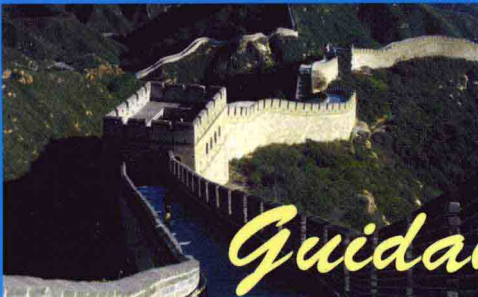


● 实用旅游英语系列

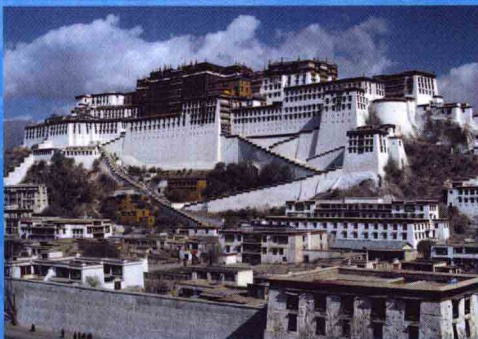


卜爱萍 魏国富 主编

*Guidance to Practical
English for Tourism*



实用旅游基础英语导读



 復旦大學 出版社
www.fudanpress.com.cn

实用旅游基础英语导读

Guidance to Essential English for Tourism

主编 卜爱萍 魏国富

编者 秦春红 官金燕 李 恩

復旦大學 出版社

图书在版编目(CIP)数据

实用旅游基础英语导读/卜爱萍,魏国富主编. —上海:
复旦大学出版社,2009.7
ISBN 978-7-309-06583-1

I. 实… II. ①卜…②魏… III. 旅游-英语-高等学校-教材 IV. H31

中国版本图书馆CIP数据核字(2009)第055375号

实用旅游基础英语导读

卜爱萍 魏国富 主编

出版发行 复旦大学出版社 上海市国权路579号 邮编200433
86-21-65642857(门市零售)
86-21-65100562(团体订购) 86-21-65109143(外埠邮购)
fupnet@fudanpress.com http://www.fudanpress.com

责任编辑 倪琴芬

出品人 贺圣遂

印刷 上海肖华印务有限公司
开本 787×960 1/16
印张 26.25
字数 457千
版次 2009年7月第一版第一次印刷

书号 ISBN 978-7-309-06583-1/H·1317

定价 39.00元

如有印装质量问题,请向复旦大学出版社发行部调换。

版权所有 侵权必究

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《实用旅游基础英语导读》,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。

《实用旅游基础英语导读》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. There are 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.

本教学参考书按课文自然段落分段讲解,每一段都包括回答问题、语言要点讲解、课文翻译,并附补充阅读的译文及练习答案等以便于教师课堂教学。下面是建议的教学安排。

Suggested Teaching Plan

Suggested Time and Teaching Plan for Unit 1-14.

Time	Contents	Plan
2 periods	<p>Preview</p> <p>Intensive Reading</p> <p>Comprehension Exercises</p> <p>Extensive Reading</p> <p>Supplementary Reading</p>	<p>Preview</p> <p>The teacher begins with the preview to make sure that the students have a general idea of what this unit is about.</p> <p>Part I Intensive Reading</p> <p>The teacher</p> <p>A. lets the students answer the pre-reading questions;</p> <p>B. helps them identify the main idea of each paragraph with the help of the comprehension questions;</p> <p>C. analyzes some difficult sentences and some language points.</p> <p>Part II Comprehension Exercises</p> <p>After discussing the whole text, the teacher guides the students through the second section of this unit — the text-related exercises, focusing on certain items or leaving some exercises as the students' homework according to the students' levels.</p> <p>Part III Extensive Reading</p> <p>The teacher</p> <p>A. calls the students' attention to the structure of the passage, and helps them to work out the outline of the passage;</p> <p>B. asks the students to retell the passage with the help of the outline;</p> <p>C. analyzes some difficult sentences and some language points.</p> <p>The exercises can be done either in or after class.</p> <p>Part IV Supplementary Reading</p> <p>This passage should be read by the students themselves as fast-reading in class. The exercises can be done either in or after class.</p>

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

Contents

Unit One	1
Part I Intensive Reading	2
The Biggest Employer in the World	3
Part II Comprehension Exercises	10
Part III Extensive Reading	16
What Is Tourism?	16
Part IV Supplementary Reading	24
Tourism	24
Unit Two	29
Part I Intensive Reading	30
Tourist Motivation	31
Part II Comprehension Exercises	39
Part III Extensive Reading	44
Range of Services for Tourists	44
Part IV Supplementary Reading	54
Pilgrimage Tours	54
Unit Three	59
Part I Intensive Reading	60
Travel Agency	61
Part II Comprehension Exercises	70
Part III Extensive Reading	75
Resort Representative	75
Part IV Supplementary Reading	84
Tour Guide	84
Unit Four	90
Part I Intensive Reading	91
Business Tourism	92

Part II Comprehension Exercises	99
Part III Extensive Reading	104
Fast-food Service	104
Part IV Supplementary Reading	112
Three Features of Tourism Products	112
Unit Five	118
Part I Intensive Reading	119
Tour Operators	120
Part II Comprehension Exercises	128
Part III Extensive Reading	133
The Principles of Tour Operations	133
Part IV Supplementary Reading	143
Suzhou Embroidery	143
Unit Six	149
Part I Intensive Reading	150
Coach Travel	151
Part II Comprehension Exercises	157
Part III Extensive Reading	162
Chinese Furniture	162
Part IV Supplementary Reading	170
Mazu	170
Unit Seven	176
Part I Intensive Reading	177
Hotel Grading Schemes	178
Part II Comprehension Exercises	184
Part III Extensive Reading	189
The Great Wall	189
Part IV Supplementary Reading	198
Wooden Fish	198
Unit Eight	203
Part I Intensive Reading	204
Chinese Manners in Daily Life	205

Part II Comprehension Exercises	211
Part III Extensive Reading	217
The Customs of the Thousand Lakes Province	217
Part IV Supplementary Reading	225
Problems of Cultural Differences	225
Unit Nine	231
Part I Intensive Reading	232
Shanghai	233
Part II Comprehension Exercises	239
Part III Extensive Reading	245
Taiyuan—A City Rich in Buddhist Culture	245
Part IV Supplementary Reading	255
Chenghuang Temple and Shanghai Snacks	255
Unit Ten	261
Part I Intensive Reading	262
Lijiang	263
Part II Comprehension Exercises	269
Part III Extensive Reading	274
The Yangtse River Gorges	274
Part IV Supplementary Reading	284
Taste the Beauty of Chongming Island	284
Unit Eleven	290
Part I Intensive Reading	291
Shaanxi	292
Part II Comprehension Exercises	300
Part III Extensive Reading	305
The Earthly Paradise—Hangzhou	305
Part IV Supplementary Reading	314
Jing De Zhen	314
Unit Twelve	321
Part I Intensive Reading	322
Shenyang Imperial Palace	323

Part II Comprehension Exercises	331
Part III Extensive Reading	336
A Pearl on the Old Silk Road	336
Part IV Supplementary Reading	344
Dr. Sun Yatsen's Mausoleum	344
Unit Thirteen	350
Part I Intensive Reading	351
Central Park	352
Part II Comprehension Exercises	359
Part III Extensive Reading	365
Rome	365
Part IV Supplementary Reading	374
Auckland	374
Unit Fourteen	381
Part I Intensive Reading	382
Lu Xun	383
Part II Comprehension Exercises	390
Part III Extensive Reading	395
Confucianism	395
Part IV Supplementary Reading	404
The First Emperor of Qin	404

Unit One

Highlights

Preview

Objectives

Class Presentation

Part I

Intensive Reading

The Biggest Employer in the World

Part II

Comprehension Exercises

Part III

Extensive Reading

What is Tourism?

Part IV

Supplementary Reading

Tourism

Preview

This unit introduces readers to tourism. The first passage tells readers that tourism is by far the world's biggest employer, creating jobs not only in travel agencies and transportation companies, but also in the destination region. The second passage briefly refers to two main definitions of tourism and three main categories tourism falls into. The third passage mainly tells readers that modern tourism, as a discipline, has only recently attracted attention and there is much room for further research.

9. Objectives

After studying this unit, the students are expected to be able to

1. master the basic language and skills necessary to give statistics, definition and classification;
2. understand the main ideas of the three passages, and master the useful sentence structures and words and expressions found in the exercises relevant to the first two passages;
3. retell the second passage;
4. talk about the topics related to tourism.

11. Class Presentation

Part I 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?

Key: It is forecast that by 2006, roughly 385 million people (11.1 percent) will have jobs connected with tourism.

2. What is the implied meaning of the phrase “a temporary job” mentality?

Key: The implied meaning is that there is a danger of lack of commitment to better service to the visitor.

3. Why are employers unwilling to spend much money on training their employees?

Key: Because these employees will leave at the end of a season in which there is only a short period to make profits, or recoup losses.

4. With the development of tourism, what effective measures should we take?

Key: The transport infrastructure must be expanded; new accommodation units must be provided; and additional staff should be found to work as guides, drivers, beach attendants, immigration officers and all the public service functions related to an increase in population.

5. What benefit will people acquire from the improvement of employment?

Key: The improvement of employment will bring wealth and better living standards all round.

Text The Biggest Employer in the World

1 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 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.

Title of the Text

1. Chinese Version

世界雇主之最

2. Language Points

employer: *n.* person or company that employs others 雇佣者; 雇主(可指人, 也可指工厂、商店等) **e. g.** *They're not good employers, i. e. They treat their workers badly.* 他们不是好雇主。 **employee** *n.* 受雇者; 雇工

Para. 1 of the Text

1. Questions about this Paragraph

- 1) How many people are now employed directly in tourism ?

Key: About 255 million people.

- 2) How many people will have jobs connected with tourism by 2006?

Key: About 385 million people.

2. Chinese Version

根据世界旅游及旅行理事会(WTTC)的初步估计,到目前为止旅游业是世界上吸纳就业人员最多的行业,直接在该行业就业的人数约为2.55亿。约占就业人口的6%。此数字还不包括许多与旅游业相关行业的就业人数。如果把直接的和间接的与旅游相关的从业人员包括在的话,估计人数将会更高。据报道到2006年在旅游业就业的人数大约有3.85亿(11.1%)。

3. Language Points

make an estimate of: 给……作一估计;评价 **e. g.** *The manager made an estimate of the market just now.* 经理刚刚对市场作了一个评估。

in the region of: 大约 **e. g.** *It will cost in the region of \$300.* 大约要花费300美元。

take ... into account: 考虑 **e. g.** *We should take everything into account before we take action.* 我们要三思而后行。

forecast: vt. to estimate or calculate in advance, especially to predict (weather conditions) by analysis of meteorological data 预测, 预报 **e. g.** *It is forecast that the economic situation will be improving soon.* 据预测,不久经济形势会有所好转。

2 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.

Para. 2 of the Text

1. Questions about this Paragraph

3) Where do the people working in tourism often have their jobs?

Key: In hotels, restaurants and bars and, to a certain extent, in tourism, transport and travel services.

4) Where are there more people whose jobs are connected with tourism?

Key: In areas where tourism is the major source of income and people have no choice of occupation.

2. Chinese Version

从一定程度上说,该行业的大部分工作岗位都在旅游目的地、宾馆、饭店、酒吧以及旅游交通和旅游中介服务。多达 25% 的人口直接或间接地从事与旅游相关的工作。在以旅游业为主要收入的地区,常无别的职业选择,因此从事旅游业人员会更多。

3. Language Points

to a certain extent: 某种程度上,部分地 **to some/ what/ such an/ a certain, etc. extent e. g.** *I agree with you to a certain extent, but ...* 我在一定程度上同意你的意见,但……| *To some extent you are correct.* 在某种程度上你是正确的。| *To what extent can he be believed?* 可以相信他到什么程度?

up to: 等于 **e. g.** *Faced with the difficulties, his plan is up to nothing.* 面对困难,他的计划等于零。| *I can take up to four people in my car.* 我的汽车最多能坐四个人。

(be) engaged in: 从事;忙于 **e. g.** *He is engaged in what he is fond of.* 他从事的是他喜欢的工作。| *She is engaged in washing her hair at present.* 她现在正忙着洗头。

3 The seasonal nature of leisure¹⁵ travel means that work in the tourism industry is often sought by students needing an income during the summer vacation¹⁶. The need for employers to have flexibility¹⁷ to call on extra staff at peak times¹⁸, such as evenings and weekends, and reduce their workforce as business slows down¹⁹, has led to a high proportion²⁰ of jobs being part-time. This, in turn²¹, can create a 'temporary job' mentality²². If employees are only 'in transit'²³, in the tourism business and do not regard²⁴ it as a career, there is a danger of lack of commitment to better service to the 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.

Para. 3 of the Text

1. Questions about this Paragraph

- 5) Why are there many students working in the tourism industry during the summer vacation?

Key: Because of the seasonal nature of leisure travel.

6) Why does tourism often have a high proportion of jobs being part-time?

Key: Because employers need to have flexibility to call on extra staff at peak times and reduce their workforce as business slows down.

2. Chinese Version

休闲游的季节性特点意味着旅游业的工作常有需要收入的学生在暑假做兼职。对雇工的需求具有相当的灵活性,在旅游高峰期,尤其是在晚上和周末时就需要更多的人员,而在淡季又要裁减劳力,因此就导致了很大一部分的工作具有兼职性质。于是许多雇员只是把它看作临时性工作。如果雇员在旅游业的工作仅仅当作过渡性的而不是把它作为一项职业来做,就很容易产生对工作缺乏责任心而对游客不能提供更好的服务。这些兼职工作者在旅游旺季结束时又将离去,而雇主仅在这短暂的时间里获取利益或弥补损失,因此他们也不愿意对雇员在最低限度培训以外的方面进行任何投资。结果导致此行业的工资一路走低。

3. Language Points

at peak times: 在旺季 e. g. *Visitors from all over the world pour in at peak times every year.* 每年在旅游旺季世界各地的游客都涌到这里来。

slow down: 衰退,萧条 e. g. *The economic development slows down due to the inflation.* 由于通货膨胀,经济发展速度缓慢。

in turn: 转而,反过来 e. g. *She gave me a pen as my birthday gift in turn.* 她转而送了一支笔给我作生日礼物。| *Theory is based on practice and in turn serves practice.* 理论以实践为基础,反过来又为实践服务。

in transit: 在运输中,在途中 e. g. *His letter must have got lost in transit.* 他的信一定在途中遗失了。| *At the moment I have no address. I am in transit.* 我眼下尚无地址,因为我在旅途中。

regard as: 把……视为,认为……是 e. g. *He regards swimming as his favorite sport.* 游泳是他最喜欢的体育运动。

be reluctant to do: 不愿(做) e. g. *He was reluctant to go there for a visit with us.* 他很不情愿跟我们一起去参观那个地方。

make profits: 获益 e. g. *What a manager does is to make profits for the company.* 经理的职责就是要让公司获益。

as a result: 结果 e. g. *He got over the mountain as a result.* 他最终爬过了那座山。

4 With increasing prosperity³² in the developed countries of Europe and North America, more people will travel to long-haul³³ destinations. This creates jobs not only in travel agencies³⁴ and transportation³⁵ companies in the originating³⁶ countries, but also in the destination region. The more visitors, the more services and facilities³⁷ tour operators will need-hotels, restaurants, bars, attractions³⁸, theme parks, car-hire companies, tourist information offices and so on³⁹.

Para. 4 of the Text

1. Questions about this Paragraph

7) What leads to more people traveling to long-haul destinations?

Key: The increasing prosperity in the developed countries of Europe and North America.

8) What benefit can long journey bring?

Key: It can create jobs not only in travel agencies and transportation companies in the originating countries, but also in the destination region.

2. Chinese Version

随着欧洲和北美的发达国家经济的繁荣,更多的人喜欢长线旅游。这不仅给旅游客源国的旅行社和旅游客运公司创造了很多工作机会,而且也给旅游目的地地区带来了很多的就业岗位。游客越多,需要的服务以及设施也就越多,如宾馆、饭店、酒吧、旅游景点、主题公园、汽车租赁公司和旅游咨询公司等。

3. Language Points

and so on; 等等 e. g. She once visited Beijing, Nanjing, Shanghai and so on.
她曾经游览过北京、南京和上海等地。

5 As tourism grows, the transport infrastructure must be expanded to⁴⁰ take the extra traffic at airports, on roads, railways and at seaports. Associated⁴¹ jobs to support this development will follow. New accommodation⁴² units must be provided, thus giving jobs to people in the construction⁴³ industry. Jobs will be created or additional staff found to work as guides, drivers, beach attendants, immigration⁴⁴ officers and all the public service functions related to⁴⁵ an increase in population.

Para. 5 of the Text

1. Questions about this Paragraph