国家社会科学基金"十一五"规划课题 "以就业为导向的职业教育教学理论与实践研究"研究成果



全国高等职业教育旅游大类专业规划教材

# 旅游英语教程

English for Tourism

康 陆 主 编





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# 旅游英语教程

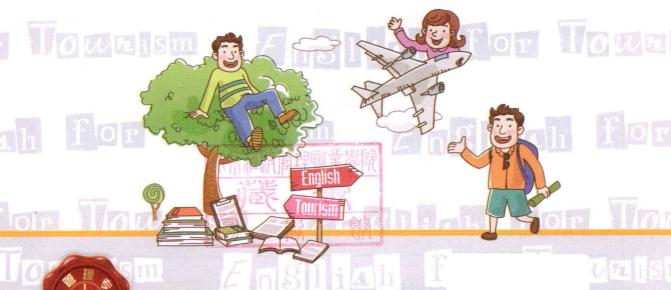
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#### 内容简介

本书是全国高等职业教育旅游大类专业规划教材,国家社会科学基金"十一五"规划课题"以就业为导向的职业教育教学理论与实践研究"研究成果。以"实用为主,够用为度"的高职教育教学原则为指导,将旅游知识技能与英语语言能力相融合,旨在为学生提供涉外旅游活动中的真实情境和语言素材,同时培养学生发现、分析、解决问题的能力。

本书共分十二个单元,每个单元包括导入、学习目标、热身、情景对话、常用句型、主题短文、参考景点、补充内容、完成对话、句子翻译、写作练习和幽默故事十二个部分。内容涉及交通、餐饮、住宿、观光、娱乐、购物等旅游活动所涉及的各个领域。

本书适合作为大专院校特别是高职院校旅游专业的教材,也可作为旅游服务管理人员和英语爱好者的工具书和参考用书。

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国家社会科学基金(教育学科)"十一五"规划课题"以就业为导向的职业教育教学理论与实践研究"(课题批准号BJA060049)在取得理论研究成果的基础上,选取了高等职业教育十个专业类开展实践研究。高职高专旅游类专业是其中之一。

本课题研究发现,高等职业教育在专业教育上承担着帮助学生构建起专业理论知识体系、专业技术框架体系和相应职业活动逻辑体系的任务,而这三个体系的构建需要通过专业教材体系和专业教材内部结构得以实现,即学生的心理结构来自于教材的体系和结构。为此,这套高职高专计算机类专业系列教材的设计,依据不同课程教材在其构建知识、技术、活动三个体系中的作用,采用了不同的教材内部结构设计和编写体例。

承担专业理论知识体系构建任务的教材,强调了专业理论知识体系的完整与系统,不强调专业理论知识的深度和难度。追求的是学生对专业理论知识整体框架的把握和应用,不追求学生只掌握某些局部内容的深度和难度。

承担专业技术框架体系构建任务的教材,注重让学生了解这种技术的产生与演变过程,培养学生的技术创新意识;注重让学生把握这种技术的整体框架,培养学生对新技术的学习能力;注重让学生在技术应用过程中掌握这种技术的操作,培养学生的技术应用能力;注重让学生区别同种用途的其他技术的特点,培养学生职业活动过程中的技术比较与选择能力。

承担职业活动体系构建任务的教材,依据不同职业活动对所从事人特质的要求,分别采用了过程驱动、情景驱动、效果驱动的方式,形成了"做中学"的各种教材的结构与体例。由于旅游大类专业毕业生的职业活动,基本上是情景导向的,因此多数旅游大类的教材多数采用了情景导向的教材结构。这对于培养从事旅游业高技能型人才的个性化服务理念,情景导向的思维方式、规范而又不失灵活的行为方式、富有情感的语言和

交往沟通能力,特别是对游客的情感和旅游管理与服务情景的敏感特质, 是十分有效的。

本套教材从课程标准的开发、教材体系的建立、教材内容的筛选、教材结构的设计,到教材素材的选择,均得到了旅游业行业专家的大力支持,他们依据旅游业不同职业的职业资格标准,对课程标准提出了十分有益的建议;他们根据课程标准要求,提供了大量的典型职业活动案例,使教材素材鲜活起来。国内知名职业教育专家和一百多所高职高专院校参与本课题研究,他们对高职高专旅游类高技能人才培养提出了宝贵的意见,对高职高专旅游类专业教学提供了丰富的素材和鲜活的教学经验。

这套教材是我国高职教育近年来从只注重学生单一职业活动逻辑体系构建,向专业理论知识体系、技术框架体系和职业活动逻辑体系三个体系构建转变的有益尝试,也是国家社会科学研究基金课题"以就业为导向的职业教育教学理论与实践研究"项目成果的具体应用之一。

如本套教材有不足之处,敬请各位专家、老师和广大同学不吝赐教。 希望通过本套教材的出版,为我国高等职业教育和旅游业的发展做出贡献。

邓泽民

随着经济全球化进程的深入,旅游业已经成为一个国际性行业。据国家旅游局统计,2010年,我国各地接待入境旅游游客达九千多万人。这无疑对我国的旅游服务行业提出了一个巨大的挑战。如何培养出既精通旅游服务知识和业务,又擅长英文表达的旅游英语服务人才,成为涉外旅游服务领域中亟待解决的问题。因此,"旅游英语"课程成为高职院校旅游管理专业的一门主干课程,担负起提高涉外旅游服务人员职业技能和专业素质的责任。正是基于这样一种人才需求以及课程建设的需要,在借鉴了以往旅游相关教材的基础上,我们编写了这本《旅游英语教程》。本书是全国高等职业旅游大类专业规划教材,是邓泽民教授国家社会科学基金(教育学科)"十一五"规划课题"以就业为导向的职业教育教学理论与实践研究"研究成果。

本书内容的编写是依据教育部对高职教育提出的"以就业为导向,以服务为宗旨,培养社会需要的技能型人才"这一要求,按照《高职高专教育英语课程教学基本要求》,坚持"以应用为目的,实用为主,够用为度"的指导方针,并对高职英语教学定位进行了充分论证的前提下着手组织完成的。

本书围绕旅游活动在不同层面、不同角度可能涉及的场所和情境, 共设置十二个单元的学习内容,每个单元设计十二个教学环节,即导人、学习目标、热身、情景对话、常用句型、主题短文、参考景点、补充内容、完成对话、句子翻译、写作练习和幽默故事。每个教学环节都有明确的任务,帮助学生在完成任务的过程中提高语言水平和作为旅游服务人员应具备的能力、素质,进而为将来从事旅游相关行业打下坚实基础。

- · Leading-in:导入,对本单元的一个概括介绍或是背景描述。
- Objects: 学习目标,本单元主要知识、技能要点的呈现。
- · Warming-up: 热身,通过图文匹配引发学生的学习兴致。
- Dialogue: 情景对话, 为学生提供模仿素材并要求学生小组表演或自编对话。
- Useful Expressions:特定场景常用句型,让学生熟记并做拓展练习。
- Text: 主题短文,组织读后回答问题并进行讨论。
- Reference: 参考景点,为学生提供世界各地景点导游词作为背诵的典范并要求展示。

# 前 言 FOREWORD

- · Supplement: 补充内容,介绍世界各地风土民情。
- Complet the Dialogue: 完成对话,要求学生根据上、下文语言情境补 全对话。
- Translation: 句子翻译,要求学生对给出的英(汉)句子进行翻译。
- Writing:写作练习,要求学生根据相关主题开展旅游应用文的写作训练。
- Humorous Story: 幽默故事,让学生们在轻松的氛围中结束一个单元的学习。

本书计划学时64课时,5~6个学时完成一个单元。每单元的十二个环节中,前六项内容为课上完成部分,后六项内容可布置学生课下自学,情景对话和主题短文分别设置两组,可由教师根据需要加以选择。

通过本教材十二个单元的教学,将使学生获得以下能力:

- 熟练掌握有关旅游服务接待中常用的专业词汇,了解旅游英语口语的特定表达方式。
- 加强旅游情景对话及角色扮演的训练,提高学生的听、说、译能力, 使其可以轻松灵活地与外国游客进行交流。
- 提高语言文化方面的修养,了解旅游出入境接待的相关知识和行业特点。
- 具备外语导游的语言能力和基本素养,增强对中、西方文化差异的深入理解。

本书由康陆担任主编。全书在编写过程中参阅了国内外新近出版的大量工具书及有关资料,同时得到了有关专家和外教的帮助和指导,在此一并表示由衷的感谢。

由于编者水平有限,书中疏漏之处在所难免,欢迎同行、专家和广大读者批评指正。

编 者 2012年3日

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### Unit 1 On Board

# Leading-in

You should get to the airport one hour and a half earlier so that you can have enough time to go through the boarding process. There is an electronic display which shows flight destination and time in the waiting hall. If there is no electronic display screen, you can find your airline company from the ticket, and then find the corresponding counter.

You will get a boarding pass and a luggage tag after you show your ticket and identity card to the personnel and consign the luggage. Then you can go to the passage to be inspected for security. You may wait for your flight at the gate displaying on your boarding pass after being inspected.

Generally speaking, the gate will be opened 15 minutes before the plane takes off. When you are on board, find your seat number according to the boarding card. Turn off your mobile phone before takeoff, fasten your seat belt and don't put the seat back recline or open folding table.

#### **Objects**

- 1. The process of boarding
- 2. The services on the plane
- 3. Tour and tourism
- 4. Air travel
- 5. Time in social life
- 6. Huangguoshu Waterfall

# Warming-up

Match the pictures with the expressions



Picture 1-1



Picture 1-2





Picture 1-3

Picture 1-4

中国东方航空武汉有限责任公司 CHINA EASTERN AIRLINES WUHAN COMPANY	登机牌 boarding pass	登視舞 boarding pass
競莊 MU 2501 座位 23B ★ 位 Class ₩	前班 MU2501	MU2501
日期 POSEP 登机日 AD9 級机厅	EM 20SEP	20SEP
好名 周安 Name ZHOUHONG Pleasing time 740	序位 Sent 23B	版位 Sea 23B
自的验 中国 Branch Shanghai		<b>阿许等</b> 101
FFKT78 1699380661	ME WEIKI	施位 W EIK!  ③ 中華東方松空 CHMA EASTUR

Picture 1-5

A. boarding pass	B. luggage	
C. air stewardess	D. airport	

#### E. aircraft cabin

### Dialogue 1

(Jack is at the check-in counter.)

Clerk: May I help you?

Jack: Yes, can I check in for Flight BC432 to Guangzhou Baiyun, please.

Clerk: Please show me your ticket and passport.

Jack: OK, here you are.

Clerk: Let me see. Please wait a moment ... And do you have any luggage to check in?

Jack: Yes, I have two pieces of baggage.

Clerk: Please put them on the scales.

Jack: OK. Are they overweight?

Clerk: No.

Jack: Could you explain the free baggage allowance to me?

Clerk: According to current policy, each economy-class passenger's allowance is 22 kg of free baggage. The weight of each piece mustn't exceed 23 kg, and the dimensions mustn't exceed 158 cm. Your baggage isn't overweight. Here is your boarding pass and please go aboard at Gate Two.

Jack: Thanks for your help. Clerk: You are welcome.

# New Words and Expressions

登记 (入住) check in 护照:获得允许的手段 passport ['pa:spo:t] n. (英) 行李:(美) 皮包 luggage ['lagida] n. 刻度;等级;天平盘 scale [skeil] n. 使超重 overweight ['auvaweit] vt. 超重的 adj. 经济舱 economy-class 尺寸 dimension [di'men.fən, dai'm-] n. 面积;容积 pl.

# Dialogue 2

Passenger (A): Excuse me, miss. I don't know how to turn on the reading light.

Stewardess: Just press the switch on your arm rest. By the way, would you like a copy of the latest "TIME" ?

Passenger (A): Yes, thank you.

Passenger (B): I'm not feeling well, miss. Could I stretch out on those two empty seats?

Stewardess: No problem. You're probably airsick and I'll get some medicine for you right away. Here are your pillow and blanket.

Passenger (B): Thank you very much.

Passenger (C): Oh, I've just realized I don't have my traveling bag. I think I must have left it by your airline counter at the airport.

Stewardess: Don't worry, sir. Can you tell me what it is like?

Passenger (C): Yes. It is made of black leather, with my name and address on it.

Stewardess: All right. I'll have our ground personnel try to find it for you and can get it on tomorrow's flight if we find it.

Passenger (C): I really appreciate your help. This is my card.

Stewardess: That's fine. When the plane arrives tomorrow, we'll contact you.

# New Words and Expressions

开关:电闸 switch [swit, swit, swit, swit, switch] n. 伸出;延长;伸长 stretch out airsick ['səsik] adj. 晕机的 枕头;枕垫 pillow ['pilau] n. 全体人员:人事 personnel [pə:sə'nel] n.

#### **Useful Expressions**

1. I want a package deal including airfare and hotel.

我需要一个成套服务,包括机票和住宿。

2. I'd like to change this ticket to the first class.

我想把这张机票换成头等舱。

3. There's a ten thirty flight in the morning.

早上10点半有班机。

4. I won't check this baggage.

这件行李我不托运。

5. I'd like to sit in the front of the plane.

我要坐在飞机前部。

6. I have nothing to declare.

我没有要申报的东西。

7. I'll pick up ticket at the airport counter.

我会在机场柜台领取机票。

8. I'd like two seats on today's Northwest Flight 7 to Detroit, please.

我想订两张西北航空公司的今天飞往底特律的7班次机票。

9. We waited for John in the lobby of the airport.

我们在机场的大厅里等约翰。

10. I want to reserve a seat from Los Angeles to Tokyo.

我要预订一张从洛杉矶到东京的机票。

#### Text 1

#### The Travel Industry

The travel industry is the largest and fastest growing industry in the world. It spans the globe and provides employment and revenue in almost every nation. It promotes mutual understanding among people across the world, thus contributing to world peace.

World Travel and Tourism Council has declared that tourism is the world's largest growing industry. World Tourism Organization forecasts that international tourists will top one billion by 2010. Likewise, earnings are predicted to grow to \$1,550 billion by 2010. International tourism is the world's largest export earner and an important factor in the balance of payments of many countries. Also, travel and tourism is an important job creator, employing more than 100 million people around the world. Research shows that job creation in tourism is growing much faster than in any other industrial sector. Tourism jobs and businesses are usually created in the most underdeveloped regions of a country, helping to equalize economic opportunities throughout a nation and providing an incentive for residents to remain in rural areas rather than to move to overcrowded cities. Travel and tourism stimulates

enormous investments in new infrastructure, most of which helps to improve the living conditions of local residents and tourists. Tourism development projects include airports, roads, marinas, museums, sewage systems, water treatment plants, etc. The travel industry provides governments with hundreds of millions of dollars. International and domestic tourism combined generate up to 10 percent of the world's Gross Domestic Product (GDP) and a much higher share in many small nations and developing countries. These economic figures show that tourism has grown to be an activity of worldwide significance. For a number of countries, tourism is the largest commodity in international trade. In many others, it ranks among the top three industries. Tourism has grown rapidly to become a major social and economic force in the world. In the United States, for example, tourism is ranked as the third largest retail industry behind food and auto sales.

Directly or indirectly, tourism is part of the fabric of the world's industries, including transportation, retailing, advertising, sports, sporting goods and equipment, clothing, the food industry, and health care. Tourism also plays a part in most communication media, particularly in the travel sections of newspapers. There are many print and visual media of direct interest to tourism suppliers.

People have begun to recognize that tourism has the potential to be the largest peacetime movement in the history of mankind because tourism involves people: their culture, economy, traditions, heritage and religion. Tourism provides the contacts that make mutual understanding possible among peoples and cultures. Great leaders in many fields have extolled the social benefits to humanity that result from travel. Travel is one of the noblest human occupations. Solon, a famous Greek statesman, recommended that we travel in order to "see". To "see" is to increase understanding and appreciation of other lands. Marko Polo became a prince of merchants, papal envoy, favorite of Kublai Khan, master of exotic languages, war correspondent, and the first travel writer. His book describing his adventures, written in 1296, established the first bond between East and West. He was wonderstruck at the splendors that he saw and of which he heard. During the Renaissance, his book was the chief and almost the sole Western source of information on the East. His brief dip into history and mythology has but one purpose, i.e. to emphasize that travel and often written accounts of it in later years have done more to create bonds and mutual understanding between various peoples of the world than any other single force throughout civilization.

# **New Words and Expressions**

```
revenue ['revinju:] n.
                                      国家税收:税务署
mutual ['mju:tjuəl] adj.
                                      相互的;共同的
sector ['sektə] n.
                                      部门;成分
stimulate ['stimjuleit] vt.
                                      刺激:鼓励
investment [in'vestment] n.
                                      投资;投入
infrastructure ['infrə'str∧kt∫ə]
                                      基础设施
sewage ['sju(:)id3] n.
                                      下水道;污物
commodity [kə'məditi] n.
                                      日用品;商品
```

# Text 2

#### Flying Backwards and Forwards

Air travel is such an everyday experience these days that we are not surprised when we read about a politician having talks with the Japanese Prime Minister one day, attending a conference in Australia the following morning and having to be off at midday to sign a trade agreement in Bangkok. But frequent long-distance flying can be so tiring that the traveler begins to feel his brain is in one country, his digestion in another and his powers of concentration nowhere—in short, he hardly knows where he is.

The tiredness we normally experience after a long journey becomes more obvious when we fly from east to west or vice versa because we cross time zones. Air travel is so quick nowadays that we can leave after breakfast and be in New York on eight hours, yet what really disturbs us most is that when we arrive it is only lunch time but we have already had lunch on the plane and are expecting dinner.

Doctors say that since air travelers are in no condition to work after crossing a number of time zones, they should go straight to bed on arrival. Airline pilots, in fact, whose experience is so obviously different that it ought to serve as a guide, often live by their own watches, ignoring local time, and have breakfast at midnight if necessary. They have far less reason to worry about their health than businessmen they are used to flying and are physically fit.

Business men who go on long-distance flights, however, are usually out for promotion and flattered to have been chosen because it adds to their status and reputation in the firm. They are lucky if the company is enlightened enough to insist on them taking the doctor's advice and resting for a day before working. Sometimes the managing director is such an energetic character that he expects everyone to be as fit as he is. As he has never felt any ill effects after flying himself, the schedule he lays down is so tight that the employee is too exhausted to carry it out satisfactorily. He must either go strait to an important meeting as soon as his plane touches down or else return as soon as the meeting is over to report to his boss. Energetic directions of this type often do not realize how disastrous this policy may be for the man's heath and the company's reputation.

#### **New Words and Expressions**

有力的:精神饱满的 energetic [enə'dzetik] adj. 竭尽;用尽 exhaust [ig'zo:st] v. 灾难的 disastrous [di'za:strəs] adj.

#### Reference

#### Time in Social Life

In the United States, it is not customary to telephone someone very early in the morning. If you telephone him early in the day, while he is shaving or having breakfast, the time of the call shows that the matter is very important and requires immediate attention. The same meaning is attached to telephone calls made after 11:00 p.m.. If someone receives a call during sleeping houses, he assumes its' a matter of life and death. The time chosen for the call communicates its importance.

In social life, time plays a very important part. In the USA guests tend to feel they are not highly regarded if the attention to a dinner party is extended only three or four days before the party date. But it is not true in all countries. In other areas of the world, it may be considered foolish to make an appointment too far in advance because plans which are made for a date more than a week away tend to be forgotten. The meaning of time differs in different parts of the world. Thus, misunderstandings arise between people from cultures that treat time differently. Promptness is valued highly in American life, for example. If people are not prompt, they may be regarded as impolite or not fully responsible. In the US no one would think if keeping a business associate waiting for an hour. It would be too impolite. A person who is 5 minutes late is expected to make a short apology. If he is less than 5 minutes late, he will say a few words of explanation, though perhaps he will not complete the sentence.

#### Supplement

#### Huangguoshu Waterfall

Huangguoshu Waterfall is the largest of its kind in China as well as one of the world's most famous waterfalls. It is rated by the State Council as one of the Chinese key scenic spots in 1982. The waterfall is located on the Baishui Stream, which is a tributary of the Dabang River and flows across the border of Zhenning and Guanling counties, and is 137 kilometers southwest of Guizhou's provincial capital, Guiyang. It is a one-hour-and-a-half drive from Guiyang to this waterfall.

This waterfall is 68 meters tall and 81 meters wide. In summer and autumn, it roars thunderously and creates a heavy mist. The mist can stretch several hundreds meters and often enshrouds nearby famers' houses and their fairs and markets. In winter and spring, less water pours down the fall and it resembles a light satin curtain hanging down the 68-meter-tall cliff. This sight has astonished many famous Chinese travelers and scholars. A famous calligrapher of Qing Dynasty, Yan Yinliang, once likened it to nationally grown cotton.

Why has this waterfall been named Huangguoshu Waterfall? According to legend, there used to a large orchard by the waterfall where pomelo, or "huangguo" in the local dialect, as grown. Hence, the name Huangguoshu Waterfall.

Unlike waterfall in other countries, this cataract is unique in that it is the largest waterfall found in a Karst hill setting. It has a number of unique scenic features, the most remarkable of which is so-called "Water Curtain Cavern". The water Curtain Cavern is 134 meters long and it consists of 6 caverns, 3 fountains, and 6 passageways. A scene from Chinese TV's dramatic adaption of the literary classic, *Journey to the West*, was shot in



Picture 1-6

the cave. Professor Ford, the president of International Cave Association once commented, "The Water Curtain Cavern is the most beautiful and best preserved cave in the world."

### Complete the Dialogue

(Jack gets off the plane and is going to claim his lug	ggage.)	
Jack: Excuse me(1)(我该到哪里取行	李?)	
Clerk: The Luggage Claim Area is on this floor	(2)(朝前走,在第	第一个转角右转。)
You will see it.		
Jack: Thank you.		
(Jack finds the Luggage Claim Area.)		
Clerk: Hello, may I help you?		
Jack: Yes, I would like to claim my luggage.		
Clerk: May I see your luggage claim tag?		
Jack: Fine. Let me see(3)(可能在我的	口袋里。)Um Oh, yes. He	ere you are.
Clerk: CA 231 from New York to Shanghai Hongqia	no, yes?	
Jack: Yes.		
Clerk: The luggage from this flight is over there of	on the 3rd carousel. You can	go there and take
yours.		
Jack: Oh, I see(4)(所有的行李都已经	出来了吗?)	
Clerk: Yes.		
Jack: Thank you very much.		
Clerk: You are welcome		

# Translation 1

#### From English to Chinese

- 1. Ticket, please. A window or aisle seat, sir?
- 2. Economy fare for one way trip from New York to Shanghai is \$800.