

● 实用旅游英语系列

Practical English
for Tourism

实用旅游英语教程导读

Students' Guidance Book

魏国富 主编

复旦大学出版社

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前言

进入 21 世纪,我国旅游业的发展势头更迅猛,出入境旅游人数迭创新高,我国驰名中外的自然风光、人文景观和历史文化遗产不仅成为备受国际旅游者青睐的旅游目的地,而且我国作为世界主要的旅游客源国市场正日益受到世界各国旅游业的高度关注;因此,我国旅游业亟需要大量的具备专业英语知识的复合型人才。《实用旅游英语教程》融趣味性、系统性、实用性为一体,自 2002 年 4 月问世以来受到广大师生的好评,更受到各地一些院校旅游专业师生的青睐,不仅取得了良好的教学效果,而且也在为我国旅游业培养出合格的复合型人才方面取得了一定的社会效益。

为了使广大学习者能更好地利用好该教材,掌握该教材的专业知识与英语语言特点,在该书第二版出版之际我们特编写了与之相配套的《实用旅游英语教程导读》,给教学者提供方便。

《实用旅游英语教程导读》有以下几个方面的特点:

1. 每个单元 Text A 课文前的讨论问题均有参考答案,使学生能做好课前的预习和课后复习,其目的是为了使学生更好地学习和掌握课文内容。

2. 每个单元中的三篇课文(Text A, Text B 和 Text C)都有内容概要和背景知识的介绍。另外,较详尽地在每段课文的译文后,补充了相关的词汇及语言点介绍、使用方法和例句。其目的是有助于学生在学习课文时了解和掌握与课文有关的基本内容和知识要点。限于篇幅,部分内容见教学课件。

3. 每一单元的三篇课文均配有相关的练习,如:口语的表达,词汇、词组及惯用法的使用,基本语法的复习,汉译英和英译汉的技巧,阅读理解能力的培养等,凸现以学生为主体,以教师为指导,以多媒体课件为辅助,充分发挥学习者的学习积极性,培养学习者的跨文化交际能力。

本书《实用旅游英语教程导读》在编写过程中,得到了上海大学外国语学院和上海大学管理学院领导和同仁们的大力支持。复旦大学出版社倪琴芬编审鼎力帮助,并对该书的有关内容提出了不少修改意见。在此一并表示诚挚的感谢。

本书还配有教学课件。

由于编者水平有限,恳请读者不吝指正。

魏国富

2010 年 5 月于上海大学

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UNIT

业的发展进行了展望。又在此处指出外出旅游必备的两大要素：足够的时间和可支配收入，并对此进行了展望。

背景知识

马斯洛需求层次论 (Maslow's Theory of Hierarchy of Needs)：马斯洛认为，人类的需求可以分为五个层次，从低到高依次为：生理需求、安全需求、社交需求、尊重需求和自我实现需求。

Text A Why People Travel?

Text B Beijing

Text C Xi'an

1. Why do people like traveling?
Key: Because traveling can not only broaden one's mind, but also provide one's chances to satisfy one's needs.

2. What helps to stimulate the tourist industry both at home and abroad?
Key: The desire to know about other places or countries, to search for all kinds of experiences, to meet new people and make new friendships, etc. helps to stimulate the tourist industry.

3. Can traveling relieve people from the strain and stress in the fast-developing modern society? Why?
Key: Exactly. Because in the fast-developing modern society, strain and



4. In order to meet the needs of travelers' demands, what kind of special services should the travel agencies consider offering?

Text A Why People Travel?

For Intensive Reading

I. Text-related Information

课文从马斯洛需要层次理论着手,系统探讨了人们之所以渴望旅游的根源——为强健体魄、探索新知、探亲访友、拓展事业,更为寻根探源、实现自我。此外,文章还指出外出旅游必备的两大要素,即闲暇时间和可支配收入,并对旅游产业的发展前景进行了展望。

背景知识

马斯洛需要层次理论(Maslow's Theory of Hierarchy of Needs): 马斯洛根据需要的重要性程度对人类需求进行的五级划分,从低级需要到高级需要依次为生理需要、安全需要、归属需要、尊重需要和自我实现的需要。

II. Answers to the Pre-reading Questions of Text A

1. Why do people like traveling so much?

Key: Because traveling can not only broaden one's mind, but also provide ample chances to satisfy the need of one's self-actualization or self-realization which is at the top of the hierarchy of human needs.

2. What helps to stimulate the tourist industry both at home and abroad?

Key: The desire to know about other places or countries, to search for all kinds of experiences, to meet new people and make new friendships, etc. helps to stimulate the tourist industry.

3. Can traveling relieve people from the strain and stress in the fast-developing modern society? Why?

Key: Exactly. Because in the fast-developing modern society, strain and stress have become part of an individual's life, so traveling can help people get away from their dull and stressful daily routine for some time; and on the other hand, in order to regain their energy, people are willing to undertake certain activities or rest and relax themselves in the environments totally different from their usual ones.

4. In order to meet the needs of travelers' demands, what kind of special services should the travel agencies consider offering?

Key: Since people are social beings who like to communicate with each other, and they usually put more emphasis on the process of their trip than on their destination. To cater to this need, travel agencies should develop special products for certain ethnic areas and provide specialized tours for people to return and visit "the old country" where some tourists may pick up a genealogical line or find their roots.

5. How can we improve the present situation of transportation and reduce the cost of travel?

Key: On one hand, the government should not only quicken the infrastructure construction, but also develop economy, improve the income and life of its residents and at the same time, make certain policies to reduce the cost of travel.

III. Text

Why People Travel?

人们为什么旅游?

Para. 1 The growth of tourism has become a contemporary phenomenon experienced by all countries in the world. International tourist arrivals alone reached as high as 546 million in 1994 and are forecasted to rise to 937 million in 2010, according to WTO. But why do people like traveling so much?

Chinese Version

旅游业的发展已经成为当前世界上所有国家都经历的一种现象。据国际旅游组织称,1994 年仅国际旅游人数已经达到 5.46 亿之多,预计到 2010 年会升至 9.37 亿。可是,人们为什么如此喜欢旅游呢?

Language Study

1. phenomenon *n.* 复数: phenomena

(1) an occurrence, a circumstance, or a fact that is perceptible by the senses 现象,事件: 可以被感官知的现象、事件或事实,如:

A solar eclipse is a very interesting astronomical phenomenon, which many astronomers take a great interest in it. 日食是非常有趣的天文现象,许多

天文学家对此很感兴趣。

- (2) a remarkable or outstanding person 奇才：一个杰出的或优秀的人，如：
A child who can play the guitar at the age of 3 would be called a phenomenon. 一个三岁的孩子能弹奏吉他将被称为音乐奇才。

Para. 2 In Maslow's opinion, there is a hierarchy of universal wants and needs found in every human being. Ultimately at the top of the hierarchy there are the needs for self-actualization or self-realization, that is, the need to develop one's own potential, the need for aesthetic stimulation, the need to create or to build one's own personality and character, etc. Then tourism turns out to be a good solution, since it provides ample chances to satisfy most of the needs, and the needs, in turn, constitute major motivational factors for people to travel and go on vacation. Even "self-actualization" may be achieved when a long-held dream comes true on a certain trip.

Chinese Version

以马斯洛看来，每个人身上普遍存在着不同层次的欲望和需求。最高层次是对自我价值的实现或充分发挥自身才能的需求，也就是对发展自身潜力的需求、对审美的需求和对创造或构建自身个性和特点的需求，等等。这样一来，旅游变成了一种很好的解决方式，因为它提供了足够的机会来满足大部分的需求，而且这些需求也反过来构成了人们旅游和度假的最大的激励因素。甚至当一个长期的梦想在某次旅行中得以实现的时候，就获得了“自我价值的实现”。

Language Study

1. Maslow 马斯洛 (Abraham Harold Maslow, 1908—1970) 美国心理学家，人本主义心理学的主要创始人之一。
2. hierarchy *n.* a series in which each element is graded or ranked 等级；分等级，如：
The guide with a very strong sense of hierarchy will not be welcome among his guests. 带有强烈等级感的导游在游客中会受到欢迎。
3. ultimately *ad.* at last; in the end; eventually 最终地，极限地；最后；终于，如：
They believe that after hard working, their dream of going around the

world will ultimately come true. 他们深信通过艰苦努力,他们周游世界的梦想终会成真的。

4. actualization *n.* 实现,现实化,如:

The actualization of the ideal plan must be through an arduous effort. 一个理想计划的实现必须经过艰苦的努力。

5. self-actualization 自我实现,本文中还有:

self-realization 本人才能的充分发挥

self-esteem 自尊

6. aesthetic *a.* of or concerning the appreciation of beauty or good taste 审美的,艺术的,如:

The modern building is a symbolic construction, as well as an aesthetic success in the city. 这幢现代化的大楼不仅是艺术上的成功,而且是这座城市的标志性建筑。

7. turn out 证明是,结果是,如:

The accident has turned out to be a good thing after all. 那场意外结果竟然成为一件好事。

8. ample *a.* fully sufficient to meet a need or purpose 足够的,充分的,如:

We have prepared ample fruit and food for the welcome meeting. 我们为这欢迎会准备了充足的水果和食品。

9. in turn 依次,反之,如:

Tourism promotes exchanges, and in turn, exchanges promote tourism. 旅游促进交流,反之,交流也推动旅游。

10. motivational *a.* 动力的,有动机的,如:

It is believed that the development of tourism has been promoted by the motivational factor. 据信旅游的发展一直受到相关动机的推动。

Para. 3 Probably the most common reason for travel is associated with our physical well-being. Actually, travel for sports is one of the fastest growing generators of travel. The motivational force of spectator sports is, however, more complex. There is the desire to get away from routine, to identify with teams and individuals, which gives people a sense of belonging, and to dream of the role one would fulfill if he were playing. Here, the effect may be felt

more mentally than physically. In the fast-moving modern society where strain and stress have become part of an individual's life, people tend to have a change in environment and activities in order to rest and relax.

Chinese Version

或许,旅游最常见的理由是和我们的身体健康相关。事实上,为体育运动而旅行是旅行增长最快的动力之一。然而,观看体育运动的观众的动机更加复杂。人们有逃离日常琐事的渴望,有被团队或个人认同的渴望,这给他们一种归属感,甚至梦想着要实现他所扮演的角色。在此,这种效果更多体现在精神上,而不是身体上。在迅猛发展的现代社会里,紧张和压力已成为个人生活的一部分,人们倾向于换个环境和活动来休息和放松自己。

Language Study

1. be associated with 与……联系起来,如:

The formation of Tujia people is supposed to be associated with the changing ethnography of these areas. 土家族的形成与这一地区的民族变迁有密切的关系,如:

2. individual *n.* single; particular; separate 个人的; 个别的; 单独的,如:
Among Eight Chinese Cuisines, each one has its own individual taste and feature. 中国的八大菜系中,每一种都有其独特的口味及特色。
3. In the fast-moving modern society where strain and stress have become part of an individual's life. 在迅猛发展的现代社会中,紧张和压力已成为个人生活中的一部分。

where 引出定语从句,修饰名词 society, 此处 where 的意思为 in/at which, 如:

This is the very hotel where the president stayed when he was visiting China. 这就是总统在访问中国期间住过的宾馆。

Don't worry, we'd look for some large enterprises where your work will be appreciated. 别担心,我们会寻找一些欣赏你的工作的大公司。

Para. 4 Another important motivator is connected with culture and curiosity, which is expressed by the desire to know about other places or

countries and to search for all kinds of experiences. No one seems to doubt that travel broadens the mind. It was the desire for knowledge that was the reason for the growth of the Grand Tour. Today this desire is widely encouraged by modern mass media and communications such as television and airplane, which find their ways into every corner of the world. After one has traveled to a particular place, he tends to be more interested in news items or television programs about it. By learning about other cultures one can also discover his own, and thus truly enriches his mind.

Chinese Version

另一个重要的动力是与文化和好奇心相关。这种好奇心表现在渴望对其他地方和国家的了解和寻求各种各样的经历上。似乎没有人怀疑旅行会开阔视野。求知欲正是引起欧洲大旅游发展的原因。今天,这种渴求受到现代大众媒体和便捷的交通工具的广泛鼓励,比如电视和飞机,它们已经渗透到了世界的各个角落。当一个人去一个特殊的地方旅行过之后,他会对关于那个地方的新闻报道或电视节目更感兴趣。通过了解其他文化,一个人也能发现自身的文化,从而真正丰富自己的思想。

Language Study

1. curiosity *n.* a desire to know or learn 好奇心;爱管闲事,如:

From curiosity, the young student made up his mind to go in search of the rare bird in the mountains. 出于好奇心,这个年轻的学生下定决心到大山里去寻找这种珍禽。

2. broaden *v.* to (cause to) become broad or broader 扩大,加宽,如:

After coming back from the trip, the students said that they had broadened in experiences by traveling. 旅行回来之后,学生们说旅行拓展了他们的经历。

It is agreed that traveling is the best way for all of us to broaden the mind. 我们都同意这样的观点,旅行是使我们变得心胸开阔的最好的方法。

3. the Grand Tour 是指旧时英国贵族学生赴欧洲大陆作为最终学程的大旅游。

4. It was the desire for knowledge that was the reason for the growth of the Grand Tour. 大旅游发展的原因正是由求知欲引起的。

that 用在以 it 引起的句子中,对某一成分加以强调,如:

It's you that are in charge of the daily routine of this travel agency. 是由你来负责这个旅行社的日常工作。(强调主语)

It was last summer vacation that I paid a visit to Tibet. 就是在去年暑假我游览了西藏。(强调状语)

It is the tourist industry that we are mainly developing in the region of natural scenery. 旅游业是我们现在在自然风景区的主要发展产业。(强调宾语)

5. By learning about other culture, one can also discover his own, and thus truly enriches his mind. 通过了解其他文化,一个人也能发现自身的文化,从而真正丰富了自己的思想。

by 引起的介词短语作状语,意思为:通过……方法,如:

Only by doing so can we strengthen our ties with the masses. 只有这样做,我们才能加强和群众的联系。

6. enrich v. to make rich 丰富;使富裕,如:

I think that an appreciation of art and music can enrich my whole life. 我认为欣赏艺术和音乐可以使我一辈子生活丰富多彩。

Para. 5 The need for belonging is manifested in the desire to visit friends or relatives, to meet new people and make new friendships. People, by and large, are social beings, who want communication and contact with others. In travel, people with this intention usually put more emphasis on the route of the trip than on the destination. Of course, it does help to encourage travel if the friend or relative lives in an exotic or interesting place. To cater to this need, many travel agencies specialize in certain ethnic areas and people, providing specialized tours to return and visit "the old country" where some tourists may pick up a genealogical line or find their roots. The need for esteem is identified with the desire for recognition, attention, appreciation, and reputation. Such concerns of ego needs and personal development are regarded as status and prestige motivators in travel. So far as a pious religious believer is concerned, a trip to the holy shrine of his religion will give him the greatest satisfaction of fulfilling an inner desire and at the same time bring him the most important recognition he needs. As a result, the passion play in Germany never fails to draw travelers, nor do the historical sites associated with Christ in Israel.

Chinese Version

对归属的需求表现在对拜访朋友或亲戚的渴望,以及对遇见新面孔和结交新朋友的渴望。总的来说,人是社会性的,他们有交际和与别人交往的需要。在旅行中,带着这种意图的人通常更重视旅途的过程,而不是旅行的目的地。当然,如果有朋友或亲戚住在具有异域情调或有趣的地方,这对于促进旅行是非常有帮助的。为了迎合这种需求,许多旅行社专门提供某一民族区域和民族的旅游产品,提供专门化的旅行,使人们返回及拜访他们“昔日的国度”,在那里,一些游客可能会获得他们的家属谱系或找到他们的根。对被人尊重的需求和对被认可、注意、欣赏与名誉的渴望是一致的。这种在旅行中对自我需求和个人发展的关心被看作为是身份和声望上的动力。就虔诚的宗教信仰者而言,到他所信仰的宗教圣地的旅行会给他内在渴望的实现带来最大的满足,同时,也给他带来他需要的最重要的宗教信仰者身份的认可。结果,在德国上演的耶稣受难剧从不担心吸引不到旅行者,在以色列与耶稣有关的历史遗迹也是如此。

Language Study

1. manifest v.

(1) to be evidence of; prove 证明,如:

The unearthed Terra-Cotta Warriors and Bronze Chariot in Xi'an manifest the intelligence of the Ancient Chinese people. 在西安出土的兵马俑和青铜战车证明了古代中国人民的聪明才智。

(2) to show plainly 显示,如:

The old tourist doesn't manifest much interest in the man-made attractions. 这位老年游客对人造景观没有表现出太大的兴趣。

2. by and large 一般地,如:

By and large our work has been successful. 总的来说我们的工作成功的。

3. put emphasis on 把重点放在,着重于,如:

Based on making use of the existing tourist infrastructures, the government decided to put emphasis on the use of marine resources and try to develop a culture of romantic marine tourism. 在充分利用已有的旅游设施的基础上,市政府决定把重点放在海洋资源的利用上并试图开发浪漫的海洋旅游文化。

4. exotic a. foreign; from another part of the world 外国的,异国情调的,如:

The exotic costumes on the fashion show attracted many people from

different parts of our country. 在时装展示会上具有异国情调的服饰吸引了来自全国不同地区的许多人。

5. cater to 迎合,投合,如:

Tourism adjustment planning was put forward to cater to needs of development of tourism planning theory and of tourism. 旅游调整规划是基于发展旅游规划理论以及旅游业的需要而提出来的。

6. ethnic *a.* of or related to a racial, national, or tribal group 种族的,民族的;人种学的,如:

I showed great interest in the ethnic art while traveling in the minority areas. 当我在少数民族地区旅游时,我对民族艺术非常感兴趣。

7. genealogical *a.* of or related to the history of the members of a family, often shown in a drawing with lines and names spreading like the branches of a tree 家谱的,家系的,如:

Nowadays many young people pay little attention to their family history and even don't value their genealogical table. 现今许多年轻人不在乎他们的家族史,甚至不重视他们的家谱。

8. esteem *n.* to regard with respect 尊重,尊敬,如:

I hold him in great esteem, for he is the person who is a man of his word. 我非常尊重他,因为他是一个守信用的人。

9. ego *n.* individual's perception or experience of himself 自己,自我,如:

Admiration by other people is good for one's ego. 被别人羡慕可以使一个人自我感觉良好。

10. prestige *n.* respect that results from the good reputation (of a person, nation, etc.) (人、国等的)威信,威望,如:

With the further development of economic transformation, China will have higher prestige in the world. 随着经济改革的进一步发展,中国在世界上将享有更高的声誉。

11. pious *a.* marked by conspicuous devoutness 虔诚的,信奉宗教的,如:

With a pious and holy expression, the pilgrim went to the places of worship for a visit. 带着虔诚且神圣的神情,这位朝圣者参观浏览了圣地。

12. so far as ... is concerned 就……而论,至于……,如:

So far as our desire is concerned, we don't want to stay there even for a single day. 就我们自己的愿望来说,我们甚至连一天也不愿意呆在那儿。

13. holy *a.* sacred; saintly 神圣的,圣洁的,如: