



高职高专旅游专业教改教材



旅游英语

Tourism English

陈的非 刘建金 © 主编

 中国轻工业出版社

高职高专旅游专业教改教材

旅游英语

陈的非 刘建金 主 编

 中国轻工业出版社

图书在版编目 (CIP) 数据

旅游英语 / 陈的非, 刘建金主编. —北京: 中国轻工业出版社, 2012.9

高职高专旅游专业教改教材

ISBN 978-7-5019-8005-5

I. ①旅… II. ①陈… ②刘… III. ①旅游 - 英语 - 高等职业教育 - 教材 IV. ①H31

中国版本图书馆CIP数据核字 (2012) 第163850号

责任编辑: 史祖福 责任终审: 张乃柬 整体设计: 锋尚设计
策划编辑: 史祖福 责任校对: 晋 洁 责任监印: 张 可

出版发行: 中国轻工业出版社 (北京东长安街6号, 邮编: 100740)

印 刷: 北京画中画印刷有限公司

经 销: 各地新华书店

版 次: 2012年9月第1版第1次印刷

开 本: 787 × 1092 1/16 印张: 13.75

字 数: 314千字

书 号: ISBN 978-7-5019-8005-5 定价: 28.00元

邮购电话: 010-65241695 传真: 65128352

发行电话: 010-85119835 85119793 传真: 85113293

网 址: <http://www.chlip.com.cn>

Email: club@chlip.com.cn

如发现图书残缺请直接与我社邮购联系调换

101250J2X101ZBW

前 言

旅游业是当今世界发展最迅猛的行业之一。旅游业在城市经济发展中的产业地位、经济作用逐步增强,对城市经济的拉动性、社会就业的带动力以及对文化与环境的促进作用日益显现。目前,全球旅游业的接待规模每年约7亿人次,据预测,到2020年将增至15亿人次。旅游行业的迅猛发展带来了大量的就业机会,在未来10年中,全球旅游业将每2.5秒创造一个新的工作机会。因此,这对旅游从业人员的素质提出了更高的要求。而掌握英语已成为旅游产业从业人员素质的必然需求,旅游英语也自然成为旅游高等职业教育中基础素质教育的重要组成部分,处于旅游类专业骨干课程的地位。

针对旅游类专业课程建设的需要,我们组织编写了高职高专《旅游英语》教材。本教材由九个项目构成,每个项目下又分为若干任务。其基本结构为: **Part One: Situational Dialogues**, 介绍旅游服务或日常沟通中的某一场景,学生通过学习这些场景对话掌握基本服务交际语言; **Part Two: Useful Expressions**, 总结每个任务下旅游服务与日常沟通时经常用到的句式,提升巩固学生英语应用能力; **Part Three: Related Tips and Strategies**, 为拓展学生旅游专业知识视野,在此部分内容中加入了旅游专业技能及旅游文化介绍; **Part Four: Practice**, 是多种类型的练习题,便于学生课后进一步巩固并提升语言应用能力。

本教材可供高职高专旅游管理专业、涉外旅游专业使用,也可作为行业职业培训教材使用。

本教材由广东轻工职业技术学院陈的非老师和广东外语外贸大学刘建金老师担任主编,广东轻工职业技术学院刘秀珍老师、何艳铭老师、陶静老师担任副主编。广东南湖国际旅行社的李秋容经理为本书的编写提供了不少支持和帮助。本书在编写过程中,还得到诸多旅游业专业人士的热心帮助,并参考和引用了许多国内外作者的研究成果,在此一并表示衷心的感谢。

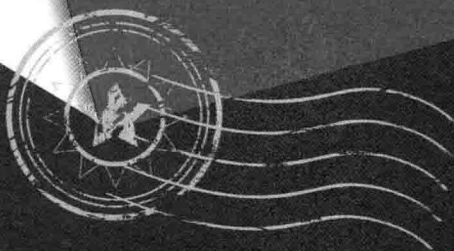
由于编者水平有限,本书内容如有缺点错误,敬请广大专家读者指正。

编 者

2012年6月

CONTENTS

| | | |
|-----|---------------|-------------------------|
| 1 | Project One | Tour Consultation |
| 23 | Project Two | Airport Service |
| 43 | Project Three | Receiving Guests |
| 69 | Project Four | At a Hotel |
| 95 | Project Five | Dining at Restaurant |
| 119 | Project Six | Sightseeing |
| 153 | Project Seven | Shopping and Recreation |
| 173 | Project Eight | Handling Problems |
| 195 | Project Nine | Seeing off Guests |
| 213 | 参考文献 | |

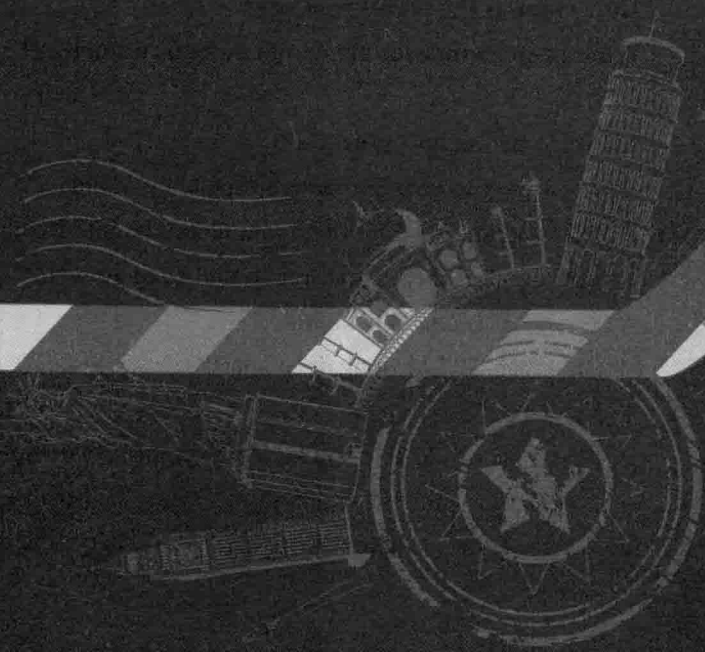


PROJECT ONE

Tour Consultation

After this project, can you

1. make/confirm/cancel travel reservation?
2. make itinerary planning for guests?





Task 1

Tour Reservation

After doing this task, are you able to

1. understand what and how to give travel information?
2. master the basic words and expressions about travel information?
3. get some cultural knowledge about travel information?
4. make/confirm/cancel travel reservation?
5. find ways to improve your writing skills about Letters on Travel Reservations?
6. be familiar with some domestic typical traveling routes?

Part One

Situational Dialogues

Scene 1 A Holiday Booking

(Linda is going to spend her 20-day holiday to Xinjiang. Now she is making a holiday booking at a travel agency.)

Questions

Will Linda go to Xinjiang singly or with a tour group?

How much is the travel package?

What preparation should Linda do before starting?

A=Staff B=Linda

A: Welcome Ma'am! What can I do for you?

B: Yes. I want to go to Xinjiang to spend my holiday.

A: No problem. We can offer a tour along the Silk Road.

B: Very good. Is there a tour group that I can go with?

A: Yes, there is one this month.

B: Oh, great! So how long does it last?

A: Eleven days.

B: Fine. I have a 20-day holiday. So exciting! How many places will we visit?

A: We'll visit over 15 different places. Most of them are along the Silk Road.

B: Where will we stay for the night? Will we stay with the locals?

- A: I'm afraid not. We can arrange hotels for you.
- B: What's the price for this travel package?
- A: Well, right now, it is RMB 2,200 Yuan, including everything such as airline tickets, tour guides, hotels and food.
- B: Can I get a discount?
- A: This is a special price. We can not further lower the price.
- B: I'd like a reservation for this tour. What shall I do?
- A: Please sign up here and pay a deposit.
- B: Well. Okay. Thanks for your help.
- A: I'm glad to be a help.

Word Bank

| | |
|----------|--------|
| silk | 丝绸 |
| local | 当地人 |
| discount | 折扣 |
| lower | 降低 |
| sign | 签字, 签名 |
| deposit | 抵押金 |

Notes

1. FIT (= foreign individual/independent traveler) (入境) 散客
2. the Silk Road 丝绸之路
3. sign up 报名 (或签约) 参加

Scene 2 A Group Travel Reservation

(A client telephones the Summer Travel Service, wishing to book a tour for his group. Julia explains the details and reserves such a tour for the client on the phone.)

Questions

Why does Brown book the tour?

Why does the travel service staff recommend Yangzhou?

Can you retell the details of this booking?

A=Staff B=Brown

A: Good morning, Summer Travel Service. Can I help you?

B: Yes, please. I'm with an office supplies company in Beijing. We'd like to book a group tour.

A: I'd be glad to help you. May I have the name of the group, sir?

B: Johnson Office Supplies Co., Ltd.

A: For how many people?

B: About 30.

A: What kind of tour do you have in your mind?

B: I think it should be something of incentive travel. In fact, we are planning a tour for our most hardworking staff.

A: Very good. Sir, have you read the proposal letter we sent to you?

B: Yes, I did. But we couldn't decide which place to go.

A: What about Yangzhou?

B: A good place. I've heard a lot about it.

A: It is a beautiful place, especially in April, the time of the year when you can see flowers everywhere.

B: That will be fine. Please reserve this trip to Yangzhou for us.

A: Okay, my pleasure. A flight to Yangzhou will depart from Beijing at 7:30 a.m., arriving at Shanghai Hongqiao Airport at 9:15 a.m.; then a limousine will pick you up there and take you to Yangzhou directly. It is only two hours' ride.

B: Sounds good. Well, does the flight fare include breakfast?

A: Yes, you may have complimentary breakfast since it is an early departure.

B: Wonderful. Can you also reserve hotel rooms for the nights during our stay in Yangzhou?

A: Sure. For how many nights?

B: Arriving Friday April 18 and leaving Monday April 21.

A: That will be three nights. Do you need a tour guide?

B: That would be better. But the guide must be able to speak English.

A: No problem, sir. May I have your name and phone number?

B: I'm John Brown. Please call me at 010-2020-3548.

A: Yes, Mr. Brown, you have booked a 4-day-3-night group tour for 30 people to Yangzhou in the name of John Brown, arriving on Friday April 18 and leaving on Monday April 21. Will the company pay all the charges?

B: Yes, we'll send you a confirmation in writing. Thank you for your help. Goodbye!

A: We're always at your service. Goodbye, Mr. Brown.

Word Bank

incentive

奖励的

proposal

建议

reserve

预订

depart

出发

limousine

接送旅客的旅游车, 豪华轿车

complimentary
confirm

(免费)赠送的
确认

Notes

1. incentive travel 奖励旅游
2. proposal letter 推荐信
3. pick sb. up 接人
4. flight fare 机票费用
5. in the name of 以……的名义

Part Two

Useful Expressions

Special terms

Key tourism organizations

World Tourism Organization (WTO)

(联合国)世界旅游组织

World Travel & Tourism Council (WTTC)

世界旅行及旅游理事会

China Tourism Association

中国旅游协会

Major types of tourist guides

tour manager/escort

领队/国际导游员

national guide/guide interpreter

全程导游员/全程翻译/全陪

international receptive tourist guide

国际接待导游

international tourist guide

国际导游

domestic tourist guide

国内导游

overseas travel tourist guide

国际游导游

local guide

地方导游员/地陪

scenic-spot guide

景点导游员

driver-guide

司机导游员

adventure guide

探险导游员

heritage interpreter

历史遗迹解说员

escort interpreter

陪同解说员

professional tour guide

职业/专职导游员

non-professional/amateur tour guide

非职业/兼职/临时导游员

*Helpful sentences***For a receptionist**

1. Good morning. Reservations, can I help you?
2. Just a moment, please. I'll check for you and see what's available.
3. Can you confirm those payment details in writing, please?
4. What kind of room would you like? How many rooms do you need?
5. May I know your arrival time and departure time at hotel, please?
6. Your reservation of the flight is made for Friday morning at 9:05, how will it be?
7. If you change your mind, please notify us as soon as you can.
8. Sorry, all the flight tickets of the Northwest Orient Airline company to Tokyo for 22nd have been fully booked. Shall I contact the other airline company for you?

For a guest

1. Will you please arrange for my train ticket? I need to book a berth on train 15 for Chengdu tomorrow.
2. I want to book a ticket of Singapore Airlines Flight 123 directly to Manila.
3. I want to reconfirm/cancel my reservation.
4. It's preferable to take an afternoon flight.
5. I am calling to revise the reservation we made yesterday.

**Part
Three****Related Tips and strategies****Tips****Details of Reservation**

Since any travel agency need to generate more business for themselves and earn money by charging fees or taking service commissions, usually they can provide a service system to the customers with options for what they need in a trip such as booking complete vacation package tours, resorts, plane/train/bus tickets, hotels, car rentals, excursions, etc. The channels of making reservation usually include: talking at counter, making a telephone call, sending a fax or email, making on-line reservation etc. While offering reservation service, a receptionist at travel agency has to pay attention to the following things:

1. If a guest comes to your travel service, help him/her write down all the necessary information in a reservation form; explain all the items listed on it clearly, making sure nothing being misunderstood. But if not, you may fill in the form by yourself or send it

to the customer.

2. The essential information for a reservation should cover: name, item, number, rate and billing, date, specific requirements, company name if any, contact person and telephone/fax/email.
3. Remember to reconfirm the reservation, making sure there is not any change in it.
4. Remind the contact person of the result of the reservation.

Strategies

Types of Tour

When traveling, we may choose to travel by ourselves or attend package tours organized by the travel agencies that attend to the details of transportation, itinerary, and accommodations for travelers. We can also book train tickets, air tickets or passages there.

Types of Tour 旅游类型

1. inclusive tour (包价旅游): A tour including transportation, hotels, transfers, sightseeing, and meals.
2. ecotourism (生态旅游): The tour of organizing holidays to natural areas, especially areas that are far away such as the rain forest, where people can visit and learn about the area in a way that will not hurt the environment.
3. fly-drive package tour (自驾游): An inclusive tour in which the traveler can have a self-drive rental car.
4. conducted tour (有导游陪同的旅游): A prearranged travel program for a group escorted by a guide.
5. foreign individual/independent tour (散客旅游): A prepaid tour including air, hotels, ground transfers, prearranged sightseeing and guide service for individuals.
6. culture-oriented travel (文化旅游): A tour in which travelers can enjoy folkways and folk-custom.
7. escorted tour (全程陪同旅游): A prepaid travel program of sightseeing, meals and accommodations for a group accompanied by an escort from the beginning to the end of the trip.
8. cruise (豪华游艇旅游): A tour on a large ship or a boat for pleasure.
9. leisure travel (休闲旅游): A tour in which travelers can relax and do things they enjoy.
10. special interest tour (专门兴趣旅游): A tour designed for clients sharing curiosity or concern about a common subject.
11. agricultural tourism (农业观光旅游): A tour in which travelers can appreciate agricultural life, such as going to the orchard, etc..
12. sports tourism (体育旅游): A tour including exploring, climbing, car rally, etc..

Part
Four

Practice

I. Complete dialogues

A=a receptionist B=a guest

A: Hello, _____ (广之旅旅行社). Can I help you?

B: Hello, _____ (我想预定一张广州到北京的机票), please.

A: I see. _____ (你能告诉我时间吗?)

B: In the morning next Saturday. And _____ (我想乘坐第一次航班).

A: _____ (请稍候). I'll check for you. Well, (有空座) at 8:00 a.m. flight of Eastern Airlines.

B: That's OK.

A: Do you want _____ (单程还是往返机票)?

B: One-way, please. I'm flying back to Guangzhou from Beijing.

A: Do you like _____ (头等舱还是经济舱)?

B: Economic class, please. I'd like a window seat.

A: OK. That will be 800RMB. Give me your name and your _____ (护照号码), please.

B: Jack Steward and the number of my passport is CN356267.

II. Role play

Suppose you are a tourist guide of a travel agency. You have met a group of foreign tourists at the airport. They are here for a 3-day tour in your city. Please tell them the itinerary and answer their questions concerning it.

III. Translation

1. In some of the places, the self-service facilities are also equipped to cope with overseas tourists.
2. All the state banks in China, like Bank of China, Agriculture Bank of China, Industrial and Commercial Bank of China and China Construction Bank, offering the money exchange service.
3. When exchanging foreign currency, a valid passport is required. The official exchange rate is used in most places so it's unnecessary to shop around for a better deal. The receipt must be retained to show when the RMB is changed back to your original currency before leaving China.

IV. Writing-skills

Sample

1. Reservation of Tickets for Plane

Mr. Joe Johnson
Hubei Vocational Technical College
No.1 Yuanquan Road
Xiaogan, Hubei, 432000
July 15, 2010

The Reservations Manager,
China Eastern
258 Weihai Road, Jing'an District
Shanghai 200034

Dear Sir/Madam

I wish to visit London on a business tour. Please kindly reserve for me a first-class seat on Flight Mu551, departing from Pudong Airport, Shanghai, at 13:20 on 28th July and arriving at London Heathrow Airport at 18:05 local time. Please confirm the booking as soon as payment is made by check. If it has already been booked up, please let me know what the next flight is on which you can book for me and the departure time.

Yours faithfully
(Signature)

2. Confirmation of Reservation

Dear Sir,

We have acknowledged your letter dated July 15 requesting us to book one first-class seat for you on a flight from Shanghai to London.

One seat has been reserved on Flight MU551 departing from Pudong airport, Shanghai at 13:20p.m. on 28th July and arriving London at 18:05p.m. local time on July 30.

The account will be sent to Bank of China, as requested.

Yours faithfully
(Signature)

Writing practice

1. Filling the following reservation letter by translating the Chinese in the brackets.

Dear Sir/Madam,

Mr. Zhang Changjiang, our Sales Manager, _____ (希望搭乘尽可能早点的从广州飞往纽约的班机)。

We would be obliged if you could book one economy class seat for him on a flight leaving Guangzhou on or about May 17. _____ (我们已委

托中国银行支付机票费和预约费), and we would ask you to submit your account directly to them.

We appreciate your early confirmation.

Sincerely yours,

Li Jing

2. Mr. Li Ming will fly to Wuhan on July 23 to attend a conference there. Please write to May Flower Hotel to reserve a single room for him for two nights from 23rd to 24th in July.



Task 2

Itinerary Planning

After doing this task, are you able to

1. understand what and how to give traveling advertisement?
2. master the basic words and expressions about traveling advertisement?
3. get some cultural knowledge about traveling advertisement?
4. find ways to improve your writing skills about advertisement for a tour itinerary?
5. be familiar with some domestic typical scenic spots?

Part One

Situational Dialogues

Scene 1

Agency Giving Suggestion

(Linda is going to spend her 30-day holiday by traveling all over Beijing. Now she is talking with a travel agency staff about the travel itinerary.)

Questions

How long is Linda's holiday?

What famous scenic spots does Linda choose?

A=Staff B=Linda

A: Where are you going for your summer vacation?

B: I'm thinking of traveling all over Beijing, but I haven't set up my mind yet.

A: How long is your vacation?

B: One month.

A: That's enough. But I still suggest you should choose one or two famous scenic spots. We're setting up a sightseeing plan for you. Is there anything you'd like to see particularly?

B: I'll leave it to you to choose. Anything would be welcome.

A: How about visiting the Great Wall first? It is of high historical value.

B: That's a good idea.

A: Then we suggest you go to the Summer Palace and the Palace Museum. We're sure you will be interested in these famous spots.

B: Thank you for telling me that. Then I'm going to Wanshou Hill and the 17-Arch Bridge to take some photos.

A: That's right! Wish you have a good time!

B: Thanks. I hope so.



Word Bank

vacation

假期, 休假

sightseeing

观光

Summer Palace

颐和园

Palace Museum

故宫

Wanshou Hill

万寿山

Scene 2 Discussing Itinerary

(The couple Mr. and Mrs. Black is going to travel in China. Now the travel service clerk is introducing the itinerary they've chosen.)



Questions

Can you retell the itinerary?

What unique natural southern features does Guangzhou have?

A=Mr. Black B=Mrs. Black C=a clerk at travel service

C: Good afternoon, Mr. and Mrs. Black. Now let's talk about your travel plan in China.

Here is a copy of the itinerary form of our Travel Service.

A: OK. Let's have a look.

C: As you see the itinerary form, first you will sightsee the most famous historical and prosperous city in the southern part of China, which locates on the line of the Tropic of Cancer—Guangzhou for two days. I'm sure you'll be deeply impressed with its unique natural southern features—lots of cultural and historic relics and well-known Cantonese cuisine.

B: Yeah. We know that it is a paradise of commerce and gourmet.

C: You said it. Then you'll go to the famous Danxia Geographic Park of Red Sandstone in the northwest of Shaoguan city.

B: Anything special over there?

C: Surely. It's said to be the largest and the best developed in the world, consisting of all the types and structures as the first name for all the red sandstone topography. The whole mountains look magnificently reddish.

B: I can't imagine how marvelous it is.

C: After that, you'll fly to the beautiful Hainan Island for 3 days. During your stay, we'll