



21世纪 高等职业教育通用教材

# 导游英语

● 李德荣 主编

● 俞理明 主审

上海交通大学出版社

21 世纪高等职业教育通用教材

# 导 游 英 语

English For Tour Managers

李德荣 主编

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上海 交通 大学 出版 社

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## 内 容 提 要

本书是为高等职业技术学院编写的导游英语教材,也适用于从事旅游业和有志于担任英语导游的人员。本书资料丰富,体例新颖,实用性强,选材力求涵盖导游所担负的不同工作领域。书中每章设立一个主题,内容涉及宏观意义上的旅游业到具体的工作领域(如景点、娱乐、住宿、餐饮、购物、交通等)。每章包含三个单元,既有理论介绍,同时提供实例,贯彻高职教材“能力为本”和“必需、够用”的原则。每单元设有讨论/演示题、词汇和翻译等练习,帮助学生掌握所学内容。

# 21 世纪高等职业技术教育通用教材

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## 序

发展高等职业技术教育,是实施科教兴国战略、贯彻《高等教育法》与《职业教育法》、实现《中国教育改革与发展纲要》及其《实施意见》所确定的目标和任务的重要环节;也是建立健全职业教育体系、调整高等教育结构的重要举措。

近年来,年青的高等职业教育以自己鲜明的特色,独树一帜,打破了高等教育界传统大学一统天下的局面,在适应现代社会人才的多样化需求、实施高等教育大众化等方面,做出了重大贡献。从而在世界范围内日益受到重视,得到迅速发展。

我国改革开放不久,从1980年开始,在一些经济发展较快的中心城市就先后开办了一批职业大学。1985年,中共中央、国务院在关于教育体制改革的决定中提出,要建立从初级到高级的职业教育体系,并与普通教育相沟通。1996年《中华人民共和国职业教育法》的颁布,从法律上规定了高等职业教育的地位和作用。目前,我国高等职业教育的发展与改革正面临着很好的形势和机遇:职业大学、高等专科学校和成人高校正在积极发展专科层次的高等职业教育;部分民办高校也在试办高等职业教育;一些本科院校也建立了高等职业技术学院,为发展本科层次的高等职业教育进行探索。国家学位委员会1997年会议决定,设立工程硕士、医疗专业硕士、教育专业硕士等学位,并指出,上述学位与工程学硕士、医学科学硕士、教育学硕士等学位是不同类型的同一层次。这就为培养更高层次的一线岗位人才开了先河。

高等职业教育本身具有鲜明的职业特征,这就要求我们在改革课程体系的基础上,认真研究和改革课程教学内容及教学方法,努力加强教材建设。但迄今为止,符合职业特点和需求的教材却还不多。由泰州职业技术学院、上海第二工业大学、金陵职业大学、扬州职业大学、彭城职业大学、沙洲职业工学院、上海交通高等职业技术学校、上海交通

大学技术学院、上海汽车工业总公司职工大学、立信会计高等专科学校、江阴职工大学、江南学院、常州技术师范学院、苏州职业大学、锡山职业教育中心、上海商业职业技术学院、潍坊学院、上海工程技术大学等百余所院校长期从事高等职业教育、有丰富教学经验的资深教师共同编写的《21 世纪高等职业技术教育通用教材》，将由上海交通大学出版社等陆续向读者朋友推出，这是一件值得庆贺的大好事，在此，我们表示衷心的祝贺。并向参加编写的全体教师表示敬意。

高职教育的教材面广量大，花色品种甚多，是一项浩繁而艰巨的工程，除了高职院校和出版社的继续努力外，还要靠国家教育部和省（市）教委加强领导，并设立高等职业教育教材基金，以资助教材编写工作，促进高职教育的发展和改革。高职教育以培养一线人才岗位与岗位群能力为中心，理论教学与实践训练并重，二者密切结合。我们在这方面的改革实践还不充分。在肯定现已编写的高职教材所取得的成绩的同时，有关学校和教师要结合各校的实际情况和实训计划，加以灵活运用，并随着教学改革的深入，进行必要的充实、修改，使之日臻完善。

阳春三月，莺歌燕舞，百花齐放，愿我国高等职业教育及其教材建设如春天里的花园，群芳争妍，为我国的经济建设和社会发展作出应有的贡献！

叶春生

# 前 言

《导游英语》(English for Tour Managers) 是专供高等职业技术学院使用的教材。2001 年 5 月,上海交通大学出版社会同 40 余所职业技术学院共同研讨旅游专业及英语专业旅游方向的高职教材编写和出版问题,《导游英语》的选题和编写便是这一研讨会的成果之一。

旅游业已成为我国发展迅速的新兴产业之一。如何接待人数日益递增的海外游客,已成为我国旅游业的一个重要课题。培养大批合格的涉外导游,更是当务之急。随着旅游业的发展,对导游(尤其是涉外导游)的要求也在不断提高。导游的职责已从以往单纯的陪同讲解发展为对整个旅游活动的全过程管理。导游已不仅仅是个向导(guide),而更多地是一个管理者(manager)。除景点讲解外,导游还要处理旅游过程中交通、游览、住宿、餐饮、购物等各个环节发生的问题,包括突发事件。因此,导游除了要了解旅游景点,还须具备与旅游业相关的更多的知识,并能熟练地用外语进行表达。传统的以简单对话为主要形式的教材已无法适应新形势的需要。本书在内容和体例上进行了较大的革新,摒弃内容简单、信息量少的以对话为主的编写形式,内容力求涵盖导游所担负的不同工作领域。书中每章一个专题,从宏观意义上的旅游业到具体的工作领域(如景点、游览、娱乐、住宿、餐饮、购物、交通等)。每章包含三个单元,既有理论介绍,又同时提供实例,贯彻高职教材“能力为本”和“必需、够用”的原则。每单元设有讨论/演示题、词汇和翻译等练习,帮助学生消化、吸收和演练所学内容。

专业英语教材的编写是一项有意义的工作,标志着新的社会需求和教学改革的深入发展。由于缺乏经验和时间仓促,本书定有不少疏漏与不妥之处,敬请批评指正,以期再版时修正。

本教材由上海商业职业技术学院商务英语系主任李德荣教授主编,姜荷梅副教授和范菁担任副主编,参加编写的院校还有毛伟芬(东

华大学)、肖慧(上海商业职业技术学院)、沈云(淮南职业技术学院)、高玉玲(青岛职业技术学院)、蔡颖(金陵职业大学)、曾武英(福建泉州华侨大学)等。本书可用作高职教材,也可供从事旅游业和有志于担任英语导游的人员也有参考价值。

**李德荣**

2002年11月于

上海商业职业技术学院

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# **Chapter 1   Travel and Tourism Industry**

## **I   Why People Travel**

To most people the word "travel" suggests pleasure and adventure. However, it is actually derived from a French word which means "toil and labor." Early travelers moved about in search of food and shelter. Their travels were by no means pleasant. Travel has been an arduous task for much of recorded history. In fact, it has only been in modern times that travel has become relatively comfortable.

Commerce was an important motivator of early travel. By 3000 B. C. , caravan routes from Eastern Europe to North Africa and on to India and China were well established. Camels were the favored pack animals in those days - a healthy one could carry up to 600 pounds of cargo. By the thirteenth century trade and commerce had emerged as the prime reason for travel. Improved navigation skills and the development of the magnetic compass took much of the uncertainty out of long, arduous sea trips.

The Romans were the first to travel on land on a large scale. Their desire to expand the Roman Empire resulted in expeditions of discovery and conquest followed by massive road building. The first important Roman highway started in 312 B.C. By A.D. 200 the Romans could travel all the way from Northern Britain to the Sahara Desert on highways that had wheel changing stations and rest houses every 15 to 30 miles.

People in ancient times traveled for pleasure as well. Hundreds of years before the birth of Christ, Greeks and barbarians (defined by the Greeks as anyone who was not Greek) traveled to the Olympic Games. Health, too, provided an impetus for early travel. Doctors believed that waters in certain locations possessed healing qualities and would send their patients there. By the time of the Romans it was not unusual to travel to spas as far away from Rome as Bath, England.

With the growth of organized religion, pilgrimages became common in many parts of the world. Muslims traveled to Mecca; Christians traveled to shrines all over Europe and beyond. During the Renaissance period (beginning in the fourteenth century in Italy and lasting in Europe into the seventeenth century), travel for cultural and artistic reasons became common. Soon it was popular for aristocrats, diplomats, scholars, and other young gentlemen and women to take an extended tour of the Continent, which came to be known as "The Grand Tour." Paris, Rome, Florence, Venice, Munich, Vienna, and other cities of central Europe and fashionable tourist stops, and resorts and spas were developed to accommodate the tourists.

We can see from looking at the history of travel that over the centuries travel has developed for business, health, social, religious, and cultural reasons. But at the most basic level, it can be said that the main reason people travel is to gather information. We want to know how our dear aunt is doing in a small town near New York, so we take a trip to visit her. Business people travel to see what is going on in their home office in Chicago or to find out what customers in Madrid think of their products. Some of us travel to France to see how the French vintners grow grapes and produce wine. Others go to Moscow and Beijing to learn more about Russian and Chinese culture.

Travel is an important part of our lives. It helps us understand others and ourselves. It is both an effect and a cause of rapid change in soci-

ety. Technology has played a huge part in all this. Airplanes have brought foreign places closer, and communications satellites bring news events from around the world into our living rooms. Both of these technologies have stimulated interest in traveling abroad.

The three most important factors that determine the amount people spend for travel are employment, disposable income, and household wealth. The more money people who want to travel have, the more likely they are to travel, the more frequently they are likely to travel, and the farther they are likely to travel. While business travel is somewhat less susceptible to economic downturns than leisure travel, it is not immune. Companies invariably tighten up their travel budgets during recessions. Research has shown that international travel patterns are very sensitive to shifts in exchange rates. The buying power of a traveler's own currency affects destination choices and the timing of trips.

It is important to note that not everyone is disposed to travel. Some people by their nature are stay-at-homes. Others don't like to fly or get motion sickness and simply won't travel no matter what their economic circumstances. Dr. Frank Farley, a psychologist at the University of Wisconsin, had studied the behavior of travelers versus non-travelers. "People who hesitate to travel may do so because of deep-seated fears," says Farley. "Travelers, though, seem stable enough to expose themselves to uncertainty and adventure. They worry less, feel less inhibited and submissive, and are more self-confident than stay-at-homes."

## NOTES

1. by no means; not at all
2. caravan routes: ways regularly used by merchant teams traveling with animal-pulled vehicles
3. magnetic compass: 指南针

4. took much of the uncertainty out of; 使……风险大为减少
5. the Grand Tour: 大旅行(旧时英国贵族子弟作为其教育一部分的欧洲大陆观光旅行)
6. both an effect and a cause; 既是结果又是原因
7. exchange rate: (货币)汇率
8. stay-at-homes: those who prefer to stay at home
9. motion sickness: 晕动病(如晕车、晕船等)

### New Words and Expressions

derive / dɪˈraɪv / *vt.* get or come from be derived from

arduous / ˈɑːdʒuəs / *adj.* involving a lot of effort; difficult

motivator / ˈməʊtɪveɪtə(r) / *n.* stimulus; encouragement 动力

caravan / ˈkærəvæn / *n.* vehicles pulled by a horse in which people live 大篷车

cargo / kɑːɡəʊ / *n.* goods carried by a ship, plane or vehicle

emerge / ɪˈmɜːdʒ / *vi.* come out; appear

navigation / ˌnævɪˈɡeɪʃ(ə)n / *n.* sailing 航行

expedition / ˌekspɪˈdɪʃən / *n.* a long journey

impetus / ˈɪmpɪtəs / *n.* force that helps to move; stimulus 动力

spa / spɑː / *n.* spring of mineral water 矿泉

pilgrimage / ˈpɪlɡrɪmɪdʒ / *n.* journey to a holy place 朝圣

shrine / fraɪn / *n.* a place connected with a holy event or person 圣地

accommodate / əˈkɒmədeɪt / *vt.* provide a place to stay

vintner / ˈvɪntnə(r) / *n.* a person buys and sells wines

stimulate / ˈstɪmjuleɪt / *vt.* excite; encourage

disposable / dɪˈspəʊzəb(ə)l / *adj.* available to be used disposable income  
可支配收入

susceptible / səˈseptɪb(ə)l / *adj.* easily influenced (by)

downturn / ˈdaʊntɜːn / *n.* a lessening of business activity, production,

etc.

immune / ɪ'mju:n / *adj.* free from being affected 免受影响的

budget / 'bʌdʒɪt / *n.* plan of money spending 预算

recession / rɪ'seʃ(ə)n / *n.* temporary decline of economic activity (经济) 衰退

disposed / dɪ'spəʊzd / *adj.* willing be disposed to

deep-seated / 'di:p'si:tɪd / *adj.* strongly fixed; not easily moved 根深蒂固的

inhibited / ɪn'hɪbɪtɪd / *adj.* prevented from doing what one wants to do 有拘束的

submissive / səb'mɪsɪv / *adj.* very obedient 恭顺的

## Proper Nouns

Sahara Desert 撒哈拉沙漠

Christ (耶稣) 基督

Olympic Games 奥林匹克运动会

Muslim 穆斯林; 伊斯兰教徒

Mecca 麦加 (伊斯兰教圣地)

Christian 基督徒

Renaissance 文艺复兴

Paris 巴黎

Rome 罗马

Bath 巴斯

Florence 佛罗伦萨

Venice 威尼斯

Munich 慕尼黑

Vienna 维也纳

Chicago 芝加哥

Madrid 马德里

Moscow 莫斯科

## Exercises

### I. Questions for Discussion and/or Presentation

1. Why was travel an "arduous task" in ancient times?
2. What are the major reasons for people to travel?

3. What factors have facilitated travel and made it more comfortable?
4. Do you agree with the view that travel has become an important part of our life? Give your reasons.
5. Are you disposed to travel or are you a stay-at-home? Give a presentation on why you like to travel or why you don't.

## II. Oral Workshop

### A. Interest

Use the expressions to ask if somebody is interested in something

Are you interested in...?  
 Do you find...attracting?  
 Does...appeal to you at all?  
 Do you share my interest in...?

Use the expressions to state you are/aren't interested in something

☺ I have a passion for...  
 ☺ I'm fascinated by...  
 ☹ I find...rather boring.  
 ☹ I don't take any interest in...

### B. Give it a try

**Situation:** Judy is discussing her holiday plan with her friend Mike. Judy likes to travel, while Mike is a stay-at-home type of person.

**Role-play:** Student A will play the role of Judy and student B will play the role of Mike. Each of them gives reasons to his/her own holiday plan.

**III. Complete the following sentences with suitable words from the list and change the form if necessary.**

<i>by no means</i>	<i>adventure</i>	<i>dispose</i>	<i>emerge</i>
<i>stimulate</i>	<i>accommodate</i>	<i>by nature</i>	<i>tighten up</i>