



应用型大学特色英语系列读本

丛书总主编◎曹京华

丛书副总主编◎竹 玛

旅游英语读本

English for Tourism

本册主编◎聂志锋

本册副主编◎董维建



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总 序

教育部颁发的《大学英语课程教学要求》是指导我国大学英语教学的一个纲领性文件。该文件对大学英语教学性质的明确定位是“大学英语是以外语教学理论为指导，以英语语言知识与应用技能、跨文化交际和学习策略为主要内容，并集多种教学模式和教学手段为一体的教学体系”，大学英语的教学目标是“培养学生的英语综合应用能力，特别是听说能力，使他们在今后学习、工作和社会交往中能用英语有效地进行交际，同时增强其自主学习能力，提高综合文化素养，以适应我国社会发展和国际交流的需要”。

鉴于我国幅员辽阔，各地区、各高校之间差异较大，教育部根据实际情况明示了大学英语教学要求：“大学英语教学应贯彻分类指导、因材施教的原则，以适应个性化教学的实际需要。大学阶段的英语教学要求分为三个层次，即一般要求、较高要求和更高要求。这是我国高等学校非英语专业本科生经过大学阶段的英语学习与实践应当选择达到的标准。一般要求是高等学校非英语专业本科毕业生应达到的基本要求。较高要求或更高要求是为有条件的学校根据自己的办学定位、类型和人才培养目标所选择的标准而推荐的。”

根据以上精神，只有建设应用型大学，开展应用性教育，编写应用型教材，培养应用型人才，方能使独立学院在高等教育迅猛发展的形势下，保持可持续发展的态势。应用型大学是优势凸显，个性鲜明，具有特色的技术应用型高等院校，能充分适应市场经济和社会发展的需要。

因此，我们与时俱进，积极开展大学外语教学改革，突出应用特色，编写了这套《应用型大学特色英语系列读本》，突出外语加专业的应用型人才培养目标，把英语学习与专业学习紧密结合起来，使学生的英语知识和语言运用能力为专业学习服务。与社会接轨，学以致用，培养个性多元化发展的应用型创新人才，以便拓宽他们的就业渠道，更好地为社会服务，更好地拓展国际交流，是我们编写这套教材的基本理念和宗旨。本套教改教材共6册，根据云南大学旅游文化学院的专业设置，分为《财务管理与会计英语读本》《经济与贸易英语读本》《旅游英语读本》《酒店英语读本》《文学与新闻英语读本》及《信息技术英语读本》。

《应用型大学特色英语系列读本》系云南省教育厅云南省高等学校大学外语教改项目——“‘大学英语’突出应用特色”课题成果之一，曹京华教授担任总主编。曹教授花了大量的时间和精力负责全套书的框架设计，协商沟通，对比推敲，落实教改成果，审定书稿，撰写总序及申请科研出版经费等，并多方推荐书稿，联系出版，最终与云南大学出版社达成出版协议。

本教材由云南大学旅游文化学院外语学院的48位教师负责具体编写，具体的主编、副主编和参编教师见各分册前言。同时，竹玛老师还负责组织协调等具体工作。

本教材是在全体老师长期教学经验积累的基础上编写而成的。编者具备较深厚的语言学、第二语言习得及外语教学理论功底，同时长期在大学英语教学一线工作，有着较丰富的教学经历。历经几度寒暑，集全体编者智慧和心血的《应用型大学特色英语系列读本》的问世，是大家同心协力、共同努力的劳动成果。希望本教材能以其时代性、趣味性和实用性，为进一步推动大学英语改革贡献一份力量。

本教材紧扣云南省教育厅云南省高等学校大学外语教改项目——“‘大学英语’突出应用特色”立项要求，顺应语言学习的

规律,结合时代的发展和英语教育的需要,充分突出了在汉语的语境下学习英语的实用性、可行性和必然性。在编写过程中,我们积极借鉴近年国内外英语教材的研究成果,遵循循序渐进的教学原则和理论,并在总结多年英语教学经验的基础上,针对学生学习的特征,进行了新的尝试,取得了很好的教学效果。于是,我们决定正式出版这套教材。

本教材在编写过程中突出了以下几个特色:

1. 以提升学生的综合能力为主导,通过单项和综合的专门技能训练,培养学生快速反应、准确辨别、分析推理和归纳总结的能力。

2. 目标明确,任务细化,以期提升学生的语言技能和语言运用能力。以任务型教学为原则,环环紧扣,设计科学,能激活学生的语言知识与技能,帮助学生运用语言获取信息,表达思想,增进理解。

3. 注重实用性、新颖性、典型性和科学性,全方位提高学生的英语语言和社会文化知识水平。

4. 选材精当,主题新颖,话题广泛,以图强化培养学生的人文综合素质。选材注重英语语言、语音质量、文化内涵、思考意识,以及思想道德修养;注意当代大学生的关注点,以期提升其学习语言的兴趣。

5. 提供充分的语言输入和输出准备,启发学生通过储备知识导入新知识。

全书设计活泼美观,时代感强,能巩固知识,强化技能,拓展视野,满足新时期学生学习的需求。

《应用型大学特色英语系列读本》的正式出版,对于下一步全面实施应用型大学英语教学改革有着重要的参考和应用价值。该套教材既遵循外语教学规律与学习者的认知特点,又充分体现了独立院校应用型人才培养目标的新型教材特点,能够满足大学

英语教学需求，是教师教学参考和院校交流不可多得的辅助教材。

在本教材的编写过程中，我们得到了云南省教育厅、云南大学旅游文化学院领导的大力支持，得到了上海教育出版社的科研项目资助，得到了云南大学出版社总编辑和相关工作人员的鼎力支持。在此，一并向他们表示衷心的感谢。

编委们在编写过程中还参阅了大量国内外文献、书籍和杂志，并从国外相关广播、电视、电影和互联网上选取了部分文字资料，由于篇幅有限，未能一一列出名单，在此谨向国内外有关出版社和作者表示衷心感谢。由于时间仓促，编者水平有限，书中难免有疏漏和不妥之处，敬请赐教。

曹京华

2018年8月于昆明

前 言

2016年1月,云南大学旅游文化学院申请立项的云南省高等学校大学外语教改项目——“‘大学英语’突出应用特色”教学改革,目前已完成建设并结题,项目成果为《应用型大学特色英语系列读本》(共6册,以下简称《系列读本》)。参编人员全部为云南大学旅游文化学院的一线英语教师,曹京华教授应邀担任总主编。

把英语学习与专业学习结合起来,使学生的英语知识和语言运用能力为专业学习服务,是我们编写这套教辅读本的基本理念。《系列读本》根据学院的专业设置分为《财务管理与会计英语读本》《经济与贸易英语读本》《旅游英语读本》《酒店英语读本》《文学与新闻英语读本》及《信息技术英语读本》。本教辅用书经过总主编与编者团队两年多时间的反复修改,出版后对于下一步全面进行应用型大学英语教学有重要的参考和应用价值。

《旅游英语读本》是《系列读本》之一,适合于旅游管理专业的学生。本书精选与旅游管理相关的16篇英语文章,内容涉及旅游方面的吃、住、行、游、购和与旅游相关的中国传统文化等,共收入约400个相关英语词汇及200余条旅游核心术语。本书在内容上取材新颖,通俗易懂,难易程度适合于旅游管理专业的学生。本书不仅把语言学习与专业知识相结合,还配置了内容上相关、形式上简易的问题和练习题,使学生能有效地学以致用。

本书设计为每周一课,每课的结构如下:

1. Reading Guidance (导读): 是对本课课文的简要介绍,起到导入的作用。

2. Text (课文): 为选材新颖、通俗易懂的文章。

3. Notes (注释): 是针对文中重要信息点的解释与说明。

4. Words and Expressions (生词与词组): 文章的语言要点, 包括单词、词组及其用法, 尤其是对某些单词和词组在本单元以及在該学科里的特殊意义, 均给出中英文释义以及例句。

5. 课后练习: 练习设计为紧贴篇章语言要点的三个部分。第一部分是针对课文内容的理解性问题, 可加深学生对课文的理解、锻炼学生的思辨能力; 第二部分是词汇训练, 加强学生在具体的语言环境里应用相关语言要点的能力; 第三部分是翻译训练, 从篇章中选取重点句子, 训练学生的翻译能力。

本书的课文设计适于每周两学时上一课, 小班教学。教学方法可以多种多样, 如以任务为中心 (task-centered), 以文本为基础 (context-based), 以内容为依托 (content-based), 注意语境 (context-based), 将传统教学与现代技术相结合 (technology-aided), 突出技能 (skill-based), 强调自主 (autonomous learning) 等。

本书的编者来自教学第一线的英语教师, 主编聂志锋, 副主编董维建, 参加编写还有李四全、宫昊、曹琴、余芳、邴伟 5 位老师。作为“云南省高等学校大学外语教学改革青年项目”——“‘大学英语’突出应用特色”教学改革的成果之一, 本书的编写与出版得到云南省教育厅、云南大学旅游文化学院的指导与资助, 在此表示衷心感谢。

由于本书涉猎的专业性较强, 编者水平有限, 疏漏之处在所难免, 敬请专家和读者给予批评指正。

编 者

2018年6月于云南大学旅游文化学院

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Guideline

As a tour guide or worker, it is important and necessary for you to know the basic information about travel agency so that you can make sure you and companies' responsibilities.

Travel Agency

A travel agency is a retail business that sells travel related products and services to customers on behalf of suppliers, such as airlines, car rentals, cruise lines, hotels, railways, sightseeing tours and package holidays that combine several products. In addition to dealing with ordinary tourists, most travel agencies have a separate department devoted to making travel arrangement for business travelers and some travel agencies specialize in commercial and business travel only. There are also travel agencies that serve as general sales agents for foreign travel companies, allowing them to have offices in countries other than where their headquarters are located.

Travel agencies became more commonplace with the development of commercial aviation, starting in the 1920s. Originally, travel agencies largely catered to middle and upper class customers, but the post-war boom in mass-market package holidays resulted in the proliferation of travel agencies on the main streets of most British towns, catering to a working class clientele looking for a convenient

way to book overseas beach holidays

As the name implies, a travel agency's main function is to act as an agent, that is to say, selling travel products and services on behalf of a supplier. Consequently, unlike other retail business, they do not keep a stock in hand. A package holiday or a ticket is not purchased from a supplier unless a customer requests that purchase. The holiday or ticket is supplied to them at a discount. The profit is therefore the difference between the advertised price which the customer pays and the discounted price at which it is supplied to the agent. This is known as the commission. Most travel agencies operate on a commission basis, meaning that the compensation from the airlines, car rentals, cruise lines, hotels, railways, sightseeing tours and tour operators, etc., is expected in form of a commission from their booking. Most often, the commission consists of a set percentage of the sale.

The majority of travel agents have felt the need to protect themselves and their clients against the possibilities of commercial failure, either their own or a supplier's. They will advertise the fact that they are surely bonded, meaning in the case of a failure, the customers are guaranteed either an equivalent holiday to that which they have lost if they prefer, a refund. A travel agency is supposed to offer impartial travel advice to the customers.

There are two types of travel agencies. One is the traditional, multi-destination, out-bound travel agency, based in the originating location of the traveler and the other is the expertise on that location. At present, the former is usually a larger operator, while the latter is often a smaller, independent operator.

With general public access to the Internet, many airlines and other travel companies began to sell directly to passengers. As a

consequence, airlines no longer needed to pay the commission to travel agents on each ticket sold. Since 1997, travel agencies have gradually been disintermediated, by the reduction in costs caused by removing layers from the package holiday distribution network. However, travel agents remain dominant in some areas such as cruise vacation where they represent 77% of booking and 73% of packaged travel. In response, travel agencies have developed an Internet presence of their own by creating travel websites, with detailed information and online booking capabilities. Some online travel websites allow visitors to compare hotel and flight rates with multiple companies for free. They often allow visitors to sort the travel packages by amenities, price, and proximity to a city or landmark.

Travel agents have applied dynamic packaging tools to provide fully bonded (full financial protection) travel at prices equal to or lower than a member of the public can book online. As such, the agencies' financial assets are protected in addition to professional travel agency advice. All travel sites that sell hotels online work together with GDS², suppliers, and hotels directly to search for room inventory. Once the travel site sells a hotel, the site will try to get a confirmation for this hotel. Once confirmed or not, the customer is contacted with the result. This means that booking a hotel on a travel website will not necessarily result in an instant confirmation. Only some hotels on a travel website can be confirmed instantly (which is normally marked as such on each site). As different travel websites work with different suppliers, each site has different hotels that it can confirm instantly. Some examples of such online travel websites that sell hotel rooms are Expedia³, Orbitz⁴, and Priceline⁵. Mainline service providers are those that actually produce the direct service, like various hotels

chains or airlines that have a website for online bookings.

Notes

1. The text is excerpted and adapted from *travel agency: an agency that arranges personal travel*, <http://en.wikipedia.org/wiki/Travel-agency>.

2. GDS: Global Distribution System, 即“全球分销系统”。

3. Expedia: Expedia 作为全球最大的在线旅游公司, 于 2007 年通过与艺龙的合作正式进入中国市场, 现有业务部门遍及美国、加拿大、法国、英国、比利时、德国、意大利以及西班牙。Trip Advisor 是 Expedia 旗下品牌, 目前是全球最大的旅游社区, 在酒店和景点点评服务上拥有绝对领导地位。

4. Orbitz: the name of a website

5. Priceline: Priceline 是美国人 Jay Walker 在 1998 年创立的一家基于 C2B 商业模式的旅游服务网站。是目前美国最大的在线旅游公司。在 Priceline 网站上, 最直观的可选项目就是机票、酒店、租车、旅游保险。Priceline 属于典型的网络经纪, 它为买卖双方提供一个信息平台, 以便交易, 同时提取一定佣金。

Words and Expressions

1. retail ['ri:teɪl] adj. selling or related to selling direct to the consumer 零售的: He does wholesale business, while his brother is engaged in retail business. 他经营批发生意, 他弟弟则经营零售生意。

2. supplier [sə'plaɪə] n. a person, company, or organization that sells or supplies something such as goods or equipment to customers 供应厂商; 供应者: Did you go over our contract with our supplier? 你看过我们和供应商的合同吗?

3. combine [kəm'baɪn] v. add together from different sources 使结合; 联合: Relief workers say it's worse than ever as disease and starvation combine to kill thousands. 援助人员说情况比以往任何时候都糟, 因为疾病和饥饿致使数以千计的人死亡。

4. in addition to except as 除……之外 And we had 20 native languages spoken at our school in addition to English. 除了英语, 我们还有其他 20 种语言的教学。

5. devote to: spend all or most of your time or energy on sth. 奉献; 投身于: They must devote a lot of time to that project. 他们必须在那个项目上花大量时间。

6. commercial [kə'mɜ:ʃ(ə)l] adj. involving or relating to the buying and selling of goods. 商业的: The company has indeed become more commercial over the past decade. 这个公司在过去的十年里确实已变得越来越商业化了。

7. book [bʊk] v. arrange for and reserve (something for someone else) in advance 预订: Laurie booked herself a flight home. 劳里为自己预订了回家的机票。

8. imply [ɪm'plaɪ] v. suggest sth. indirectly rather than state it directly; 含有……的意思; 暗指: His silence implies agreement. 他沉默不语意味着同意了。

9. consequently ['kɒnsɪkw(ə)ntli] adv. as a result; therefore 结果; 因此: My car broke down and consequently I was late. 我的汽车坏了, 所以我迟到了。

10. commission [kə'mɪʃ(ə)n] n. a fee for services rendered based on a percentage of an amount received or collected or agreed to be paid (as distinguished from a salary) 佣金: Travel agents charge 1 per cent commission on tickets. 旅行社收 1% 的购票服务费。

11. operate on: work on 起作用; 运转: Race car wings operate

on exactly the same principle as aircraft wings, only in reverse. 赛车侧翼与飞机机翼的运转法则完全相同，只不过方向刚好相反。

12. guaranteed [ˈgærən'tid] adj. secured by written agreement; 肯定的; 保证的: Some of the most popular expressions are those that are guaranteed not to offend anyone. 一些最流行的表达是那些保证不会得罪任何人的表达。

13. be supposed to; do sth. be expected or required to do sth. (by rules, custom) 被期望或被(按规则, 惯例)做某事: You're supposed to pay the bill by Friday. 你最晚在星期五结清这笔账。

14. impartial [ɪm'pɑ:ʃ(ə)l] adj. fair or neutral 不偏不倚的; 公正的: Career counselors offer impartial advice, guidance and information to all pupils. 职业指导员们向所有的学生提供无偏见的建议、指导和信息。

15. access to; opportunity or right to use sth. or approach sb. (使用某物或接近某人的) 机会或权利: Students must have access to a good library. 学生要有使用好图书馆的便利条件。

16. disinter [dɪsɪn'tɜ:] v. dig up 挖掘; 掘出: The court granted him permission to disinter the body. 法院批准他掘出尸体。

17. dominant ['dɒmɪnənt] adj. most important or prominent 最主要的; 最突出的: She's the dominant child in the group. 她是这群孩子中最突出的那个。

18. sort [sɔ:t] v. arrange or order by classes or categories 将……分类、排序: We must sort out the good apples from the bad. 咱们要把红苹果捡出来, 和坏的分开。

19. inventory [ˈɪnvəntəri] n. a detailed list of all the items in stock 存货: In 1989, about a year after we went public, we had a horrible problem related to inventory management. 1989年, 也就是我们上市的第二年, 我们在库存管理方面遇到了极大的困难。

20. confirmation [kɒnfə'meɪʃ(ə)n] n. information that confirms or verifies 确认: We are waiting for confirmation of the news. 我们正在等待证实那个消息。

Exercises

I. Content Questions

Answer the questions based upon text comprehension.

- (1) What is a travel agency?
- (2) What is a travel agency supposed to do?
- (3) How are travel agencies classified?
- (4) How does a travel agency make profit?
- (5) In your understanding, what kinds of travel agencies are good for tourists?

II. Vocabulary

Fill in the gaps with words or phrases given in the table.

on behalf of	threat	specialize in	locate	decrease
abandon	apply	be devoted to	allow for	business travel

- (1) You may _____ in person or by letter.
- (2) _____ is a very important part of our overhead expenditure.
- (3) The dissatisfaction _____ rather than decrease.
- (4) Please _____ the place on this map.
- (5) I would like to show sincere thanks to you _____ my colleagues.
- (6) Do not _____ yourself to despair.
- (7) This year government said more resources will _____ education.