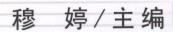
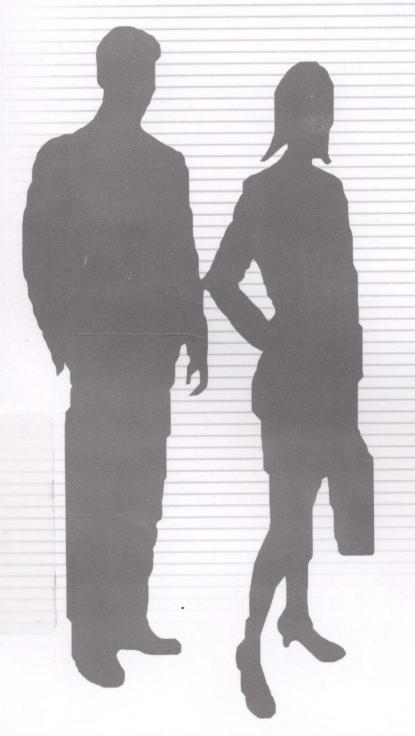
# 旅游英语

**Tourism English** 





东南大学出版社 SOUTHEAST UNIVERSITY PRESS

# 旅游英语

## **Tourism English**

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#### 内容提要

本书共分为十五个单元,供一学期学习使用,建议每周四学时。其中每一单元由八个部分组成.第一部分为听力理解,主要由两篇听力短文构成,内容涉及中国传统文化和各省市的著名景点。第二部分为阅读理解,包括两篇介绍旅游业概况及与旅游管理密切相关的文章。第三部分则重点介绍导游业务中实际操作流程的相关内容。第四部分为现场模拟导游练习,包括范例和课堂模拟习题设计。第五部分为案例分析,挑选导游接待过程中有代表性的案例进行分析,旨在提高学习者的现场带团技能。第六部分介绍中西文化差异,旨在培养学生的跨文化意识。第七部分为英汉互译部分,选取体现中国传统文化的相关段落,让学生进行英汉互译,可有效地提高学生的笔头翻译能力。最后是写作部分,内容包括导游辞撰写,行程安排、邀请函等实用性文章的写作。每一部分附有练习题,旨在通过练习来巩固所学知识,同时全面提高听、说、读、写、译等语言综合技能。

本书既可作为高等院校旅游专业、高职高专旅游专业有关课程的教材,也可用于非英语旅游专业高年级学生选修课教材及导游人员的培训教材。

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## 前 言

进入 21 世纪,随着中国经济的快速发展,旅游业也迅猛发展,成为中国的支柱产业之一。社会对旅游人才的需求日益迫切。虽然国内的旅游院校为社会培养了大批的专门旅游人才,然而社会对旅游人才的需求仍有很大缺口,因而有必要通过各种渠道扩大旅游从业人员的培养规模。他们既可以是来自英语专业或旅游专业的大专院校毕业生,也可以是来自高中及职业院校的毕业生,甚至是一些具备扎实语言技能和导游专业知识的旅游爱好者。为了帮助学校和社会培养更多素质高、实践能力强的旅游英语导游,编者结合当今旅游市场在知识和能力方面的需求及自己多年从事旅游导游实践和教学的经验,编写此书,以飨读者。

本书有以下特点:第一,注重语言学习的全面性。每一单元以听力为先,均涉及听、说、读、写、译综合技能的训练,能有效地提高学生的语言能力。第二,注重学习实践。每个单元都设置了学生参与讨论或模拟的学习环节,让学习者在实践中学习,即学即用,达到良好的学习效果。第三,注重文化内涵的培养。无论是中国文化还是西方文化,本书都有专门的章节来介绍,以提高使用者的跨文化意识。第四,本书注重教师课堂教学的可操作性,内容结构的设置便于教师灵活使用各种教学方法,活跃课堂气氛。

本书共设置 15 个单元,其中每一单元由 8 个部分组成:第一部分为听力理解,目的在于提高学生的听力技能。本部分主要由两篇听力短文构成,短文一采用听写填空的练习形式,内容涉及中国传统文化和著名景点。短文二则以正误判断的形式出现,要求学生在听完一篇关于中国某一著名城市介绍的短文后,选择正确答案。第二部分为阅读,包括课文 A 和课文 B,其中课文 A 主要介绍与旅游业概况及旅游管理密切相关的专业知识,让学生在阅读后进行选择;课文 B 则以专题为线索,分别对旅游文化相关的主题进行介绍,让学生了解该文化现象,并进行分组口头练习,提高他们的文化底蕴和口头表达能力。第三部分重点介绍导游业务中实际操作流程的相关内容,对不同的业务中可能出现的问题给出相关的策略介绍。第四部分为现场模拟导游练习。在学习一个模拟导游范例的基础上,要求学生重现此过程,或对相类似的景点进行课堂解说,提高他们的实战技能。第五部分为案例分析,本部分挑选导游接待过程中有代表性的案例进行分析,提高带团的技能。第六部分介绍中西文化差异,旨在培养学生的跨文化意识。第七部分为英汉互译,选取体现中国文化的段落,让学生进行英汉互译,可有效提高学生的笔头翻译能力。最后一部分即第八部分是写作。以导游活动为核心的导游词、行程安排、邀请函等实用性文章的写作也是一位优秀导游应该具备的能力,因此写作能力训练是本书的一个重要组成部分。

本书既可用作高等院校、高职高专旅游管理专业及与旅游相关专业及其他专业拓展课程的教材,也作为广大教师和学生教学与学习的参考书,同时也是旅游业工作者理想的自学读物。

#### N N X E

本书的编写,得到单位领导和东南大学出版社的大力支持,在此表示诚挚的感谢! 在本书的编写过程中,编者拜读了国内外许多专家学者的相关著作,并借鉴吸收了其中的相关内容,在此对各位专家学者表示衷心的感谢!受时间和水平所限,书中难免会有错误和不妥之处,敬请专家和读者不吝指正。

> 编者 2010 年 10 月

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## Unit One

## Part I Listening Comprehension



#### An Old Civilization

Words and Proper Nouns						
civilization n. 文明	relic n.遗迹,废墟					
compass n. 罗盘,指南针	heritage n. 遗产,继承权					
Taoism n. 道教;道家学说	Buddhism n. 佛教					
Confucianism n. 孔子学说,儒教	calligraphy n. 书法					
revere v. 敬畏,崇敬	pagoda n. 宝塔					
antiquity n. 古代的遗物	fascinating adj. 迷人的,醉人的					
Grand Canal 大运河	Dujiangyan Irrigation Project 都江堰水利工程					
Terra-cotta Warriors and Horses 兵马俑	Longmen Grottos 龙门石窟					
Leshan Giant Buddha 乐山大佛	Jiuzhai Valley 九寨沟					
Directions: Listen to the short passage twice and fill in the words or phrases you have						
heard from the tape.						
China, one of the four oldest civilizations in the world, has a (1) history						

China, one of the four oldest civilizations in the world, has a (1) \_\_\_\_\_\_ history of 5,000 years, and boasts rich cultural relics and historical sites. It is the inventor of compass, paper, gunpowder and (2) \_\_\_\_\_. The Great Wall, the Grand Canal and the Dujiangyan Irrigation Project are the three great ancient projects built (3) \_\_\_\_\_ years ago. Now they are the (4) \_\_\_\_\_\_ of the rich cultural heritage of the Chinese nation. Traditional religions are Taoism and Buddhism. (5) \_\_\_\_\_ is much respected in China. Art, like religion, has developed over a period of more than 2,000 years. Calligraphy and painting are two of the most revered (6) \_\_\_\_\_. Ancient buildings like temples, pagodas, palaces, long walls, corridors and wealth of antiquities and cultural (7) \_\_\_\_\_ are world-known. The Great Wall, the Terra-cotta Warriors and Horses in Xi'an, the Longmen Grottos in Henan, and the super Buddhist (8) \_\_\_\_\_ of Leshan Giant Buddha in Sichuan are some of the most attractive cultural sites for foreign tourists. China, with its (9) \_\_\_\_\_ scenes of natural beauty such as Guilin and Jiuzhai



Valley, Up and Down of the Yangtze River, Mt. Lushan and many others has a lot of offer to (10) \_\_\_\_\_ visitors.



## **Beijing City**

#### Words and Proper Nouns

venerate v. 崇敬

epitome n. 摘要,典型的人或事

palatial adj. 富丽堂皇的

emblem n. 象征;徽章

immense adj. 极广大的,无边的

artifact n. 人造物品

the Great Wall 长城

UNESCO 联合国教科文组织

Yonghegong Lamasery 雍和宫(喇嘛寺)

Forbidden City 紫禁城

strew v. 点缀;撒满

monastery n. 修道院,寺庙

complex n. 建筑群

paragon n. 模范

de facto adj. 事实上的,实际的

catholic adj. 天主教的

Summer Palace 颐和园

Taoist temple 道观

Big Bell Temple 大钟寺

Directions: Listen to the short passage and decide whether the statements are true or false. If it is true, put "T" in the space provided and "F" if it is false.

1.	 The ruins of Peking Man at Zhoukoudian is UNESCO-endorsed world cultur-
	al heritage sites.
2.	 There are 130 museums worth seeing, including Museum of Chinese History
	and China Art Gallery.
3.	 The Tian'anmen Square in the center of Beijing is the world's largest city
	square.
4.	 The Forbidden City is the second largest royal palatial complex in existence
	in China.

The Summer Palace in the northwestern suburb of Beijing was built in 1715 and a paragon of Chinese gardens.

## Part **I** Reading Comprehension



#### What Is Tourism?

WTO(世界旅游组织) has taken the concept of tourism beyond an image of "holiday-

making". The official accepted definition(定义) of tourism is: "Tourism comprises(包含) the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive(连续的) year for leisure, business and other purposes." The term "usual environment" is intended to exclude trips within the area of usual residence and frequent and regular(定期的) trips between the residence and the workplace and other community trips of a routine(常规的) character.

There are three basic elements in the trips out of the unusual environment: the traveler-generating region, the transit route region and the destination. The traveler-generating region(also refers to the origin region) represents the generating market for tourism and, in a sense, provides the "push"(推动) to motivate(激发) travel. It is from this place that the tourist searches for information, makes the booking and departs. The transit route region does not simply represent the short period of travel to reach the destination, but also includes the intermediate(中间的) places which may be visited route.

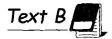
The tourist destination is a curial(关键的) element of the tourism system. It represents the supply side for the tourist. In many respects this is the most important one because destinations, and their images, attract tourists, motivate the visit and therefore energize the whole tourism system. Not only does the destination provide a focal point for tourism activity but it also represents the "pull"(拉动) factor for the tourist. Consequently, the role of planning and management of the whole tourism product at the destination is crucial for target markets(目标市场) to be attracted and for a satisfactory tourism experience to be achieved.

## **Exercise**

#### Choose the best answer from the four choices given below.

	ioose the best aliswer from the roal end.		Siven below.		
1.	Tourism consists of activities				
	A. at home				
	B. a route				
	C. outside the residence as long as you may				
	D. outside the residence and workplace for less than one consecutive year				
2.	. The basic geographic element of a travel includes				
	A. traveler-generating region	В.	the transit route region		
	C. the destination	D.	all of the above		
3.	3. Which region represents the generating market and provides the "push" to stimula				
	and motivate travel?				
	A. The destination.	В.	The origin region.		
	C. The residence.	D.	The workplace.		
4. Destination is important because it represents					
	A. the attractions	В.	the facilities		
	C. the image	D.	the pull factor		





#### **Brief Introduction to China**

China occupies an area of 9,560,900 square kilometers. It is approximately 1/15 of the land area of the world. According to the recent population census, China's entire population was 1.3 billion at the end of the year 2005. All of Europe is believed to be only half of China in area and in population.

The coastline is about 18,000 kilometers, which is known to be one of the longest coastlines in the world. There are more than 5,000 islands. Taiwan Island is the largest island of China, followed by Hainan Island and Chongming Island.

China is said to encounter monsoon season which is attributable to the heat preserves between the largest continent and the biggest ocean in the world. During the winter, the polar continental mass of cold and dry air from Siberia permeates a large part of China, and the tropical mass of hot and humid air from the Pacific affects the weather during the summer. A distinctive continental climate dominates most regions in China.

China is divided into 23 provinces, 5 autonomous regions, 4 municipalities directly under the Central Government, and 2 special administrative regions. The 5 autonomous regions are: The Inner Mongolia Autonomous Region, The Guangxi Zhuang Autonomous Region, The Tibet Autonomous Region, the Ningxia Hui Autonomous Region, Xinjiang Uygur Autonomous Region. The 4 municipalities directly under the Central Government are: Beijing, Tianjin, Shanghai, Chongqing. The two special administrative regions are Hong Kong and Macao. In the light of the Constitution, China is a socialist state under the people's democratic dictatorship by the working class and based on the alliance of workers and peasants. The organs through which the people exercise the state power are the National People's Congress and the local congresses at different levels. The State Council is the executive body of the highest organ of state administration.

Beijing, the political and cultural center, is the capital of the country. The national flag of China is the five-star red flag. The national anthem's is the March of the Volunteers. The national badge is centered by Tian'anmen Rostrum in the shine of five stars, encircled by grains and a gear, which fully expresses the constitutional category of what the People's Republic of China is.

#### **Words and Proper Nouns**

census n. 人口普查 tropical adj. 热带的 approximately adv. 大约地 badge n.徽章

administration *n*. 管理 anthem *n*. 圣歌 distinctive *adj*. 特别的





#### **Exercise**

#### 1. Translate the following sentences from English into Chinese.

- (1) During the winter, the polar continental mass of cold and dry air from Siberia permeates a large part of China, and the tropical mass of hot and humid air from the Pacific affects the weather during the summer. A distinctive continental climate dominates most regions in China.
- (2) The national badge is centered by Tian'anmen Rostrum in the shine of five stars, encircled by grains and a gear, which fully expresses the constitutional category of what the People's Republic of China is.

#### 2. Translate the following sentences from Chinese into English.

- (1) 中国拥有 9,560,900 平方公里的领土,几乎是世界陆地面积的 1/15。
- (2) 中国行政区可划分为23个省,5个自治区,4个直辖市和2个特别行政区。
- (3) 国务院是最高国家的权力机关的执行机关。

#### Part **Ⅲ Related Strategies**

## Tips for Taking the Tour Guide Qualification Examination

Taking exams is always tough. To take the Tour Guide Qualification Examination is no exception. However, it can be an easy task once you are well informed of the exam, its requirements, patterns and styles and make full preparation accordingly.

The Tour Guide Qualification Examination is a comprehensive test held once a year, nationwide in China for people who want to earn their tour guide qualification or license. The exam consists of tow parts: written and spoken. The written part of the exam usually takes place before the oral one, which is actually a one-and-a-half-day exercise in three subjects: ABCs of China Tourism, Tour-guide Professional Operations, and Policies & Regulations. These tests are given in the Chinese language. However, candidates who intend to be foreign language tour guides have to spend another half day taking a relevant language(English, German, French, Japanese, etc.) test in written form. The oral part is dealt with in the various languages required. It is practically an interview during which candidates are asked to make a speech introducing one scenic spot selected by the computer. The speech can be made on the spot or in the classroom. During the speech, the candidates are expected to answer some questions related to the area. Afterwards, they are usually required to analyze one or two cases with their knowledge of tour-guide professional operations, and then answer a couple of questions associated with the national and regional tourist attractions.

Now that you know what to expect, it's time for you to get some relevant teaching materials or attend some relative training. Both ABCs of China Tourism and Policies &



Regulations require a lot of memory work. If you're unfamiliar with the profession of tourism and have no travel experience with tour groups, it will take quite a lot of effort to learn the subject of *Tour-guide Professional Operations*.

There is no shortcut for memorizing, but different people have different strategies for remembering things. Some people prefer to get up early to read aloud or recite. Some would rather sit up late and murmur to keep the information in their mind. Some take their reference books wherever they go. Some cannot read unless they are totally alone. Some talk to keep their memory fresh, while others think to strengthen their memories. No matter what, you have to choose the best suitable way and spend time and energy brushing-up.

For those of you who are interested in the occupation of tour guide, getting a license is just the first step. Once you're determined to make it a career, you should be ready to learn throughout your life through work, experience and study. In addition, another thing that you need to understand beforehand is that a tour guide license is different from an escort license. If you hope to take tourists abroad you'll have to take another exam, as well.

## Part V Simulated Guide

## A Welcome Speech

Ladies and gentlemen! Welcome to Beijing!

Our coach is moving. Is everybody here? OK, please sit back and relax. We are heading for our hotel. Your luggage will be sent to the hotel by another coach, so you don't have to worry about it.

Let me introduce my Chinese colleagues to you. This is Mr. Li, our driver. He has been driving for our travel service for more than 10 years, so you are in safe hand. Miss Liu, a trainee tour guide who just graduated from Beijing Tourism Vocational School. My name is Yang Yun. My English name is Jane. You can just call me Jane or Xiao Yang. We're from the China International Travel Service. On behalf of the travel service, I'd like to extend a warm welcome to all of you.

During your stay in Beijing, Miss Liu and I will be your local guides. We shall try our best to smooth your visit, making it a pleasant and rewarding experience. If you have any problems or special requests, please don't hesitate to tell us. As an old Chinese saying goes, "Isn't it delightful to have friends from afar?" May all of us be good friends after your trip in Beijing.

Beijing is the capital city of China and also a famous historical and cultural city with a long history. There are many well-known scenic spots which attract the tourists from home and abroad. The Great Wall, the Forbidden City, Temple of Heaven, Summer



Palace and Tian'anmen Square are worth sightseeing. Other scenic spots such as the Beihai Park, Beijing Hutong and the ruins of Peking Man at Zhoukoudian are well recommended. Now I'd like to explain tomorrow's travel schedule to you. I hope you would enjoy.

At 8:00 am, we'll begin our fantastic trip in Beijing. The first scenic spot we'll visit is Tian'anmen Square, where you can watch many famous buildings in Beijing. Then, we shall visit the Forbidden City, the largest garden palace in China. At 6:00 pm, we'll watch Beijing Opera at the theater.

Tonight you're going to stay at Beijing Hotel, a luxurious, five-star hotel. Since it is the first time for you to travel in Beijing, you should not go out or travel alone. We're a tour group, and every one is our family member. Whenever and wherever we travel, we always travel together. In case you get lost, don't worry. I have my mobile phone on for 24 hours. My mobile telephone number is 13502643789. Besides, you need to remember the number of the coach. The number is Jing – A – 56738. Let me repeat it: Jing – A – 56738. Don't hesitate to contact me whenever you are in need.

I sincerely wish you a pleasant and comfortable stay and a fantastic holiday here. I shall do all I can to make everything easy for you. It will take us about fifty minutes to get to the hotel. So you may have a short rest on the coach or just look at the sleepless city of Beijing through the windows. I'll let you know when the coach arrives at the hotel.

Thank you for your attention!



#### **Exercise**

Based on the above sample, deliver a class presentation by acting as a tour guide, and try to make your speech more clearly and professional with proper body language.

## Part V Case Study



A group from Britain stayed in a hotel, and the next morning, the tour guide asked them about the condition of the rooms in order to show his care. But unfortunately, some guests had a big trouble the night before. Mrs. Smith's room was quite near to the baggage elevator and she couldn't sleep well. Besides, Mrs. Smith's room was in a mess. The bathtub was not cleaned, and the pillowcases were stained, and there were no towels in the bathroom. The guests are very angry. What should the guide do to deal with the situation?





Obviously, the main fault is from the hotel, but the tour guide should know the room condition in advance. At this situation, the tour guide should comfort the guests first, and try his best to solve the problems immediately. He should contact the Front Desk and tell them the truth, and ask them to adjust the room for Mrs. Smith, and ask the room attendants to change the pillowcases, supply the missing necessities, clean the bathtub or change a room for her. In order to smooth the anger of the guests, the guide should solve the problems as quickly as possible. If it is necessary to change a new room for the guests, they'd better send a bellman to help the guests with the luggage.



Mr. Zhang will meet a tour group from Beijing. He is sorting out the documents before he goes to the airport. Please remind him of the documents he must take with him.

### Part VI Cultural Differences

### **Tour-Guide Training**

Training of tour guides is afforded great importance all over the world. Many countries set specific exams and requirements for tour guides to get their qualifications. Some even establish certain organizations to deal specifically with this affair. For example, in Canada, the Tourism Industry Commission is responsible for constituting practice standards and setting examination papers. Its members, some tourism colleges/schools, tourism education committees and tour guide associations give trainings and implement exams. In the area of the Caribbean area, the Department of the Organization of American States provides teaching materials for tourist guide training curriculum.

Requirements and standards for tour guides in many European countries are strict and high. In Vienna, Austria, applicants must first go through an interview held by the tourism trade union, which decides whether they will be accepted as tour guide trainees. A trainee must be able to speak at least two languages, be familiar with the city and be in good health. Once accepted to the training, the trainees are given courses concerning Vienna's history, European history, world history, architecture and history of music, art, drama and theater, Austrian literature. Politics, medicine, industry and geography are included in the curriculum, as well. Trainees are also taught skills and strategies of speaking. The curriculum lasts 2 or 3 years, 9 hours a week during the evenings. Once every 6 months, trainees are subjected to an exam(usually oral) given by experts from different fields and high-class tourist guides in order to further their training. To be qualified, trainees are compulsively required to take a test on one foreign language.

In Britain, a guide wearing a blue badge is greatly respected and honored, indicating that he /she is not only an official member of the Guide Lectures(导游演讲协会), but also an officially approved tour guide. To get the blue badge, a tourist guide has to learn a lot of subjects. The range and duration of training on the isles of Britain differs from city to city. For example, in London, a blue badge training wearer has to finish a curriculum of about 320 hours(or 28 weeks) and pass both a written and an oral test.

However, in the USA, up until 1992, only 3 cities, Washington D. C, New York and New Orleans require tour guide candidates to take examinations to get a license. Although more and more cities set requirements and standards for tourist guides nowadays, it is still not a prerequisite for them to get a permit in every state. However, training and education have been made widely available.

## Part **II** Translation

#### 1. Translate the following paragraph from English into Chinese.

Located in the east on the Asian continent on the western shore of the Pacific Ocean, the People's Republic of China has a land area of about 9.6 million square kilometres, and is the third largest country in the world, next only to Russia and Canada.

#### 2. Translate the following sentences from Chinese into English.

- (1) 纸的发明对文明的传播和发展做出了巨大贡献。
- (2) 中华人民共和国的国旗底色为红色,上面有五颗黄色的五角星。旗面的红色象征革命,旗上的五角星象征中国共产党领导下的各族人民大团结。
- (3) 在战国时期,有一种叫做"司南"的装置,这就是指南针的前身。
- (4) 目前中国有 34 个省级行政单位,包括 23 个省、5 个自治区、4 个直辖市和 2 个特别行政区。

## Part **Ⅲ** Simulated Writing

## Speech of Welcome(欢迎辞)

欢迎辞是在文化交流、商业往来、政府行政活动中的正式场合,欢迎来宾时发表的常用演讲辞。

欢迎辞首先要对来宾的到来表示诚挚的欢迎。对来宾到来最关心的事作一简要的介绍。其次要说明愿随时帮助解决生活的不便,如果是外国来宾,更要明确表达出东道主的关心和热情。就来宾到来的目的,寻找双方共同的利益。如果是合作,应表示双方的合作将是富有成效和互利共赢的。最后,应展望美好未来,并再次感谢他们的到来。



#### Sample:

Ladies and Gentlemen,

It is with great pleasure that we welcome all our foreign guests to this workshop on computers. This workshop has been organized to evaluate the present status of the computer industry in China, to highlight problems experienced by the industry, and to establish long-range goals for the industry to pursue. This workshop represents one of the most comprehensive looks at the computer industry in China up to this time.

We want to make every effort to make all our foreign guests feel sincerely welcome to this workshop. Our country opens its heart to you. Your presence here is very valuable and we appreciate your taking off from your busy schedules to come and participate. We understand that coming to another country presents potential problems of different languages and cultures, but we hope to turn all these into opportunities for discovery.

We are most fortunate to have representatives of business, government, and the academic communities from several countries with us for this workshop. Your experience in the computer field in your own countries is an invaluable source of information for the Chinese people. Many problems we are facing today in China have been successfully dealt with in the past in your respective countries. While the situation in China is somewhat unique, we know we can adapt solutions used in other places to the industry here.

We sincerely hope that by participation in this workshop, you, our foreign friends, will be enriched and also will discover helpful solutions to some of your own problems and will find new directions to move in. Finally, it is our hope that this workshop is the first step towards greater participation and cooperation in computer technique worldwide.

If you experience any difficulties, don't hesitate to bring them to our attention. We will do our best to make you feel at home. Thank you for your participation.



## **Exercise**

Supposing you work for Motorola China, and are asked by the general manger to give a welcome speech on behalf of your company and particularly the Research and Development Section at the welcome dinner to the delegation of experts from Sony in Japan, for a joint research project aiming at inventing a new style of LCD screen for cell phones. Prepare one for delivery.