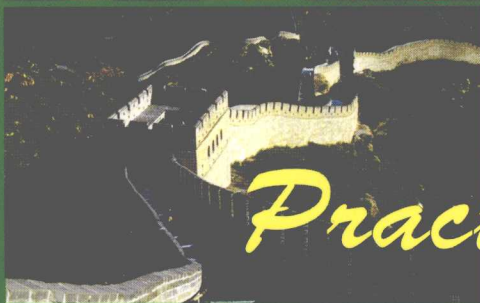
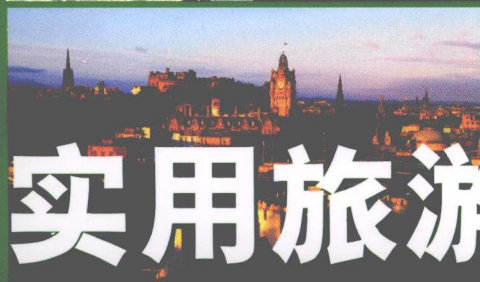


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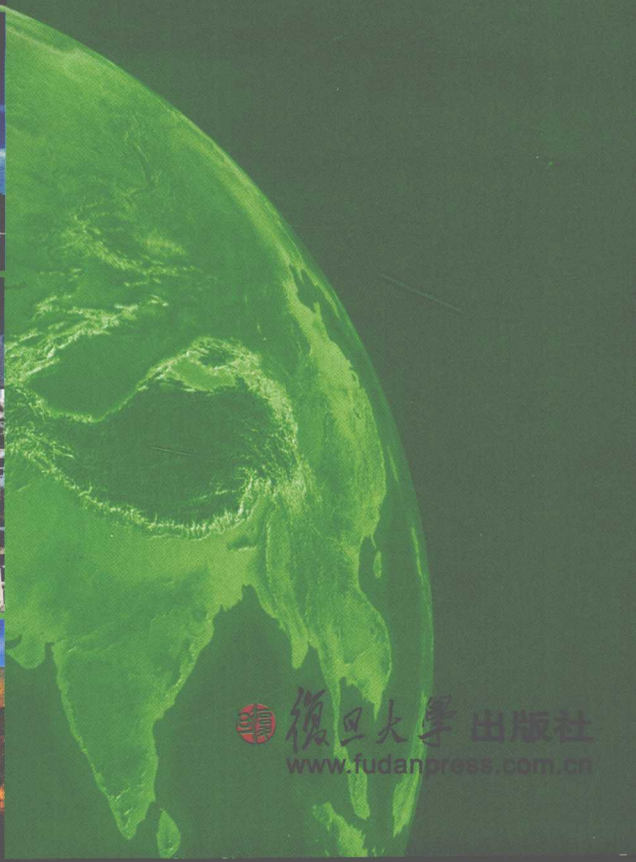
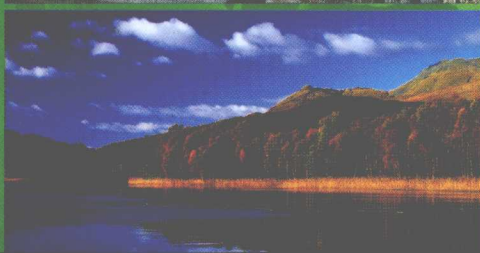
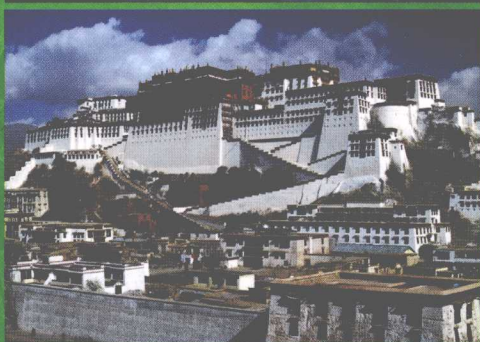


卜爱萍 魏国富 主编

*Practical English
for Tourism*



实用旅游基础英语



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实用旅游基础英语

Essential English for Tourism

卜爱萍 魏国富 主编

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前 言

21 世纪的中国旅游业正迅速地崛起并成为世界旅游大国。在世界旅游史上,中国的出入境旅游所取得的巨大成就更是举世瞩目。

中国的旅游业作为国民经济支柱产业亦越来越受到各级政府的重视,而旅游业的健康、快速和有序发展所遇到的瓶颈之一是不少从业人员的外语程度不高,特别是旅游专业英语的交际水平低下。鉴于此,我们编写了《实用旅游基础英语》,旨在进一步提高学生旅游英语的阅读能力和表达能力,从而有效地扩大学生的旅游专业知识和旅游专业英语词汇量,促使学生在充分掌握基本旅游英语实践知识的基础上,能在旅游的实践工作中为我国的旅游事业发展做出应有的贡献。

《实用旅游基础英语》共有 14 个单元,每个单元又由 4 个部分组成:

Part I Intensive Reading,其中包括:Pre-reading questions, Text, Words and Phrases and Notes to the Text;

Part II Comprehension Exercises and Six Sections of the Exercises;

Part III Extensive Reading,其中包括: Passage, Words and Phrases, Notes to the Passage and Four Sections of the Exercises;

Part IV Supplementary Reading,其中包括: Passage, Notes to the Passage and Three Sections of the Exercises.

此外,本教材还采用双栏排版,将单词和词组的解释附在正文右侧,以便学习者自学和系统地掌握旅游专业英语的词汇。与此同时,为使学习者方便地查找和掌握每个单词、词组及惯用法,本教材还在全文后列出“词汇表”,在词汇表中所列的单词组及惯用法后面都标明了出处(例如,1A 表示该词出现在 Unit One 中的 Text A 里,其他依次类推。)

本教材中的课文及阅读文章主要取材于英、美等国的书刊和杂志。选材力求难易适中,范围广泛且专业实用。本教材不仅介绍了旅游业的专业知识,还涉及中外自然景观、人文景观、历史人物、民俗民情和文化差异等诸多方面的知识。

作为旅游专业英语的基础教程,本教材旨在帮助从业人员和在校的旅游专业学生打下扎实的旅游专业英语的基础,并且对非专业的学生或英语学习爱好

者亦能助其提高英语的交流能力、拓宽知识面等。

本教材在编写过程中,得到了复旦大学出版社倪琴芬编审及其他编辑们的大力支持,同时还得到了上海大学外国语学院同仁们的热心帮助,在此作者表示衷心感谢。

由于教学工作繁忙,编者水平有限,本教材尚存不尽如人意之处,恳请读者不吝指正。

编 者
2009年3月

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Unit One

Part 1 Intensive Reading

Pre-reading questions

Read the following questions first, which will help you understand the following passage better, and then answer the questions after reading it carefully.

1. How many people will take up the jobs associated with tourism in the near future?
2. What is the implied meaning of the phrase “a temporary job” mentality?
3. Why are employers unwilling to spend much money on training their employees?
4. With the development of tourism, what effective measures should we take?
5. What benefit will people acquire from the improvement of employment?

Text The Biggest Employer in the World

Tourism^① is by far the world's biggest employer. According to the recent estimates made^② by the World Travel and Tourism Council (WTTC), the number of people employed^③ directly in the industry is currently in the region of^④ 255 million, about 6 percent

① tourism /'tuərizəm/ *n.* 旅行, 旅游, 游览业

② make an estimate of 给……作一估计; 评价 e. g. The manager made an estimate of the market just now.

③ employ /ɪm'plɔɪ/ *vt.* 雇用, 使用

④ in the region of 大约 e. g. It will cost in the region of \$300.



of all jobs worldwide. This figure does not take into account^⑤ all the many relative services outside the travel and tourism industry. If all direct and indirect jobs are included, estimates will be much higher and it is forecast that^⑥ by 2006, roughly 385 million people (11.1 percent) will have jobs connected with tourism.

Most of these jobs are in the destination^⑦ area, in hotels, restaurants and bars and, to a certain extent^⑧, in tourism, transport^⑨ and travel services. Up to^⑩ 25 percent of the local population could be engaged in^⑪ an occupation^⑫ either directly or indirectly connected with tourism. In areas where tourism is the major source^⑬ of income, there is often no choice of occupation and this figure^⑭ would be much higher.

The seasonal nature of leisure^⑮ travel means that work in the tourism industry is often sought by students needing an income during the summer vacation^⑯. The need for employers to have flexibility^⑰ to call on extra staff at peak times^⑱, such as evenings and weekends, and reduce their workforce as business slows down^⑲, has led to a high proportion^⑳ of jobs being part-time. This, in turn^㉑, can create a 'temporary job' mentality^㉒. If employees are only 'in transit^㉓' in the tourism business and do not regard^㉔ it as a career, there is a danger of lack of commitment to better service to the

- ⑤ take into account 考虑 e. g. We should take everything into account before we take action.
- ⑥ forecast /'fɔ:kəst/ vt. &n. 预测, 预报 e. g. It is forecast that the economic situation will be improving soon.
- ⑦ destination /,destɪ'neɪʃən/ n. 目的地, 终点
- ⑧ to a certain extent 某种程度上, 部分地 e. g. I'll agree to your plan to a certain extent.
- ⑨ transport /træns'pɔ:t/ n. 运输, 运送
- ⑩ up to 等于 e. g. Faced with the difficulties, his plan is up to nothing.
- ⑪ (be) engaged in 从事 e. g. He is engaged in what he is fond of.
- ⑫ occupation /,ɒkjʊpeɪʃən/ n. 职业; 行业
- ⑬ source /sɔ:s/ n. 来源, 源头
- ⑭ figure /'fɪgə/ n. 数字; 人物
- ⑮ leisure /'leɪzə/ adj. 空闲的, 休闲的
- ⑯ vacation /və'keɪʃən/ n. 假期, 休假
- ⑰ flexibility /,fleksə'bɪlɪtɪ/ n. 灵活性, 弹性
- ⑱ at peak times 在旺季 e. g. Visitors from all over the world pour in at peak times every year.
- ⑲ slow down 衰退, 萧条 e. g. The economic development slows down due to the inflation.
- ⑳ proportion /prə'pɔ:ʃən/ n. 比例, 比率
- ㉑ in turn 反过来 e. g. She gave a pen as my birthday gift in turn.
- ㉒ mentality /men'tælɪtɪ/ n. 心理状态, 意识; 智力, 精神
- ㉓ in transit 在变动中 e. g. The workers in transit are not good to both themselves and the factories.
- ㉔ regard as 把……视为, 认为……是 e. g. He regards swimming as his favorite sport.



visitor. Employers could be reluctant to²⁵ invest in more than minimal training for staff who will leave at the end of a season in which there is only a short period to make profits²⁶, or recoup²⁷ losses. Wages would tend to drop as a result²⁸.

With increasing prosperity²⁹ in the developed countries of Europe and North America, more people will travel to long-haul³⁰ destinations. This creates jobs not only in travel agencies³¹ and transportation³² companies in the originating³³ countries, but also in the destination region. The more visitors, the more services and facilities³⁴ tour operators will need — hotels, restaurants, bars, attractions³⁵, theme parks, car-hire companies, tourist information offices and so on³⁶.

As tourism grows, the transport infrastructure must be expanded to³⁷ take the extra traffic at airports, on roads, railways and at seaports. Associated³⁸ jobs to support this development will follow. New accommodation³⁹ units must be provided, thus giving jobs to people in the construction⁴⁰ industry. Jobs will be created or additional staff found to work as guides, drivers, beach attendants, immigration⁴¹ officers and all the public service functions related to⁴² an increase in population.

As we have seen, the introduction⁴³ or expansion of tourism in a particular region will lead to jobs, and therefore income, in many different industries. This improvement⁴⁴ in employment prospects⁴⁵ brings security and spending power to local populations. Income

- 25 be reluctant to do 不愿(做) e. g. He was reluctant to go there for a visit with us.
- 26 make profits 获益 e. g. What a manager does is to make profits for the company.
- 27 recoup /rɪ'ku:p/ vt. 赔偿, 补偿, 扣除
- 28 as a result 结果 e. g. He got over the mountain as a result.
- 29 prosperity /prɒs'perɪti/ n. 繁荣, 兴旺
- 30 long-haul a. 长途旅行的
- 31 travel agency 旅行社
- 32 transportation n. 运输
- 33 originate /ə'ri:dʒɪneɪt/ vi. 起源于
- 34 facility /fə'sɪlɪti/ n. 设施, 设备
- 35 attraction /ə'trækʃən/ n. 景点, 吸引物
- 36 and so on 等等 e. g. She once visited Beijing, Nanjing, Shanghai and so on.
- 37 be expanded to do 扩大为 The chair is able to be expanded to form a couch.
- 38 associated /ə'səʊʃɪeɪtɪd/ adj. 相关的
- 39 accommodation /ə'kɒmə'deɪʃən/ n. 膳宿
- 40 construction /kən'strʌkʃən/ n. 建筑业; 建设
- 41 immigration /,ɪmɪ'greɪʃən/ n. 外来移民
- 42 (be) related to 和……关 The fall in the cost of living is related to the drop in the oil price.
- 43 introduction /,ɪntrə'dʌkʃən/ n. 倡导, 引导
- 44 improvement /ɪm'pru:vmənt/ n. 改善, 改良
- 45 prospect /'prɒspekt/ n. 前景; 前途



is taxed, giving increased revenue^{④⑥} to governments, which can, in turn, invest in^{④⑦} the welfare services, education and housing needs of its people, as well as in tourism generally. In short^{④⑧}, the trickle-down^{④⑨} effect of employment brings wealth and better living standards all round.

(539 words)

④⑥ revenue /'revɪnju:/ n. 收入, 国家的收入, 税收

④⑦ invest in 投资于, 买进 He is going to invest in the oil industry.

④⑧ in short 简而言之 e. g. In short, the itinerary is very good.

④⑨ trickle-down adj. 积极投资的

Notes to the Text

1. the World Travel and Tourism Council (WTTC) 世界旅游与旅行理事会
2. relative services 相关的服务行业
3. if all direct and indirect jobs are included... 如果把所有直接和间接的工作包括在内的话……
4. jobs connected with tourism 与旅游相关的工作
5. Up to 25 per cent of the local population 等于当地人口的 25%
6. major source of income 主要的收入来源
7. The seasonal nature of leisure travel 休闲旅行的季节性特征
8. during the summer vacation 在暑假期间
9. a high proportion of jobs being part-time 占很大比例的兼职工作
10. a "temporary job" mentality 一种“临时性工作”的意识
11. there is a danger of lack of commitment to better service to the visitor 就有一种缺乏承担向游客提供更好服务质量的义务的危险
12. there is only a short period to make any profits 只有很短暂的一段获利时间
13. in the developed countries of Europe and North America 在欧洲和北美的发达国家里
14. travel to long-haul destinations 长途旅行
15. travel agencies 旅行社
16. transportation companies 客运公司
17. in the originating countries 在旅游客源发生国
18. in the destination region 旅游目的地地区
19. tour operators 旅游经营者
20. theme parks 主题公园
21. car-hire companies 汽车租赁公司



22. tourist information offices 旅游信息事务所
23. in the construction industry 在建筑业
24. immigration officers 移民(局)官(员)
25. spending power 购买力

Part 99 Comprehension Exercises

Section One

Go over each of the following sentences carefully and select the answer that is closest in meaning to the underlined word.

1. The figure doesn't take into account all the many relative services outside the travel and tourism industry.
 - A. associated
 - B. important
 - C. other
 - D. different
2. The employers have flexibility to call on extra staff at peak times and reduce their workforce as business slows down.
 - A. changes
 - B. ruins
 - C. weakens
 - D. develops
3. This, in turn, can create a "temporary job" mentality.
 - A. long-time
 - B. short-time
 - C. habitual
 - D. common
4. If employees don't regard the tourism business as a career, there is a danger of lack of commitment to better service to the visitor.
 - A. loyalty
 - B. responsibility
 - C. adaptability
 - D. personality
5. There is only a short period to make profits, or recoup losses.
 - A. win back
 - B. result in
 - C. add to
 - D. make up for
6. As tourism grows, the transport infrastructure must be expanded to take the extra traffic.
 - A. installations
 - B. communications
 - C. facilities
 - D. establishments
7. Income is taxed, giving increased revenue to governments to invest in other



services.

- A. expense
- B. income
- C. cost
- D. salary

8. In short, the trickle-down effect of employment brings wealth and better living standards all round.

- A. negative
- B. positive
- C. importing
- D. exporting

Section Two

Fill in the gaps with the phrases chosen from the box and change the form if necessary.

lead to	as a result	call on	be engaged in
to a certain extent	in short	according to	be related to
invest in	in the region of	connect ... with	in turn
take ... into account	as well as	regard ... as	make up for

1. The recreational travelers respond, _____, to lower fares and other inducements in pricing and selecting the destination for their trips.
2. Generally speaking, this kind of people _____ tourists since the primary reason for their trips is recreation.
3. Business people and government officials on specific missions, _____ people attending meetings or conventions often combine pleasure with their work.
4. The marketing approach for the two major divisions _____ tourists — recreational and business travelers — is somewhat different.
5. Their trips are not scheduled _____ lower fares; the destination is determined in advance, and the expense is usually paid for by their employers.
6. One of the main factors for _____ a tourist industry in many developing countries is the greater benefits being obtained from this promising field.
7. In modern times, the growth rate of tourism _____ an exceeding growth rate for the worldwide economy.
8. Sometimes it seems we can discover a new resort area springs up every day _____ sunny seaside and beach.



9. _____, the tourist industry is not a single entity, but one that consists of many different kinds of enterprises.
10. It should _____, however, that some large cosmopolitan cities are themselves the most important tourist destinations in the world.

Section Three

Put the Chinese in the brackets into English, according to the model pattern picked up from the text.

The more visitors, the more services and facilities they will need.

1. The more difficult the questions are, _____
(我就越不可能回答).
2. The more we think about our future job, _____
(今天我们就越需要抓紧时间多学点).
3. _____ (旅游业发展得越快), the faster the transport infrastructure must be expanded to take the extra traffic.
4. _____ (我们采取的措施越有效), the more profits we will get from the famous attractions.
5. The stronger the motivation a student has to learn a foreign language, _____ (那么他就学得越好).

In areas where tourism is the major source of income, there is often no choice of occupation and this figure would be much higher.

6. _____ (我们被告知只要有坚强的意志), there is a way when we are faced with difficulties and failures.
7. It is true that where there exist financial issues, _____ (迟早会发生广泛的动荡局面).
8. _____ (哪里有发达的交通), there is rapid development in its local economy.
9. _____ (哪里有游客), there are hotels, restaurants, attractions, bars, theme parks, car-hire companies, tourist information offices and so on.
10. Where there are world-widely cultural relicts, _____ (就有众多的来自不同国家的来访者).



Section Four

Group Discussion

1. The present situation of the tourism industry in China.
2. As tourism grows, the transport infrastructure must be expanded to take the extra traffic at airports, on roads, railways and at seaports, what effective measures we should take?
3. Explain a case related to the increasing employment in a tourist region.
4. Have you ever thought about what you would like to do after graduation?

Section Five

Cloze

A Tourist Industry

The development of tourism as a 1 industry depends on modern means of rapid and inexpensive transportation. For example, the greatest 2 in international tourism has paralleled the growth of air 3. Industrialization has produced the 4 conditions that are necessary for tourism. Among them is the creation of a large 5 of people with an amount of disposable income — income above and beyond what is needed for basic 6 such as food, shelter, clothing, and taxes. Another important condition is urbanization. Generally, 7 of the big population centers take more holiday trips than residents of rural areas. Long weekends and paid vacations are 8 other important conditions for the development of modern tourism. In some countries, the cost of the 9 for employees is subsidized partly or wholly by government, unions, or employers.

Tourism benefits not only airlines, hotels, restaurants, 10 taxi drivers, among others, but also many commercial establishments and 11 the manufacturers of such varied 12 as sunglasses, cameras, film, and sports clothing.

One of the principal reasons for 13 a tourist industry in many developing countries is the so-called multiplier effect of the tourist dollar. Money 14 for wages or in other ways is spent not once 15 sometimes several times for other items in the economy, such as the food and housing 16 tourist employees need. Another 17 of the tourist industry for the developing countries is that it is labor-intensive, a common feature of service industries. 18, the tourist