

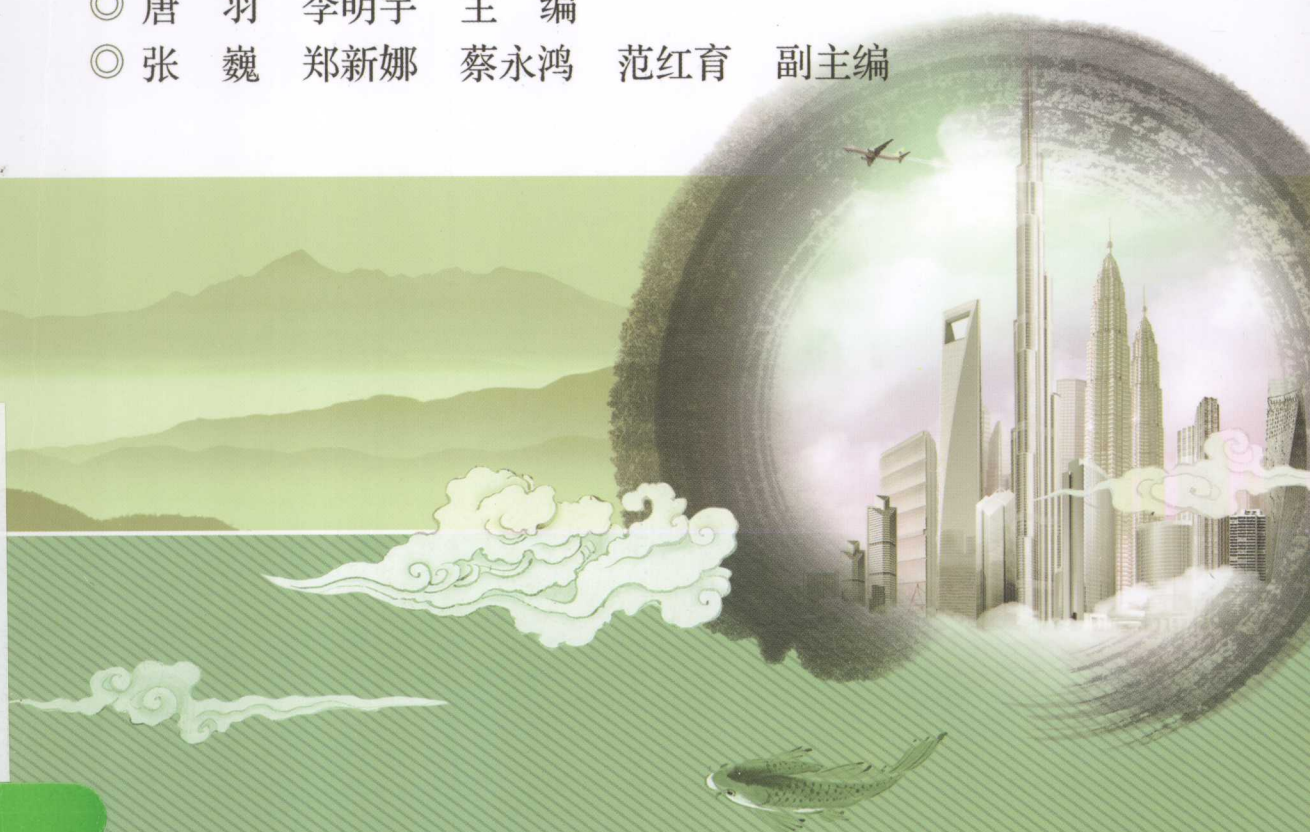
高等教育“十二五”规划教材·旅游酒店系列

旅游商务英语

LUYOU SHANGWU YINGYU

◎ 唐 羽 李明宇 主 编

◎ 张 巍 郑新娜 蔡永鸿 范红育 副主编



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内容简介

本书为高等职业院校旅游专业教材，共分十个单元，主要介绍旅游行业的基本知识、英语应用、旅游接待、旅游服务、旅游投诉、旅游安全、旅游法规、旅游英语、旅游文化、旅游地理等。本书可作为旅游专业及相关专业的教材，也可供从事旅游工作的从业人员参考。

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内 容 简 介

本书为旅游酒店管理专业系列教材之一,共分十个单元,配九套综合模拟测试练习题。每个单元由“学习目标、对话训练、快速阅读、写作技巧、补充阅读”等部分组成。每个单元一个主题,涵盖听、说、读、写、练等基本训练环节。本书主要内容侧重于旅游业的重要组成部分及最新的发展趋势,包括旅游业发展、旅行社业务、旅游咨询、导游服务、会展旅游、休闲旅游、生态旅游、旅游投诉、旅游市场营销、传统节日旅游等内容。

本书构思新颖,内容独特,实用性较强,使用范围较广,适合高等院校、应用型本科及高职高专旅游酒店管理专业教学使用,同时可用作旅游企业服务与管理人员的培训教材,也可作为旅游酒店从业人员自学的书籍。

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投诉电话:010-51686043, 51686008; 传真:010-62225406; E-mail: press@bjtu.edu.cn。



前言

旅游商务英语是高等院校、高等职业及专科学校、成人高校旅游酒店管理专业的一门核心课程。通过“听、说、读、写”四位一体的教学模式,使学生很好地掌握旅游酒店管理专业基本的理论知识及将英语语言更恰当地运用于旅游管理与服务的过程中。

随着旅游酒店业的迅速发展,我国在 2015 年将成为世界第一大旅游接待国。为了适应我国旅游业的蓬勃发展,适应世界第一大旅游市场的人才需要,我国各大专院校急需培养出既懂得旅游业专业知识又能够自如运用英语交流的复合型人才。因此,增强旅游专业外语教学具有重要的意义。

本书以“单元”为基本结构形式,将教学内容分解为若干个训练部分,向读者提供比较全面的学习及练习指导材料,并突出三大特色。

第一,实用性强。在编写过程中坚持实用性原则。专业知识通俗易懂,突出实际英语训练环节,重点强调对学生英语服务技能的培养。

第二,可理解性强。本书英文简练,主要运用各种旅游实际情景,使读者能够模仿真实环境进行训练。

第三,针对性强。围绕读者英语服务技能的内容和要求,着眼于景区景点的英语服务,突出专业性。

本书由沈阳工学院唐羽、沈阳大学李明宇担任主编。范红育(沈阳大学)老师提出本书的编写思路和框架结构,刘智峰(沈阳化工大学)老师设计各单元内容并负责全书的统稿工作。其中,唐羽(沈阳工学院)编写第 2、3、6、8 单元;李明宇(沈阳大学)编写第 4、7、9 单元;张巍(沈阳工学院)编写第

1、5、10 单元;唐羽、李明宇、张巍、郑新娜、蔡永鸿(沈阳工学院)共同编写习题部分。

本书作为辽宁省大学生实践教育基地（沈阳工学院—沈阳假日大厦有限公司实践教育基地）建设项目的系列教材之一、沈阳工学院教学改革立项课题“旅游酒店英语课程内容改革研究与实践”的成果之一、酒店管理专业精品课程的主干教材，我们结合旅游市场的发展和职业的实际需要，体现“课程结构职业化，实际操作模块化，顶岗实习标准化”的应用型教学模式。

本书在编写过程中,参考了大量资料,部分来源于互联网和编者日常教学积累,有些资料无从核实准确出处,在此一并向相关单位和作者表示感谢。

限于编者水平所限，书中疏漏和不足之处在所难免，恳请专家与读者批评指正。

2013年7月

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Unit One



Learning objectives

After learning this unit, you should

- understand what and how to give travel information;
- master the basic words and expressions about travel information;
- be able to describe the development of tourism;
- find ways to improve your writing skills about letters on enquiries.



Part 1 Speaking

Dialogue 1

A Fit Holiday Booking

(S: Staff G: Guest)

S: Welcome madam! What can I do for you?

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

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

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

S: Yes, there is one this month.

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

S: Eleven days.

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

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

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

Dialogue 2

A Group Travel Reservation

(S: Staff G: Guest)

S: Good morning, Summer Travel Service. Can I help you?
 G: Yes, please. I'm with an office supplies company in Beijing. We'd like to book a group tour.
 S: We'd be glad to help you. May I have the name of the group, sir?
 G: Johnson Office Supplies Co., Ltd.
 S: For how many people?
 G: About 30.
 S: What kind of tour do you have in your mind?
 G: I think it should be something of an incentive travel. In fact, we are planning a tour for our most hardworking staff.
 S: Very good. Sir, have you read the proposal letter we sent to you?
 G: Yes, I did. But we couldn't decide where to go.
 S: What about Yangzhou?
 G: A good place. I've heard a lot about it.
 S: It is a beautiful place, especially in April, the time of the year when you can see flowers everywhere.
 G: That will be fine. Please reserve this trip to Yangzhou for us.

- S: Okay, my pleasure. A flight to Shanghai 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.
- G: Sounds good. Well, does the flight fare include breakfast?
- S: Yes, you may have complimentary breakfast since it is an early departure.
- G: Wonderful. Can you also reserve hotel rooms for the nights during our stay in Yangzhou?
- S: Sure. For how many nights?
- G: Arriving Friday April 18 and leaving Monday April 21.
- S: That was three nights. Do you need a tour guide?
- G: That would be better. But the guide must be able to speak English.
- S: No problem, Sir. May I have your name and phone number?
- G: I'm John Brown. Please call me at 010-2020-3548.
- S: 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?
- G: Yes, we'll send you a confirmation in writing. Thank you for your help. Goodbye!
- S: We're always at your service. Goodbye, Mr. Brown.



Part 2 Reading

Tourism—the Sunshine Industry

Tourism and tourists in Profile



The tourism industry, known as the sunshine industry, has become one of the most important economic influences of modern times.

Tourism has been one of the fastest growing industries in recent years. Indeed, the growth rate of tourism has generally exceeded the growth rate for the worldwide economy. Sometimes it seems as though a new resort area springs up every day. The shores of the Mediterranean and Caribbean Seas and the Pacific coastlines of Mexico, Florida, and Hawaii are only a few of the areas that have been intensively developed.

In spite of this rapid growth, it is not easy to define tourism, and accurate statistics are not easy to obtain. Tourism necessarily involves travel; a tourist is usually defined as a person who is visiting some place other than his usual residence for more than 24 hours. A tourist is distinguished by the length of his trip from an excursionist, who is away from his usual residence for less than 24 hours, or at most a weekend.

The question of purpose, however, also must enter into the definition of tourism. Many people travel entirely for the purpose of recreation or pleasure; they are people on holiday. Some people travel for reasons of health. Other people travel to visit friends or relatives, a reason that has become more important because of increased mobility throughout the world. Still others travel in order to educate themselves in accord with the old precept that travel can widen educations.

All of these people are generally considered tourists since the primary reason for their trips is recreation. Most tourist statistics also include people who are traveling on business. Among them are businessmen and government officials on specific missions, as well as people attending meetings or conventions. Another kind of business travel is the incentive trip. A bonus or reward is given, for example, to a salesman who has exceeded his quota. Many people among those traveling on business often combine pleasure with their work. They also use the same transportation, accommodations, and catering facilities as holiday tourists.

Not included in the area of tourism are people who travel to some place in order to take up a job there. Students who travel to another region or country where they are enrolled in a regular school are not usually included in tourist statistics either.

The marketing approaches for the two major divisions among tourists—recreational and business travelers—are somewhat different. The recreational travelers respond to a

greater degree to lower fares and other inducements in pricing and selecting the destination for their trips. In a technical phrase, they make up a price elastic market. The business groups, on the other hand, make up a price of inelastic market. Their trips are not scheduled according to lower fares, the destination is determined in advance, and the expense is usually paid for by their employers. They are looking for dependable rather than inexpensive service. Business travelers also make more trips to large cities or industrial centers than to resort areas, although many conventions are now held at resort hotels. It should be noted, however, that some large cities, such as London, Paris, New York, Rome, Beijing and Shanghai, are themselves the most important tourist destinations in the world. Because of this, it is difficult to separate pure recreational travel from business travel.

The Evolution of Modern Tourism

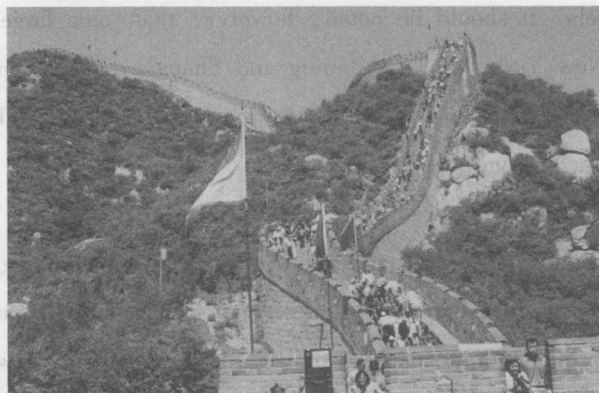
Tourism is a relatively new phenomenon in the world. Since being away from home is a necessary component of tourism, its development as a mass industry depends on modern means of rapid and inexpensive transportation. Tourism as we know it today began with the building of the railroads in the 19th century. In fact, the words tourism and tourist themselves were not used for the first time until about 1800. The first tour in the modern sense was put together by Thomas Cook in England in 1841, and the firm of Thomas Cook & Sons has remained one of the prominent names in the tourist industry. Steamships also increased tourism, especially across the North Atlantic, the major route of modern tourism. The automobile and the airplane in still more recent times have also become major modes of transportation for recreational purposes. The greatest growth in international tourism has taken place only since the end of World War II in 1945, and it has paralleled the growth of air transportation.

Industrialization has produced the other conditions that are necessary for tourism. Among them is the creation of a large number of people with an amount of disposable income—income above and beyond what is needed for basic expenses such as food, shelter, clothing and taxes. Another important condition is urbanization, the growth of large cities. Residents of the big population centers take more holiday trips than residents of rural areas. Anyone who has been to Paris in August, for example, cannot help but observe that a great many of the inhabitants—with the exception of those who

serve foreign tourists—are away on vacation.

The importance of industrialization can be seen from the fact that approximately 80 percent of international tourists come from the industrialized countries—Canada and the United States, the nations of Western Europe, and Japan. Two of these countries, the United States and Germany, account for about half of this tourist traffic. In addition, all of these countries generate a large amount of internal tourism.

Tourism in Developing Countries



However, international travel to East Asia and Africa is rising at a rate greater than for the world as a whole. About three-fourths of the world's people live in the Third World countries—about 38 percent in China and India. Over the last decade, tourist arrivals and receipts in the Asia-Pacific region rose at a rate faster than most parts of the world, almost twice the rates of industrialized countries. Every projection indicates that this trend will continue for the next decade and beyond.

Mexico, a Third World country, provides some six million visitors to the U. S. annually (about half as many as the visitors from Canada). Mexico has a population of 85 million; Canada, about 26 million.

Sun-and-sea areas that are near the major markets for tourists derive a large part of their income from tourism. On the Mediterranean, Spain, Portugal, Greece, Morocco, and Tunisia all have highly developed travel industries. Off the coast of the United States, the Bahamas and Bermuda among others attract large numbers of tourists.

If the statistics on numbers of tourists are inexact, those on their expenditures are

even more so. Some of the figures are relatively accommodations, such as the amount of money spent on long-distance travel, hotel accommodations, and catering services within the hotels. Other statistics, however, present problem in analysis. How large a proportion of the sales of stores in or near resort areas can be attributed to tourist spending? Or how much do tourists spend on local transportation or entertainment? Even though it is difficult to arrive at exact figures for these expenditures, it should be noted that tourism benefits not only airlines, hotels, restaurants, and taxi drivers, among others, but also many commercial establishments and even the manufacturers, of such varied items as sunglasses, cameras, film, and sports clothing.

One of the principal reasons for encouraging a tourist industry in many developing countries is the so-called multiplier effect of the tourist dollar. Money paid for wages or in other ways is spent not once but sometimes several times for other items in the economy—the food that hotel employees eat at home, for example, or the houses in which they live, or the durable goods that they buy.

In some countries the multiplier can be a factor as high as three, but it is often a lower number because of leakage. Some of the dollar may soon leave the destination (“a leakage”) to pay for imported fuel, food, furniture, and other items that are not available locally, or are not competitively priced, or are not of the desired quality. Some of the dollar may go abroad as interest payments or profits to nonresidential investors. Some goes for local and national taxes. The part that remains may be rapidly spent within the economy, invested or saved. In some tourism areas, it has been necessary to import workers. Many of these workers cause leakages in the form of remittances to their home countries.

Another attraction of the tourism industry for the developing countries is that it is labor-intensive; that is it requires a large number of workers in proportion to the people who are served. This is a common feature of service industries, which deal with intangible products—like a holiday—rather than tangible products—like a refrigerator.

Major Components of the Sunshine Industry

The tourism industry can be categorized the following sectors: accommodation and catering, transport, travel organizers, attractions and destination organizations.

The two main groups of travel organizers are retail travel agents and tour operators,

although other groups, such as conference organizers, also go to make up this sector. The tourism attractions sector is very diverse and is made up of natural and built resources. It comprises gardens, national parks, theme parks, amusement parks, wildlife parks, temples, ancient monuments, museums, art galleries, heritage sites, and so on. In addition to these “permanent” attractions there are many temporary attractions such as events and festivals. Every year, the Kite Festival in Weifang, Shandong Province, the Ice Sculpture Festival in Harbin, northeast of China, attract hundreds of thousands of visitors and become increasingly popular.



Part 3 Writing

Enquiries

询价信

询价信是旅行社业务往来中一类重要的商业信函。旅游者、旅行社及其他相关部门在业务往来过程中，经常要写信索取各种旅游产品的资料，希望了解对方的服务项目、价格表、支付方式等信息。

Sample Writing I

Dear Sir,

One of my friends used your travel service when he visited China this summer. He said your service is superb. He suggested I should ask your company to arrange our trip.

I want to take 15 students to visit China next June and we intend to visit Beijing, Shanghai, Xi'an and Guilin. We prefer to stay in a downtown hotel but with reasonable price. Could you please package a tour for us and send us some available information on your organized tours featuring these cities?

Looking forward to your earliest reply.

Yours sincerely,

Lily

Sample Writing II

Dear Sir,

We learned from China Travel Service that you are a leading tour packager in Xi'an. We are desirous of establishing business relations with you.

Some of our clients are very interested in your Silk Road Tours. Would you please send us your itinerary and price list if available?

Hoping to hear from you soon.

Yours sincerely,

Lucy

Sample Writing III

Dear Sir,

You were our tour guide in Xi'an in May this year. We were a family of 5 plus grandparents. (We arranged our trip through China Holiday Tours, Beijing)

Anyway, we have some family members (2 adults and 3 children) coming to visit us in Beijing and we would like them to see Xi'an. Could we have you as our tour guide from October 22 to 25? We would also need you to arrange transport from the railway station (coming) and to the airport (returning to Beijing). I expect they would like to see the City Wall, the Muslim Mosque, Bell Tower, and of course the Terracotta Warriors.

We are looking forward to your early reply.

Yours sincerely,

Lucy

Writing Practice:

You have decided to go to Nanjing for three weeks. Please write to a travel agency giving him details of your request and ask him to package a tour for you.