

黑龙江省社会科学研究项目



旅游英语

TOURISM ENGLISH

姚丽梅 董琳 等编著
马华泉 主审




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黑龙江省社会科学基金项目

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内 容 简 介

随着我国旅游事业的蓬勃发展,旅游英语的作用日益凸显。如果你想要成为熟练应用英语的旅游人才,如果你想练习你的英语,如果你想为自己的出行尤其是出国旅游提供便利,那么这本书将成为你旅游道路上的良师益友。

本书编著的内容从旅行社、导游说起,到接团、入住、赏景、美食、购物,展现了旅游美妙的全过程英语世界,并配以不同类型的旅游形式,使之更加贴近生活。第二部分的美景介绍,不仅能让游客提前领略美景,而且也为旅游专业人员提供了经典的美景英语导游词。阅读和学习本书不仅能增长旅游的专业知识,领略祖国美景,同时也能提高读者的英语听说能力,加强旅游专业人员的双语服务能力。

本书可作为社会就业人员在提高旅游英语求职能力时使用,也可用来提高旅游专业领域的英语水平,并可作为高等院校旅游管理相关专业的教材,同时也可作为英语旅游爱好者提供国内经典美景赏析。

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前言

PREFACE

本书是黑龙江省社会科学研究规划项目成果,项目编号为 12E085。

随着我国旅游事业的蓬勃发展,旅游市场对旅游服务与管理人才的素质提出了更高的要求,这对旅游英语专业是一个严峻的挑战,我们迫切需要培养出既通晓旅游管理专业知识,又具备外语交际能力的旅游服务及管理人才以适应国际化发展的需求。英语作为一种国际化的语言,必然在旅游业起到不可忽视的重要作用。而讲英语是一种技能,如果能将英语应用于旅游的各个环节更是一种能力,这种能力不仅仅是针对旅游专业人员而言的,同时也针对想要出国旅游的游客。本书就是针对专业从事旅游职业、社会上想要从事该专业的人员或者高等院校旅游管理专业学生而编著的。通过对本书的阅读与学习,读者能够增加旅游基本知识和应用技巧,同时也能够增强英语这门语言在旅游过程中的应用能力。

本书共分两个部分,共 25 章。第一部分是旅游基本知识,共 10 章。分别为第 1 章——雾淞旅行社;第 2 章——苏州新导游;第 3 章——云南跟团游;第 4 章——宾馆;第 5 章——欣赏美景;第 6 章——天津美食;第 7 章——哈尔滨购物;第 8 章——文化旅游;第 9 章——自驾游;第 10 章——周边游。每一章节中包括 Seeing Is Believing, Dialogues, Readings, ABC for Tour Guides 等部分,内容新颖,实用性强。第二部分分为 15 章,分别介绍了各地风情各异的美景,包括吉林雾淞、天安门广场、北戴河、香格里拉、长城、故宫、哈尔滨、天坛、颐和园、布达拉宫、大昭寺、兵马俑、孔庙、中山陵、呼伦贝尔草原,等等。本书的内容涵盖面广,从旅行社、导游说起,到接团、入住、赏景、美食、购物,展现了英语世界中旅游的美妙的全过

程,并配以不同类型的旅游形式,使之更加贴近生活。同时第二部分的美景介绍,不仅能让游客提前领略美景,而且也为旅游专业人员提供了经典的美景英语导游词。

本书的特点有:实用操作性——本书面向所有旅游专业人士和旅游爱好者而编撰,所写内容涵盖面广,涉及导游工作的全过程及旅游的各个重要环节,详细地介绍旅游行业中的餐饮业、旅馆业、旅行社业务,重点突出,提供一些英文的实例和范文,便于学习者参考和模仿。按照本书建议,学习者可学以致用,不断获得成功。新颖性——本书提供了与大量旅游英语相关的最新信息,贯穿整个导游工作过程,这些信息贴近生活,读者使用起来备感亲切,可以产生事半功倍的效果。

本书可作为社会就业人员在提高旅游英语求职能力时使用,也可用来提高旅游专业领域的英语水平,并可作为高等院校旅游管理相关专业的教材,同时也为英语旅游爱好者提供了国内经典美景赏析。

本书由佳木斯大学姚丽梅、董琳、陈杰、姜冰冰、马文佳编著,由马华泉教授主审。具体编著分工如下:姚丽梅编写了第一部分的2,10章和第二部分的1~5章;董琳编写了第一部分的3,6章和第二部分的6,8章;陈杰编写了第一部分的1,5章和第二部分的7,14章;姜冰冰编写了第一部分的8,9章和第二部分的13,15章;马文佳编写了第一部分的4,7章和第二部分的9~12章。全书由姚丽梅、马文佳统稿、校订。

在本书的编著过程中,征询了许多旅游业及英语方面的专家和学者,以及其他旅游工作者的意见,在此谨向他们一并致谢!

囿于作者水平,书中难免存在不妥与疏漏之处,欢迎广大读者批评指正。

编著者
2013年7月



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第一部分 旅游基本知识

Part I Basic Knowledge of Tour

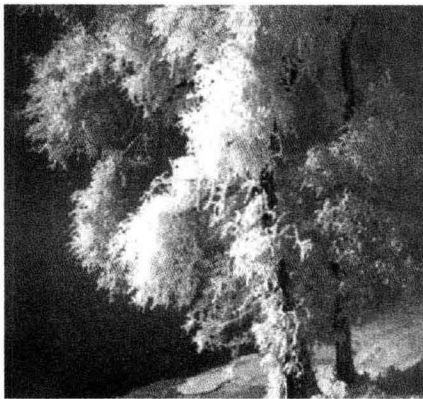




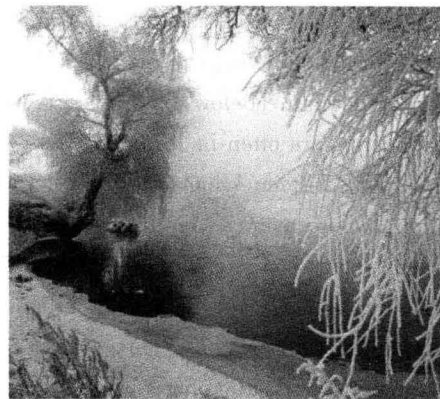
Unit One >>>

Rime Travel Service

1.1 Seeing Is Believing



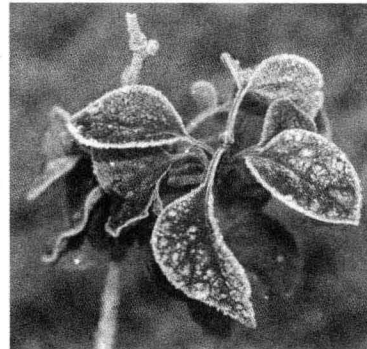
Rime



Fog



Hoar frost



Frost

1.2 Background Information

吉林雾凇 Jilin Rime

Jilin Rime, which is a mixture of the winter beauty with ice and snow, is called 'spring scenery in winter'. It is ranked as one of the Chinese four natural wonders, as the other three are the landscape of Guilin, stone forest of Yunnan and the Three Gorges. As a natural wonder, it is rare and some-what miraculous. Maybe in some places in our country, people can catch sight of the rime sometimes. However, Jilin Rime is the most beautiful and famous one for its own special characteristics. The trees along the 10 miles bank of Songhua River, dangled in the falling frost yesterday. With the sunrise of the new day, all the trees are dressed in white. Old pines with shining white in the 10 miles bank are definitely a miracle. This is Jilin Rime.

Rime, in Chinese, is also called Shugua. There are two kinds of this phenomenon, granule and crystal. Jilin Rime belongs to the latter. It can only be formed in the severe conditions: more water vapor, temperature below -25 centigrade, wind power below 3 level. Here are the reasons why rime appears more often in Jilin city. As we all know, Songhua River flows through Jilin city in the shape of S. Fifteen kilometers from here up to the Songhua River lies Fengman Hydronic Power Station, whose average depth is 70 meters. In the coldest winter days, its water keeps its temperature at about 4 centigrade, 30 degrees higher than the temperature in the air above the water. It is running down several tens of kilometers across the city with its vast thermic energy. The vast amount of water steam vaporizes from the unfrozen river, meets the cold air, forming the pattern of miraculous floating fog, when it meets the suitable natural condition, it turns into crystal fog on the branches of pines and willows on either bank of the river, thus the world-renowned rime takes into shapes.

Jilin Rime lasts longer, and appears thicker and more usual than other areas' for its right location. The best time to enjoy it is between late December and late February the next year. During this period, the rime may appear 60 times or more. Rime can be appreciated in three steps: night fog, hanging ice branch in the morning, and falling icy flower at noon. Waling among the beautiful trees with rime, we are dreaming and wandering in a fancy silver snow wonder land.

1.3 Dialogues

• Dialogue One

I. Vocabulary

prefer *v.* like better 较喜欢

resort *n.* [C] popular holiday center 度假胜地

figure *n.* [C] a person, esp. a famous person 人物, 名人

heritage *n.* [U] sth which one receives by right from an old member of the family 遗产, 继承物

landscape *n.* [C] a wide view of country scenery 风景, 景色

package *v.* pack up, organize 打包, 包办, 组织

fare *n.* [C] money charged for a journey by a bus, ship, taxi, etc. 费, 票价

brochure *n.* [C] a small thin book with a paper cover, especially one giving instructions or details of a service 小册子

II. Dialogue: Asking for Traveling Advice



Agent: Good morning, sir. Can I help you?

Smith: Ah, yes. I want to take a trip. However, I have no idea where to go.

Agent: Do you want to stay in this city, or would you prefer to go to other places?

Smith: I think I'd like to go to other places.

Agent: Then, what would you like to do? Would you like to see different places? Or would you prefer to stay at a resort and relax yourself?

Smith: I would like to see different places. That's more interesting.

Agent: What about some places of historic figures and culture heritage?

Smith: Er... I prefer to see some natural scenery, such as, landscapes, famous mountains and great rivers, and so on.

Agent: I see. How about Guilin landscape? Here's a trip that is packaged by one of the airline companies. It includes your air fare and the cost of the hotel. I think you may be interested in it.

Smith: Well, that sounds nice. However, is there any other place?

Agent: Yes, there're many. For example, the Huanglong Scenic Area in Sichuan Province, Suzhou Gardens, Jiuzhaigou, five great mountains, and so on.

Smith: Jiuzhaigou?

Agent: Yes. It's also located in Sichuan Province. It's a world of water, the clearest in the world. The local people of Jiuzhaigou call the lakes there "Haizi".

Smith: Thank you. I think I'd better think it over before I make a decision.

Agent: Would you like something different?

Smith: Something Different? What do you mean?

Agent: Oh, now it is winter. In north China, it is very cold. You can go there to enjoy the beautiful snow scenery, such as Harbin Ice and Snow Artworks, Jilin Rime etc.

Smith: Jilin Rime? Sounds wonderful! I'll take the brochures if I may.

Agent: Of course. Is there anything else I can do for you?

Smith: No, thanks. I'll come to you when I have decided.

Agent: Okay.

III. Exercise

1. Chose the best answer:

(1) Mr. Smith is asking for some advice on _____.

A. whether to go for a trip or not

B. who he shall go with

C. where to go for a trip

D. how to go for a trip

(2) What kind of place does Mr. Smith want to go? _____

- A. A resort to relax. B. Places of historic figures.
C. Places of cultural heritage. D. Places of natural scenery.

(3) How many places does the agent recommend? _____

- A. Three. B. Four. C. Five. D. Six.

(4) Mr. Smith is more interested in _____.

- A. Guilin Landscapes B. Huanglong Scenic Area in Sichuan Province
C. Jilin Rime D. Jiuzhaigou

2. Read the following statements carefully, then judge which one is true and which is false.

If it is false, try to correct it.

() (5) Mr. Smith is making a phone call with a travel agent for some advice on trip.

() (6) Huanglong Scenic Sites in Jiangsu Province is one of the agent's recommendations.

() (7) People in Jiuzhaigou call the seas there "Haizi".

() (8) Mr. Smith can't decide in the end and leaves with nothing.

3. How to give advice to others, please find some useful patterns in this dialogue. If you know more, share some more with your classmate.

4. Read aloud this patterns then make some sentences using these patterns.

Could you please do...?

Why don't you do...? /Why not do...?

Would you like to do...?

Would you mind doing...?

What about doing...? /How about doing...?

Shall we do...?

Let's do...

• Dialogue Two

I. Vocabulary

detail *n.* [U] 各种细节, 详情 such single parts considered together

include *v.* 包括 have as a part, be made up out of

package *n.* [C] 一整套东西, 一揽子交易 a set of related things sold or offered as a unit

coach *n.* [C] 长途客运汽车 a comfortable bus used for long-distance travel or touring

accommodation *n.* [C] 住宿; 膳宿 somewhere to live or stay, often also providing food or other services

terrific *adj.* 极好的; 玩得很愉快的 very good and especially enjoyable; excellent

II. Dialogue Two: Consulting Information Desk

Susan: Is there anything I can do for you, sir?

Tom: I read in your travel brochure about your tours to Jilin.

Susan: Yeah. We have two tours each week, leaving Monday and Thursday mornings.

Tom: How long is the tour?

Susan: Two days.

Tom: How much is it?

Susan: Total price is five hundred Yuan.

Tom: Can you give me more detail on what's included in the package?

Susan: Sure. The coach leaves at 8:00 a.m., in front of our office. The drive takes about six hours, with two stops to see some sights.

Tom: What about the hotel accommodations?

Susan: You'll be staying at Sunshine Hotel. It's a three-star hotel.

Tom: Sounds very good. Are all meals included in the price?

Susan: Yes, all meals are included in the price I gave you.

Tom: Oh, terrific! Thank you very much for your help.

Susan: You are welcome. Anything confusing, you can go for me!

Tom: It's very kind of you! See you!

Susan: See you!

III. Role Play

Situation 1: You will have 5 days off recently, and you want some advice from the travel agency on where to go. The travel agent Xiao Wang serves you. Please make a conversation between you and Xiao Wang, then role play with you partner.

Situation 2: You want to go to Jilin city, then you go to the travel agency to ask some information about beautiful sceneries in that province. Make a conversation between you and travel agent, then role play.

1.4 Readings

• Reading One

Company Brochure

驰骋西北

“世园会”后决战新疆 最佳战略伙伴

※ 旅游承诺：

1. 你的团只游到甘肃宁新，全疆免车马，决无强制消费
2. 不管淡旺季，我方确认团队只要搞不定火车卧铺：立刻补偿客人500元/人
3. 集团统一采购成本价支持，使你纵横市场，百战百胜
4. 全年累计交我方五日游以上团队达300人者返广告费10元/人，500人者返广告费15元/人

全国免费咨询电话：400-8886-176
未开通400地区：0937-8886-176

实力赢得市场 市场决定利润

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操作中心总监：李霞 13309373122
姚艳芳 刘红玲

How to Write a Company Brochure

A brochure is a very simplistic and informative guide of basically what your business is about. A brochure is used as a portable marketing tool. The purpose of a brochure again is to spread the word of what you do and really in the easiest most user friendly way possible. So in other words not to wordy. You want to clearly emphasize what it is you do. What's the main theme

of your business. What's the main message. Now to set this up, you can do this again on line for yourself in which case you can use a program like Microsoft Publisher that will give you the template of how to do this. Or you can go to greater photographic artist who can help you structure this. The key to this is to focus on the theme, to keep it simple, entertaining, interesting and informative. If you are going to design the brochure yourself and you are going to follow for example Microsoft Publishers structure, then this is a very easy simplistic guide and you follow it yourself. Please remember the colors of your company. Remember the logo. Remember the business that you are in. Remember the structure of what you are trying to communicate. The theme or the steps, very important. The type face, the graphics, everything should replicate what it is you do. Remember keep it small and simple because people don't have that much time and interest to focus too long. You just want to get the key points and where people can come to you. How they can communicate with you. What they have to do.

Here is an example brochure of a travel agency.

About Us

Jilin Rime World International Travel Service Co. Ltd is a private joint-stock company which is invested to set up by several career men in Jilin tourist circle. It is authorized by the National Tourist Bureau, registered in the Industrial and Commercial Bureau of Jilin Province (registered capital RMB 2.1 million), and transacted its management license in the provincial Travel Bureau. With flexible mechanism, unattached property right, advanced management, abundant strength and distinctive personality, the company mainly deals in inbound tourism, and domestic tourism.

We have advanced modern office establishment and dedicative and quality guides and a passel of caretakers which have been engaged in tour career of many years, seasoned, faithful and have extensive social relationship. With wide and solid network of sell and client reception, good cooperation with hotels, airlines, railways and motorcades, we will be able to provide high grade service for your tour. We are eager for your presence. We hope to progress and create resplendence together with tourist coteries and all new and old friends!

To consume clearly and travel happily, simple promise can give great guarantee on your consume behalf. Our tourist product is not the cheapest but the most comparable. "View the World" is your sage choice, and we'll provide you the most satisfying service to return your trust!

Questions:

1. What are the basic features of a brochure?
2. How to write a brochure?