getting to know about everything they'd like to see.
3. Fix a route and time schedule. Write down places that they agree to visit on certain dates.
4. Determine the mode of transportation.
5. Make a rough itinerary. Taking into account the length of their vacation, write down the number of days they'd like to stay at a place. Carefully consider how long various journeys will take.
6. Adjust by cutting, streamlining, or adding to fit their time schedule or budget.

II. Sample Dialogue

A: a receptionist at a travel service agency B: a customer

A: Good morning, sir. May I help you?

B: Yes, I'm here to enquire about some holiday package tours¹. My name is Sam Smith.

A: You are welcome, Mr. Smith. May I know how many people there are in your group?

B: Six in total. My wife, two friends of mine, two children and I. We are thinking about

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choosing a warmer and interesting place for spending our holiday. Would you please give us some suggestions?

A: Sure. We have lots of tour routes. But do you have anything specific in your mind?

B: Yeah. I've read in your travel brochure about your flight tour to Hainan Island. I'm interested in your five-day and four-night tour by air.

A: Thanks for your enquiry. In fact, you have made a reasonable choice, *for Hainan tour is now at its peak season*².

B: Really? Then, could you please tell me if *the price you have offered in the brochure*³ will cover all the expenses?

A: Yes, it will.

B: Good. May I know your itinerary for this tour?

A: Sure. On the first day, the tour group will fly to Haikou and visit the *Five Officials Shrine*⁴, and *Hairui Tomb*⁵; on the second day, they will head to Qionghai city and visit *Boao Economic Forum For Asia*⁶, then tour the Yudaitan Beach and visit *Xinglong Tropical Botanical Garden*⁷; on the third day, visit Dadonghai Beach Resort (for Optional Water Activities, on your own account) and stroll in Luhuitou Park on the hill; on the fourth day, visit *Tianyahaijiao (the end of the earth) Tourism Area*⁸, appreciate China tea-making ritual and enjoy the tea of Hainan; on the fifth day, visit No. 1 Bay — *Yalong Bay*⁹ and visit *Li-People Village*¹⁰ (Watch the Ethnic Folk Dance Show)

B: Sounds interesting. Do you have any tour guide who can speak very good English and give introductions to foreigners?

A: No problem. An English-speaking tour guide will accompany tourists from the beginning to the end.

B: Great! That's what we want. By the way, when will you have a package tour recently?

A: Oh, let me check. A moment, please. Yes, it will be on January 28th, this Saturday. There are still some vacancies.

B: Ok, we will join the tour group for this Saturday. How much does it cost in total?

A: Do you have any kids below 1.2m in height? There is some discount for them.

B: No, both of them are not less than 1.2m in height.

A: It will be 3,500 yuan per person, and the total comes to 21,000 yuan, please.

B: May I use my credit card?

A: Sure.

III. Vocabulary

enquire	v.	询问,打听;查问
peak	n./v.	顶峰,顶点;尖端,尖顶;帽檐,帽舌;达到顶峰,达到最高水平
brochure	n.	小册子

shrine	<i>n.</i>	圣坛, 神殿; 圣地
forum	<i>n.</i>	论坛, 讨论会; 电视专题讨论节目; 广场, 市场
tropical	<i>adj.</i>	热带的, (天气) 湿热的
botanical	<i>adj.</i>	植物学的
stroll	<i>v.</i>	散步, 漫步, 闲逛; 溜达
ritual	<i>n.</i>	仪式, 典礼; 惯例, 老规矩, 例行公事
bay	<i>n. / v.</i>	海湾; 开间, 隔间, 停车间, 停车处
vacancy	<i>n.</i>	空房间, 空位, 空缺; 无聊, 心灵空虚, 失神

IV. Notes

1. I'm here to enquire about some holiday package tours.
我是来咨询一下关于节日期间包团游的情况的。
2. Hainan tour is now at its peak season. 海南游现在正处于(旅游)高峰期。
3. the price you have offered in the brochure 你们在宣传册内的报价
4. the Five Officials Shrine 五公祠
5. Hairui Tomb 海瑞墓
6. Boao Economic Forum For Asia 博鳌亚洲经济论坛
7. Xinglong Tropical Botanical Garden 兴隆热带植物园
8. Tianyahaijiao Tourism Area 天涯海角旅游风景区
9. Yalong Bay 亚龙湾
10. Li-People Village 黎寨

Learn Some Useful Sentences

1. I have three weeks' vacation saved up.
2. Our budget is a little tight this year.
3. Are there any other suggestions about our vacation?
4. Could you give me some information on your European tours?
5. I'm afraid winter is not the suitable season to go there.
6. It has already been made out. Take a look, please.
7. The transportation fee takes a great part in the budget.
8. What will the weather be like there when we arrive?
9. Would you please tell me the rates?
10. Could you arrange a trip for me?
11. I can only be away for a week for the trip.
12. I can't decide it now. I will call you back to make a reservation.
13. Could we have you make all the necessary flight, hotel and tour reservations?
14. We are very happy with this itinerary. You've arranged everything we've asked for.
15. May I go through the tour brochure first?

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16. Here is a guidebook and some pamphlets with information about the city.
17. I highly recommend Tour No. 2, the city tour.
18. What about the package tour?
19. It includes the first class hotel, city tours, baggage handling, and even meals.
20. Is the explanation given in English?

Practice

I. Listening Practice

Listen to the short passages and fill in the blanks according to what you have heard.

A.

I'm Lucy. Today, a newly-married couple came to the agency. They had planned to spend the honeymoon and asked me to _____ some good tourist _____ for them. I introduced our travel _____ and asked them whether they would choose _____ traveling or traveling abroad. They chose the latter for they had already visited most of the famous domestic _____.

B.

My name is Ben, and I work in a travel agency. I am responsible for the exploration of the new tour. This morning I reported my scheme to the General Boss Carl. The Red tourism route has been rather _____ recently. The _____ groups are the _____ of both group travel of organizations and family travel. There are different routes so the durations are also _____. The price of the 6-day tour is higher for we will _____ flights for tourists.

C.

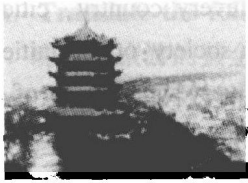
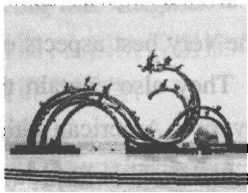



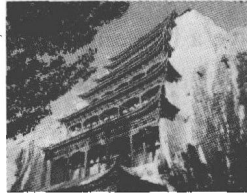
I'm Harvey, a staff of DH Travel Agency. Today, I received a customer who said his company planned to travel to Bei Daihe in group. I asked about the members of the group and the date for I need to _____ whether any _____ will be available then. Then he asked me how to arrange his _____. So I gave him some other _____ of the tour like the beautiful _____ of the spots.

II. Role-Play

Suppose you are a receptionist at a travel agency, and now a couple, Mr. and Mrs. Green come to visit you and ask for some information about tour routes to Suzhou and Hangzhou. Please recommend some routes to them and give brief descriptions of the attractions concerned, and their prices, accommodations, transportation and services available as well.

III. Matching

Match the following pictures of scenic spots in China with their locations.

1. 	2. 	3. 	4. 
Yellow Crane Tower	Haizhiyun Square	Lantau Buddha	Zhanqiao Landing Stage
5. 	6. 	7. 	8. 
JiaYuGuan Fortress	Great Minister's Temple of the Song Dynasty	Yuyuan Garden	DunHuang MoGao Grottoes
9. 	10. 		
Giant Buddha in Leshan	Hundred-li-long ladder		

- A. Zhangjiajie, Hunan Province
- B. Shanghai
- C. Gansu Province
- D. Sichuan Province
- E. Qingdao, Shandong Province
- F. Dalian, Liaoning Province
- G. Kaifeng, Henan Province
- H. Hubei Province
- I. Xinjiang Uygur Autonomous Region
- J. Hong Kong

IV. Practical Reading

American cities are similar to other cities around the world. In every country, cities reflect the values of the culture. Cities contain the very best aspects of a society: opportunities for education, employment, and entertainment. They also contain the very worst parts of a society: violence, crime, racial conflict, and poverty. American cities are changing, just as American society is changing.

After World War II, city residents became wealthier, more prosperous. They had more children. They needed more space. They move out of their apartments in the city to buy their own homes. They bought houses in the suburbs, areas near a city where people live. These are areas without many offices or factories. During the 1950s the American "dream" was to have a house in the suburbs.

Now things are changing. The children of the people who left the cities in 1950s are now adults. They, unlike their parents, want to live in the cities. Many young professionals, doctors, lawyers, and executives are moving back into the city. Many are single; others are married, but often without children. They prefer the city to the suburbs because their jobs are there; they are afraid of the fuel shortage; or they just enjoy the excitement and opportunities which the city offers. A new class is moving into the city — a wealthier, more mobile class.

Only a few years ago, people thought that the older American cities were dying. Some city residents now see a bright, new future. Others see only problems and conflicts. One thing is sure: Many dying cities are alive again.

Choose the best answer.

1. Paragraph 1 _____.
 - A. explains why American cities are changing
 - B. shows that American cities have many problems
 - C. is a description of cities
 - D. says that American cities contain the very best aspects of a society
2. In the 1950s the American "dream" was _____.
 - A. to have a house
 - B. to buy a new house in the suburbs
 - C. to have a big car
 - D. to buy an apartment in the city
3. In paragraph 3, the author gives _____ reasons why people want to live in cities.
 - A. two
 - B. four
 - C. five
 - D. three
4. According to the article, cities are _____.
 - A. sick
 - B. living
 - C. alive again
 - D. dying
5. The movement of people to and from the city can explain _____.
 - A. racial conflict
 - B. social changes
 - C. violent crime
 - D. the best aspects of a society

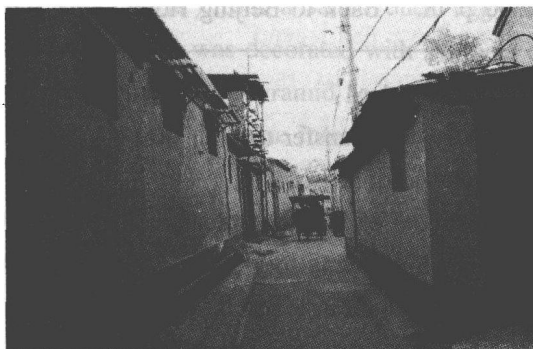
V. Translation

A. Translate the following into English.

1. 现在是旅游的黄金时期,在国庆假期推广红色旅游也相当合适。
2. 这条路线的目标消费群是哪些?
3. 我们有很多图片和介绍。
4. 12 天西藏之旅,每位的价格是 7 380 元。团体价格每人仅 6 780 元。
5. 那你们预订这种旅游套餐吗?

B. Translate the following into Chinese.

Good morning, Ladies and Gentlemen;
Welcome to Beijing, and welcome to today's
Hutong tour! My name is xx, you can
simply call me Grace. I was born and grew
up in a Hutong area. Today I'll show you
around my neighborhood. If you have any
questions, please let me know. I will try my
best to make your stay a pleasant and
memorable one! First of all, I would like to



start with the term "Hutong", H-U-T-O-N-G. What does Hutong mean? According to experts, the word Hutong originated from Mongolian language meaning "Well". In ancient times, people tended to gather and live around wells. So the original meaning of Hutong should be "a place where people gather and live." Another explanation says that during the Yuan Dynasty, about 13th century, residential areas in the city were divided into many sections. Between the smaller sections were passageways for people to travel through. And those passageways also functioned as isolation belts against fire risks. In Mongolian language, passageways of this kind were called Hutong. But no matter what Hutong exactly means, one thing is for sure. That is, Hutong first appeared in Beijing during the Yuan Dynasty.

VI. Writing

Making an Itinerary

Tips for reference

Now that your guests have decided where to go and what to see, it's time to write down an itinerary. This itinerary will record your trip from arrival to departure. In general, a good itinerary includes the following items: title, tour name, duration, price, city, attractions, date, transportation, sightseeing, travel time, accommodation and specific instructions about the package fees.

Sample:

One-day Tour in Beijing

May 2nd (Monday)

- 8:30 a. m. Pick up travelers from hotel, then drive to the Great Wall (120 miles away from downtown, about one hour's driving).
- 9:40 a. m. Visit the Great Wall (2 hours).
- 11:50 a. m. Lunch at Pearl Restaurant (50 minutes).
- 12:50 a. m. Visit the Thirteen Ming Tombs & Reservoir.
- 4:00 p. m. Back to Beijing Hotel.
-

Service Standard:

1. Round trip transfer to your hotel;
2. Air-conditioned coach;
3. Entrance fees for attractions as listed;
4. English-speaking tour guide;
5. Typical Chinese lunch at a nice restaurant.

Task: Write an itinerary for the Blacks who want to have a city tour in your hometown or other cities in your province for two days from May 1st to 2nd this year.

Know Something about Social Etiquette

The Mid-Autumn Festival

The joyous Mid-Autumn Festival was celebrated on the fifteenth day of the eighth month, around the time of the autumn **equinox** (秋分). Many referred to it simply as the "Mid August".



This day was also considered as a harvest festival since fruits, vegetables and grain had been harvested by this time and food was abundant. Food offerings were placed on an altar