



高等院校应用型人才培养“十四五”规划旅游管理类系列教材

# 旅游英语应用文写作

主编◎祁毕新月

Lüyou Yingyu Yingyongwen Xiezuó



电子课件



教学大纲



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华中科技大学出版社  
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# 旅游英语应用文写作

## Tourism English Practical Writing

主编 祁毕新月

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党的十九届五中全会确立了到 2035 年建成文化强国的远景目标,明确提出加快发展文化事业、文化产业和旅游业,推进文旅融合,实施创新发展,不断推动文化和旅游发展迈上新台阶。教育部于 2019 年和 2021 年先后颁布的《关于深化本科教育教学改革全面提高人才培养质量的意见》《本科层次职业教育专业设置管理办法(试行)》以及国务院于 2019 年颁布的《国家职业教育改革实施方案》,强调进一步推动高等教育应用型人才培养模式改革,对接产业需求,服务经济社会发展。

基于此,出版高水平的旅游管理类专业应用型人才培教材,将助力旅游高等教育结构优化,促进旅游类应用型人才的能力培养与素质提升,进而为中国旅游业在“十四五”期间深化文旅融合、持续迈向高质量发展提供有力支撑。

华中科技大学出版社一向以服务高校教学、科研为己任,重视高品质专业教材出版,“十三五”期间,在教育部高等学校旅游管理类专业教学指导委员会和全国高校旅游应用型本科院校联盟的大力支持和指导下,在全国范围内特邀国家“万人计划”教学名师、近百所应用型院校旅游管理专业学科带头人、一线骨干“双师双能型”教师,以及旅游行业精英等担任顾问和编者,组织编纂出版“高等院校应用型人才培‘十三五’规划旅游管理类专业教材”。该套系教材自出版发行以来,被全国近百所开设旅游管理专业的院校选用,并多次再版。

为积极响应“十四五”期间我国文旅行业发展及旅游高等教育发展的新趋势,“高等院校应用型人才培‘十四五’规划旅游管理类专业教材”项目应运而生。本项目依据文旅行业的最新发展和学术研究的最新进展,立足旅游管理应用型人才培特征进行整体规划,将高水平的“十三五”规划教材修订、丰富、再版,同时开发出一批教学紧缺、业态急需的教材。本项目在以下三个方面做出了创新。

一是紧扣旅游学科特色,创新教材编写理念。本套教材基于旅游高等教育发展新形势,结合新版旅游管理专业人才培养方案,遵循应用型人才培的内在逻辑,在编写团队、编写内容与编写体例上充分彰显旅游管理应用型专业的学科优势,全面提升旅游管理专业学生的实践能力与创新能力。

二是遵循理论与实践并重原则,构建多元化知识结构。在产教融合思想的指导下,坚持以案例为引领,同步案例与知识链接贯穿全书,增设学习目标、实训项目、本章小结、关键概念、案例解析、实训操练和相关链接等个性化模块。

三是依托资源服务平台,打造新形态立体教材。华中科技大学出版社紧抓“互联网+”时代教育需求,自主研发并上线了华中出版资源服务平台,为本套系教材提供立体化教学配套服务,



旅游

英语应用文写作

既为教师教学提供便捷,提供教学计划书、教学课件、习题库、案例库、参考答案、教学视频等系列配套教学资源,又为教学管理提供便捷,构建集课程开发、习题管理、学生评论、班级管理等于一体的教学生态链,真正打造出线上线下、课堂课外的新形态立体化互动教材。

本项目编委会力求通过出版一套兼具理论与实践、传承与创新、基础与前沿的精品教材,为我国加快实现旅游高等教育内涵式发展、建成世界旅游强国贡献一份力量,并诚挚邀请更多致力于中国旅游高等教育的专家学者加入我们!

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近年来,我国旅游业迅猛发展,成为国民经济的重要增长点。随着国内外旅游业务的不断扩大,旅游英语应用文在旅游相关的工作和生活中,发挥着不可替代的重要作用。为了适应旅游职业教育发展的需要,根据国家教育部制定的旅游类专业教学计划和教学大纲的要求,我们编写了《旅游英语应用文写作》一书。

旅游应用文是服务于旅游活动的一种应用文体。在长期的使用过程中,旅游应用文逐渐形成了与其他应用文体不同的特点,成为一门独立的应用性学科。旅游应用文是用来解决旅游工作和生活中的实际问题的,具有很强的实用性、针对性和时效性,同时在写作上又很讲究规范性,必须遵循一定的格式及内容要求。

本书共分为八章,涵盖了旅游目的地宣传、旅游招贴和通知、旅游商务信函、旅游日程安排、旅游常用表格、求职简历、旅游合同和旅游广告。

本书在内容编排上,主要突出以下特色。一是所选内容有代表性和实用性,适合课堂教学和学生操练。旅游应用文种类繁多,而旅游院校应用文写作课程课时有限,所以要求教材所选内容必须具有代表性,且对学生将来从事旅游方面的工作要有实际指导意义。笔者在选材时充分考虑了这一要求。二是每章所选的应用文实例来源广泛、文体多样,力求内容新,语言规范、地道,实用价值高。三是突出旅游应用文不同文体的常用词汇、搭配及句式,配以精心设计的习题,便于学生切实提高应用文写作能力。四是将旅游应用文的教学与英语基础写作结合起来,特别在本书最后一章强调了英语写作基本功的重要性及培养方法。

在编写过程中,笔者参考了国内外大量的资料,在此一并向有关作者表示衷心的感谢。限于编者水平,书中定有疏漏谬误之处,敬请读者指正。

## Contents

## 目 录

1	Chapter 1 Promotion of Tourist Destinations
23	Chapter 2 Tourism Posters and Notices
34	Chapter 3 Letter Writing
50	Chapter 4 Itineraries
68	Chapter 5 Application Forms in Tourism Industry
85	Chapter 6 CVs and Cover Letters
100	Chapter 7 Contracts in Tourism Industry
112	Chapter 8 Advertisements in Tourism Industry
124	Bibliography

# Chapter 1 →

## Promotion of Tourist Destinations

### I . Introductions

Promotion of tourist destinations refers to a series of information transmission and communication activities to expand the source of tourists, and to increase tourism consumption for certain tourist destinations. The purpose of tourism publicity is to promote tourism products. Tourism product is a special kind of commodity, since the natural scenery, historical relics and local customs of tourist destinations cannot be carried away, moved or displayed. When tourists do not know about them, they will not buy it easily. Therefore, the promotion of tourist destinations is crucial.

Tourism publicity on one hand, plays the role of information transmission, informing potential tourists of stories or news related to tourist destinations and enhancing their market visibility; on the other hand, by establishing the beautiful image of tourist products, tourism publicity can arouse the consumption desire of the potential tourists.

The following points need to be taken into account when preparing a destination promotion:



1. Practical. The information provided in tourism publicity materials should be true, comprehensive and up-to-date.
2. Appealing. Tourism publicity should be beautifully worded to stimulate the enthusiasm of travel in target tourists.
3. Scientific. The intrinsic logic of content cannot be ignored.

## II . Sample Reading

### Sample 1 National-level tourist destinations

#### Travel in China—A Brief Introduction to China

Situated in eastern Asia, and on the western shore of the Pacific Ocean, the People's Republic of China covers a land area of around 9.6 million square kilometers, with an inland and coastal water area of more than 4.7 million square kilometers, and an eastern and southern continental coastline extending for about 18000 kilometers. Its vast maritime territory is studded with 7600 islands, of which Taiwan is the largest with an area of 35798 square kilometers. China shares common borders with 14 countries and is adjacent to 8 nations on the ocean. There are 4 municipalities directly under central government administration, 23 provinces, 5 autonomous regions and 2 special administrative regions. The capital city of China is Beijing.

Name: The People's Republic of China, commonly known as China

Capital: Beijing

Population: about 1.4 billion (2021)

Land Area: Approximately 9.6 million square kilometers

Geographic Location: In eastern Asia and on the western shore of the Pacific Ocean

**National Flag:** On September 27, 1949, the First Plenary Session of the Chinese People's Political Consultative Conference adopted a resolution establishing the national flag of the People's Republic of China as a red flag with five stars. The flag is red in color, which symbolizes revolution, and rectangular in shape with the proportion between the length and height being 3 to 2. The five five-pointed yellow stars are located in the upper left corner, one of them, which is the largest, appears on the left, while the other four hem it on the right. This represents the great unity of the Chinese people under the leadership of the Communist Party of China (CPC).

**National Anthem:** On September 27, 1949, the First Plenary Session of the Chinese People's Political Consultative Conference adopted the resolution that the national anthem of the People's Republic of China be "March of the Volunteers".

**National Emblem:** On June 23, 1950, the second session of the First Plenary Session of the Chinese People's Political Consultative Conference adopted the design for the national emblem of the People's Republic of China. The National Emblem of the People's Republic of China, "shall comprise the design of Tian'anmen in its centre illuminated by five stars and encircled by ears of grain and a cogwheel, which symbolizes the New Democratic Revolution of China since the May 4 Movement (1919) and the birth of the People's Republic of China under the people's democratic dictatorship led by the working class and based on the alliance of workers and peasants".

**Ethnic Groups:** There are 56 ethnic groups in China, among which the Han people account for 92% of the total population while the other 55 ethnic groups account for 8%.

**Languages and characters:** Chinese is the common language, and Chinese characters are the common scripts. Fifty-three ethnic groups speak their own distinct languages and 23 ethnic groups have their own writing scripts.

**Religions:** Religions represented in China include Buddhism, Daoism, Islam, Catholicism and other Christian groups. People are free to pursue any religion.



Major Holidays: National Day—October 1; International Labor Day—May 1; New Year's Day—January 1; Spring Festival—first day of the lunar calendar—this is the biggest festival in China.

Currency: RMB ¥

Time Difference: 8 hours earlier than GMT

Climate: Eastern Asia monsoon climate

Natural Profile: The People's Republic of China, with a land area of around 9.6 million square kilometers and a water area of about 4.73 million square kilometers, is the biggest country in Asia and the third largest country in the world. The topography descends toward sea level from west to east and gives rise to a variety of landform. Mount Everest in the Himalayan mountain ranges and lying on the southeast edge of China at 8848 meters above sea level, is the world's highest peak. The Yangtze River and Yellow River, 6300 kilometers and 5464 kilometers long respectively, are the most important rivers in China. And the Jinghang Canal, which stretches for 1794 kilometers, is one of the longest artificial canals in the world. Qinghai Lake has an area of 4583 square kilometers and is the largest inland salt water lake in China while Poyang Lake with an area of 3583 square kilometers is China's largest freshwater lake. China experiences a complex and varied climate. Most parts of the country lie in the northern temperate zone and subtropical zone and belong to the eastern Asia monsoon climatic area. In winter, the climate is cold and dry and the temperature difference between the South and the North can be forty degrees centigrade, while in summer temperatures are high, it is the rainy season and temperature differences are small. However, precipitation varies from 1500 mm in the southeast to less than 50 mm in the northwest. The extremely high mountainous regions have constantly cold weather and the Qinghai-Tibet Plateau has a unique plateau climate, with a variety of mineral elements and abundant water resources.

History: China, with a recorded history of more than 5000 years, is one of the four

ancient civilizations. From the time of the founding of Xia Dynasty in the 21st century BC to the late Spring and Autumn period, with the Shang and Western Zhou Dynasties in between, society was slavery based. From the time of the Warring States period of 475 BC to the early period of the Qing Dynasty, with Qin, Western Han, Eastern Han, Three Kingdom, Western Jin, Eastern Jin, Southern and Northern Dynasties, Sui, Tang, Five Dynasties, Song, Yuan, and Ming Dynasties in between, society was feudal. After the Opium War in 1840, China gradually turned into a semi-colonial and semi-feudal society, as a result of imperialist invasion. In 1911, the 1911 Revolution, led by Sun Yat-sen, ended the monarchy and on October 1, 1949, the CPC, under the leadership of Mao Zedong, led the Chinese people and established the People's Republic of China.

Economy: China has a relatively mature industrial system, with established commercial categories and products. Agriculture holds an important place in the economy and the output of grains, cotton, sugar, oil, tea and other agricultural products is among the highest in the world. China's handicrafts industry is also world famous for its sophistication and skill. China has now built a traffic and transport network with railways, highways, waterways and airlines as the main contributors to this infrastructure.

### **Singapore: at a glance**

If God does exist, he probably lives in the clouds above Singapore. Travelers who have witnessed it refer to this tiny city—sheltered by the Southern extremity of the Malay Peninsula—as the Garden of Eden, one of the most fantastic and magnetic places in the world. It charms guests with a most peculiar combination of ancient traditions, in perfect fusion with the latest achievements in science and technology, primeval nature and futuristic buildings. Today, this vivid and multi-faceted Singapore, while still one of the top 20 smallest countries in the world, is an incredibly compelling magnet for



tourists from all over the world and inexhaustible source of captivating discoveries and entertainment.

The name Singapore stands for an island, a state and a city at the same time and it represents one of the most amazing and paradoxical places in the world. It has managed to develop itself from an arid, infertile island with no natural resources into a highly developed Asian megalopolis in a century and a half, and now ranks well into the list of the world's richest cities. The sheer number of varied sights that are concentrated in Singapore is totally disproportionate to its tiny area of land, yet the uniqueness of these sights stokes the fires of rapid growth in this wonder-island's touristic popularity. It is the only place, where guests can admire a city from the largest Ferris wheel in the world, swim in an outdoor swimming pool at the height of 200 meters, before walking along a double helix-shaped bridge and testing their stamina on the most breathtaking of theme park rides.

Singapore charms every single visitor with its ultramodern buildings, whose inconceivable shapes evoke emotions from fantastic movies. Skyscrapers standing in an orderly manner, while striking the eye with their peculiar shapes, are harmonically combined with the florid labyrinths of the ancient Chinatown's buildings; this is a combination of cosmic high-tech constructions and elegant buildings from colonial times.

Even more fascinating is the opportunity to stroll through a genuine tropical forest, where the amusing macaques rock on the treetops and hundreds of exotic birds fill the air with their songs, people can enjoy all this without leaving the city. Unique landscape parks and nature reserves with tropical inhabitants are among Singapore's most valuable treasures and are fiercely protected by locals.

This micro-state has many vivid characters. Singapore's downtown is as motley as league of nations living here, citizens of various nationalities with different cultural codes and religions help create the inimitable aura of this tiny country. It is one of the places in the world, where one can get acquainted with traditions of several disparate

cultures in a single day; and only here, people can exit the mosque, cross the street and enter a Hindu temple or pagoda.

In addition to its historical culture, Singapore is an ideal spot for gastro-tourism. Countless local restaurants, cafes and catering centers offer a palette of unique flavors and aromas, enough to make you feel giddy. Singapore's culinary offerings are amazingly rich: authentic Chinese, Indian, Thai, Malayan and Japanese dishes are all readily at the tourists' disposal.

This Asian megalopolis is also famous as one of the cleanest and well-attended cities in the world. The locals' aspiration for order is absolute and they meticulously keep the streets spotless. Residents also take care of their own and tourists' comfort. Almost all tourist zones and important city routes are protected from the scorching tropical sun with huge umbrellas; while there are virtually each indoor places have air-conditioner, this is useful for a country with an average annual temperature of 26~30°C.

Singapore is a dynamic city that lives at the tempo of a never ending holiday. A plethora of free performances are organized across the country every evening, including laser shows and music fans' shows, concerts and theatre performances.

This amazing city develops in rapid pace and creates new unique projects every year. Thus, no matter how often you visit Singapore, it will provide you surprise and delight, and offer more opportunities for vivid and eventful holiday and for unforgettable impressions.

## Sample 2 A provincial-level tourist destination

Tibet is a land rich in culture heritage. Situated on the Qinghai-Tibetan plateau, the land has the world's highest mountains, several large, rushing rivers and many beautiful lakes. While the northern part is on a high plateau and is a wildlife reserve (Changtang National Nature Reserve, 300000 km<sup>2</sup>), the southern, eastern, and western



parts are valleys. Its unique culture, celebrated monasteries and its magnificent scenery make it charming and mysterious. The mountains, including Mount Everest, are imposing with their snow-covered heights.

### **Tibet Travel Documents**

Besides a valid passport and a valid Chinese visa, you need two different kinds of permits for traveling in Tibet: the entry permit (TTB permit) and the Aliens' Travel Document (if you want to visit the unopened area in Tibet).

### **Best Time to Go**

It is suitable for travel to Tibet from April to early November, and the best time is August and September. But if you only stay in Lhasa, you can go there at any time of the year. It is important to get the real time weather report.

### **Scenic Spots and Places of Historic Interest in Tibet**

Most popular scenic spots in Tibet are Lhasa, Zedang, Shigatse, Dingri, Dangxiong. Mount Qomolangma (or Mount Everest) and Holy Mountain are hit places for exploration and excursions because they are always full of mystery and excitement.

### **What to Pack**

High altitude medications, sunscreen, sunglasses, lip creams and roper clothing.

### **High Altitude Travel Tips**

Avoid catching a cold before entering Tibet; take a good rest, drink more water, and do not take shower at the first day; avoid alcohol and do not smoke; take things a little bit slowly.

### **Tibet Travel Taboos**

Do not take pictures without permission; do not talk about sensitive issues like politics and religion; never touch Tibetan people on the head. Be aware of Tibetan customs and taboos.

## **Sample 3 A municipal-level tourist destination**

### **Suzhou, A prosperous and classic city in China**

Suzhou is the most exquisite garden city in China, noted for its unique layout, intertwined with waterways, stone bridges and private gardens.

#### **Classic Suzhou Overview**

Suzhou, a city of eastern China, is only one-hour drive from Shanghai, on the lower reaches of the Yangtze River and on the shores of Lake Taihu in the Province of Jiangsu. It was the capital (6th-5th century BC) of an ancient vassal state—the Wu Kingdom of the Zhou Dynasty. It was renamed Suzhou in the 6th century AD and is famous for its classical gardens, beautiful stone bridges, pagodas, silk, Grand Canal and canal-side housing, which have contributed to its status as one of the great tourist attractions.

Since ancient times, Suzhou has always been one of the most prosperous cities in China. The GDP per capita was RMB 179200 (\$26000) in 2019, ranked the fourth place among 659 Chinese cities.

#### **Location and Population**

Suzhou lies in the Yangtze Delta, bordering Shanghai in the east, Zhejiang Province in the south, Lake Taihu in the west and the Yangtze River in the north. Its east



longitude is between  $119^{\circ}55'$  E and  $121^{\circ}20'$  E and its north latitude is between  $30^{\circ}47'$  N and  $32^{\circ}02'$  N with an average altitude of about 4 meters. The total area of Suzhou is  $8657.32 \text{ km}^2$ , 2.7% of that mountainous, 42.5% under water. The land under cultivation occupies 288160 hectares. Built-up urban areas cover  $1650 \text{ km}^2$ .

Suzhou is composed of Suzhou Downtown and 4 county-level cities. Suzhou Downtown contains six Districts: Wuzhong, Xiangcheng, Gusu, Wujiang, Suzhou Industrial Park and Suzhou New Hi-tech District. The 4 county-level cities are Changshu, Kunshan, Taicang and Zhangjiagang.

Suzhou has a population of 7.44 million(2020).

### History and Culture

Suzhou, the cradle of Wu culture, is one of the oldest towns in the Yangtze River Delta region, which retains much of its original character. 2500 years ago in the late Shang Dynasty, local tribes who named themselves "Gou Wu" lived in the area which in time would become the modern city of Suzhou. After the completion of the Beijing-Hangzhou Grand Canal, the city began to thrive. Suzhou served as the centre of silk trade along the bustling waterway. Marco Polo once marveled at the city's prosperity and he recorded that its inhabitants were comprised of "prudent merchants, and, as already observed, skillful in all the arts". Polo noted that a number of the Suzhou people were learned in natural science, were good physicians and able philosophers. In Polo's words, the city of Suzhou was "great" and "noble".

During the Ming Dynasty (1368-1644), with an increased concentration of silk manufacturers, Suzhou became a leading silk fashion center.

However, the city also faced difficult times, during the 1860's, Suzhou was occupied during the end of the Taiping Rebellion and then again in World War II.

With the foundation of the People's Republic of China in 1949, Suzhou has once again rightly reclaimed its fame and developed into one of the most prosperous cities in