

旅游英语视听说

(学生用书)

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众所周知，旅游业早已雄踞于世界经济的支柱产业之林。我们欣欣向荣的祖国将毫无疑问地在 21 世纪的头 20 年，以一个旅游大国迈入世界旅游强国的行列。中国的旅游业如朝阳喷薄，云蒸霞蔚，风光独好。这一迅猛发展的形势召唤着千千万万有志于祖国旅游事业的热血赤子投身其间。目前，优秀的服务人员固属抢手，但行业亟需的则是各类岗位群上的既精通业务，又谙熟外语的各级管理人才。一般来说，旅游中等职业教育已趋成熟，而旅游高等职业技术教育则刚刚起步，有着广阔的发展前景。在旅游高职高专的教学体系中，各类旅游英语占有举足轻重的地位。但是，与旅游中等职业技术教育及普通高校旅游本科的情况不同，旅游高职至今尚无系统的符合高职教育培养目标、教学规律、课程设置的专业英语教材。为填补这一空白，为深入探索办好有中国特色的旅游高职教育的道路，在“21 世纪通用教材编委会”及交通大学出版社的精心组织下，全国多所大专院校、高职院校的学者、教师们通力合作，编写了一套《旅游英语系列教材》。

这套旅游英语系列教材的目标读者是：高专高职旅游专业各方向的学生、旅游管理或饭店管理大专自学考试学员、旅游中专、中职的英语教师以及各类旅游企业的各级管理人员。

这套旅游英语系列教材遵循专门化用途英语 (ESP) 的教学规律，紧密结合旅游服务、旅游管理的实际，突现旅游高职教育的特点，抓住国际旅游业的发展趋势及旅游教育的最新理念，力争在覆盖旅游业务分支行业的基础上，用英语讲授旅游管理的沿革、基本理论、最新理念、各种管理功能与职能，并把管理知识的输入与英语技能的养成结合起来，把旅游服务英语与旅游管理英语磨合起来。全套教材拟出八种：《旅游管理综合英语》、《饭店管理英语》、《旅行社管理英语》、《休闲娱乐业管理英语》、《会展业管理英语》、《旅游英语应用文写作教程》、《旅游英语视听说》、《英汉、汉英旅游分类词汇手册》等。这

套教材的总体特点是它的高层次性、系统性、应用性。所谓“高层次性”，是指高职旅游英语教学属于高等教育，因而有别于中专中职的英语教学。它在后者的基础上，加深、拓宽专业英语的教学路子，从单纯进行操作型服务英语的教学进入复合型英语的教学。“高层次性”的另一个涵义就是这套系列教材起点较高，采用当代国际旅游业的最新观念、创新理念，有相当的前瞻性；所谓“系统性”，是指这套系列教材是个有机整体，以《旅游管理综合英语》为前导，全方位、多角度地涵盖旅游业的各主要分支行业，我们称之为“一册先行、多册跟上”，形成群体效应而不搞传统的“单打一”。本套各种教材互相配合、相辅相成，既有共同目标，又有自身特色。此外，在编写原则、编写体例、编写方法上也博采众长，将各种行之有效的英语教学流派、教学方式整合于一体，力争内容新而全、形式多而活；所谓“应用性”或曰“职业性”，是指这套旅游英语系列教材决非是普通高校旅游本科专业英语教材的“压缩型”产品。

旅游高职旨在培养合格的高级服务人员与中、高级管理人员，这就决定了对高职学员英语技能的培养不仅要突出听说领先，而且要提高听说的难度，加强应变能力和谈判能力的培养，适当加大读、写、译的教学比重，使高职学员的英语口语交际能力得到提高，笔头交际能力也相应得到加强。这一特色在第二至第八种教材中，通过内容编排、体式选择、练习设计，将特别明显地表现出来。

此次出版的是《旅游英语视听说》教材作为与《旅游管理综合英语》同步的教材，它肯定是宏观的而不是微观的，旨在配合《旅游管理综合英语》，从视、听、说三方面来强化学生对旅游业宏观知识的了解和认识。本书介绍了旅游产业的方方面面，其中包括旅游业的历史、旅游类型、吸引物、动机、开发、规划、影响与可持续性、营销、沟通、接待业、休闲管理、运输、人力资源和文化。此外，本书还对旅游政策、旅游教育和培训以及会展管理等几个旅游管理不可或缺的领域进行了简要的介绍。旨在培养学员在旅游管理方面所必要的听说能力，从而使学员能够顺利地进行有关旅游管理专业的日常交流活动。

《旅游英语视听说》共有 17 课，每课含 A，B，C 三部分内容。

PART A 为视，包含三种练习形式。练习一为专业术语及解释，练习二为段落大意领会，练习三为段落阅读理解。该部分旨在利用视觉对信息进行强化记忆。PART B 为听力训练，包含四种练习形式。练习一为多项选择，练习二为填空，练习三为判断正误，练习四为理解。PART C 为口语，也包含四种练习形式。练习一、二、三要求学生用口语表达形式对前面两部分所读和所听到的专业信息，练习四为案例分析练习。课文所选用的资料绝大部分为近几年国外出版的专业书籍及海外知名大学的新刊论文，起点较高，内容较新。练习的编排突出口头交际能力的训练，鼓励学员进行课堂讨论、扮演小品以及口头作文。

《旅游英语视听说》教材遵循英语教学语料库与英语教学相结合的规律为旅游专业英语视听说教学提供了大量的语料，既适合于旅游管理本科学校也适合于高职高专旅游管理学校使用。各学校可以按照自己课时安排和学生的程度灵活选用。该教材配有光盘，教师可根据教学重点的需要和学校教学设备的配备情况选择使用。

《旅游英语视听说》主编为邢怡（上海师范大学旅游管理学院），副主编为方春香（上海行健职业学院）、周艳春（南通职业大学应用中文系）、王雪梅（山东商业职业技术学院）。参加编写人员除上述四人外，还有程华（山东商业职业技术学院）、毛仁仙、许璐、吴云（上海师范大学旅游管理学院）、肖莉（武汉船舶职业技术学院）、王桂霞（上海市农林职业技术学院）、武徐霞（淮南职业技术学院）。在本书编写过程中，受到同业同行朋友们的热诚支持，在此一并致谢。

编写高职高专旅游英语系列教材，这在我国还是初级阶段的尝试。管窥蠡测、错讹在所难免，抛砖引玉，切望读者指正。

编者

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Unit One

An Overall Introduction of Tourism

Learning Points

commute <i>n.</i>	因上下班来往于两地之间的路程
consecutive <i>adj.</i>	连续的；依次相续的
remunerate <i>n.</i>	报酬，酬劳
restraint <i>n.</i>	限制，约束
nomad <i>n.</i>	游牧部落的人，流浪汉
relay <i>n.</i>	替换的马
scout <i>v.</i>	搜寻，寻找
acrobat <i>n.</i>	杂技演员
penance <i>n.</i>	苦行，修炼
ailment <i>n.</i>	失调
rheumatism <i>n.</i>	风湿病
Caracalla <i>n.</i>	卡拉卡拉(A.D188-217 古罗马帝国皇帝)
cathedral <i>n.</i>	教堂
Nepal <i>n.</i>	尼泊尔
Bali <i>n.</i>	巴厘岛
boon <i>n.</i>	裨益；方便
resilient <i>adj.</i>	恢复活力的

PART A SEEING

DRILL 1 Technical Terms

Direction:

In this part you will see some technical terms followed by explanation on the screen. They will also be read out for you with the terms highlighted. Watch carefully, read after the advisor and then write down their definitions in the space provided.

1. Recreation

2. Travel

3. Resident

4. Visitor

5. Tourist

6. Excursionist (same-day visitor)

7. Travelers

8. Commuters

9. Migrants

10. Tourism

DRILL 2

Direction:

In this part, you will see a passage on the screen. Read it carefully and write down the main idea of each paragraph in the space provided.

A Brief History of Tourism

1.

2.

3.

4.

5.

6.

DRILL 3

Direction:

In this part, you will see a passage on the screen. Read it carefully and write down your answer to each question given.

The Industrial Revolution and Tourism

1.

2.

3.

4.

5.

PART B LISTENING

DRILL 1

Direction: In this part, you will hear a passage. It will be read twice. Listen carefully and choose the best answer from the choices given.

Why do People Travel?

1.

- A. Most travel was undertaken because of necessity other than for pleasure.
- B. To answer the question what motivated people to travel.
- C. Visiting the destinations of historic and cultural was a main reason for people travel.
- D. There were some people in the ancient times travel for the fun of it.

2.

- A. Looking for more food and safer place to live.
- B. Looking for comfort in the trip.
- C. Hunting for valuable minerals.
- D. Seeking fertile farmland.

3.

- A. The names of trips
- B. The names of ships
- C. The names of groups
- D. The names of communities

4.

- A. They were so poor that they couldn't afford better clothes and a pair of shoes.
- B. They viewed dressing in sackcloth and walking barefoot as a kind of self-punishment.
- C. They like sackcloth and barefoot.
- D. They wanted to show their respect to the God.

5.

- A. To try to become young.
- B. To seek some fun.
- C. To look for gold.
- D. To treat his disease.

DRILL 2

Direction: In this part, you will hear a passage. It will be read twice. Listen carefully and fill in the blanks with the information you hear.

The Main Components of Tourism Industry

The degree of acceptance given to the idea of _____ depends upon the nature of the definition of the word "industry" that is used. Macroeconomists who look at the overall picture of national economies are inclined to argue that tourism and travel do not comprise an industry because there is no distinct _____. Furthermore, they argue that any attempt to account for travel and tourism is liable to lead to double counting, because activities of all establishments are already allocated to existing industries. On the other hand, the very existence of the national trade associations, the Travel Industry Association of America and the Tourism Industry Association of Canada, clearly indicates that there is a sector of North American business that identifies itself as a travel or tourism industry.

Government is less inclined to refer to tourism and travel as an

industry. Nevertheless, the Report of the Tourism Sector Consultative Task Force (Powell 1978) stated that:

Tourism is both an industry and _____: society's adoption of travel as part of a lifestyle. The industry does not have a discrete image like other industry sectors, partly because of its heterogeneity and because many of its components are largely composed of small businesses, but it is pervasive across Canada. Its product includes all the elements that combine to form the _____ and exists to serve his needs and expectations.

The 'tourist sector' or 'tourist industry'... can be broadly conceived as representing the sum of those industrial and commercial activities producing goods and services wholly or mainly consumed by _____.

This United Nations source identified seven industrial areas that could be regarded as belonging in different degrees to the tourist sector although for the most part not concerned exclusively with tourism. These were accommodation, _____, restaurants, passenger transport enterprises, manufacturers of handicrafts and souvenirs designed for visitors and related outlets, establishments providing facilities for _____ of visitors, and government agencies concerned with tourism. Of these seven, the United Nations source identified three areas which it considered were practical for the development of statistical series: accommodation, travel agents, and _____.

DRILL 3

Direction: In this part, you will hear a passage. It will be read twice. Listen carefully and decide whether the following statements are true or false. Write T for truth and F for false in the brackets.

The Development of Modern Tourism Industry

1. The travel industry began in the late 1950s and early 1960s. ()
2. Hilton Group and Marriot Group originated in 1970s. ()
3. In the 1970s, the main reason to stimulate the large number of families to travel is the relatively peaceful political climate. ()
4. After 1960s, more and more women began to go out to work. ()
5. The senior citizens never make any contribution to the travel industry, because even though they become rich after retirement and have free time as well, they are too old to travel. ()

DRILL 4

Direction: In this part, you will hear a passage. It will be read twice. Listen carefully and write down your answers in the space provided.

Economic Growth and Tourism

1. Why tourism increased only slightly in the 1970s compared with the earlier years?
2. How could people achieve the sustained growth in tourism instead of suspension even after an oil crisis?
3. How did people lower the cost of vacations?

4. What could bring about the adverse effect to tourism?

5. What will the travel pattern look like in the future?

PART C ORAL PRACTICES

DRILL 1

Direction: Work in pairs to discuss the various terms about the tourism given in DRILL 1 of Part A.

DRILL 2

Direction: Work in pairs and talk about the past, present and the future of tourism in China.

DRILL 3

Direction: Work in pairs again and talk about the history of tourism in the West.

DRILL 4 CASE IN POINT

Direction: Read the following case, and then give your suggestion.

Two Distinct Stories

There are two distinct stories about the start of the history of tourism. One is the Chinese version, and the other is the Western version. According to the Chinese version, tourism first started in Ancient China because long before the appearance of the English word “tourism” the Chinese word “旅游” had frequently been mentioned in Ancient Chinese literal works. And this perspective can easily find its back-support in the rich Chinese literature. The Western version claims that tourism started

from the West. This is because the first travel agency founded by Tom Cook appeared in the West.

Questions for discussion

Which version do you believe in, the Chinese one or the Western one?

Give your reason.

(The answer is omitted.)

Unit Two

The Types of Tourism

Learning Points

hippies	n.	嬉皮士，嬉皮派；消极颓废的人 (亦作 hippy)
Moslem	n. & adj.	穆斯林(的)，伊斯兰教徒(的)
distillery	n.	酿酒厂；蒸馏所
clientele	n.	(商店的)顾客，常客
hitchhike	vi. & vt.	搭便车；要求(搭便车)
brewery	n.	酿酒厂
authentic	adj.	真的；真正的
veneration	n.	尊敬，崇拜
Apostle	n.	[基督教]使徒
Fatima	n.	法蒂玛(葡萄牙一城市)
Lourdes	n.	路德斯(法国一城市)
hajj	n.	朝圣

PART A SEEING

DRILL 1 Technical Terms

Direction: In this part you will see some technical terms followed by explanation on the screen. They will also be read out for you with the terms highlighted. Watch carefully, read after the reader and then write down their definition in the space provided.

1. *ethnic tourism*

2. *historical tourism*

3. *cultural tourism*

4. *recreational tourism*

5. *business tourism*

6. *eco-tourism*

7. trip night

8. leisure travel

9. urban tourism

10. youth tourism

11. religious tourism

DRILL 2

Direction: In this part you will see a passage on the screen. Read it carefully and write down the main idea of each paragraph in the space provided.

Accessibility and Tourism

- 1.
- 2.
- 3.
- 4.
- 5.

DRILL 3

Direction: In this part you will see a passage on the screen. Read the passage carefully and write down your answers to each of the following questions in the space provided.

What to See in the Urban Center?

1. What is the passage mainly about?
2. Besides physical attractions, what else attracts urban tourists?
3. What idea would the urban tourists be sold on?
4. How many types can tourist cities be classified into?
5. Why do so many tourists travel abroad?

PART B LISTENING

DRILL 1

Direction: In this part, you will hear a passage. It will be read twice. Listen carefully and choose the best answer from the choices given.

Youth Tourism

1.
 - A. Urban tourism
 - B. Cultural tourism
 - C. Youth tourism
 - D. Trip night
2.
 - A. In the parks and trees
 - B. In the hostels
 - C. In the rallying halls
 - D. In the dormitories
3.
 - A. Because it is not so profitable.
 - B. Because it turned out Hippies.
 - C. Because it results in some sorts of crimes.
 - D. Both A and C.
4.
 - A. Young travelers became a tourist attraction.
 - B. Young travelers slept under a tree in the park.
 - C. Young travelers were reluctant to sleep in the park.
 - D. Young travelers became drug users.
- 5.

- A. Extravagance train ticket.
- B. Flight ticket at a discount.
- C. Cheap restaurants.
- D. Cheap lodging.

DRILL 2

Direction: In this part, you will hear a passage. It will be read twice. Listen carefully and fill in the blanks with the information you hear.

Alternative Tourism and Environment

It is evident that _____ will not necessarily lead to tourism that is culturally and environmentally friendly. In a neo-liberal global economy, the regulation of market forces to allow a balanced use of _____ will be critical in determining the success of any _____. However, this may not be that easy to achieve, especially for countries that are in need of foreign investment and foreign exchange. This means that for many _____, the global political economy, which incorporates international debt repayment and the domination of transnational corporations, places their environments under treat of exploitation for short-term need and profits. The use of environmental resources for eco-tourism may, in terms of _____, prove to be little different to that of _____, in fact perhaps even more detrimental as _____ are likely to be rich in biodiversity and highly susceptible to damage.

DRILL 3

Direction: In this part, you will hear a passage. It will be read twice. Listen carefully and decide whether the following statements are true or false. Write T for truth and F for false in the brackets.

Ethnic Tourism

1. "Ethnic tourism" means that the urban attractions please the tourists.
()
2. In Europe folklore interests only visitors.
()
3. Foreign visitors to East European countries are likely to folk songs in the major cities.
()
4. Artificial rural culture cannot be found so much in many East European countries as in Asia.
()
5. In North America, French Canada population offer artificial folklore, while Swiss communities in the Northeast and Mid-east offer genuine ethnic attractions.
()

DRILL 4

Direction: In this part, you will hear a passage. It will be read twice. Listen carefully and write down your answers in the space provided.

Religious Tourism

1. What type of tourism is the passage about?
2. Among the historical sites in the Christian World, which still enjoy popularity from abroad?
3. What are the two recent origins that are of much religious significance?

4. Where do modern pilgrims desire to visit most?

5. How many religions are mentioned in the passage? What are they?

PART C ORAL PRACTICES

DRILL 1

Direction: Work in pairs to discuss the types of tourism and their differences.

DRILL 2

Direction: Choose a tourist attraction where there are negative impacts on the environment and discuss in groups about the alternative approach to change the situation.

DRILL 3

Direction: Work in pairs and invent a dialogue held between a tourist operator and the care-taker of a tourist attraction.

DRILL 4 CASE IN POINT

Direction: Read the following case, and then give your suggestions.

Heron Island, Great Barrier Reef, Australia

Heron Island is located in the southern region of Australia's Great Barrier Reef among a group of around 13 islands known as the Capricorn-Bunker Group. Heron is a sand cay located at the western end of a coral reef lagoon and is relatively small-around 800 m long and 280 m wide at its widest point. The island is an ecologically important breeding site for a number of species of birds and sea turtles. Early human use of the island was based on the harvesting of turtles, and a turtle soup factory

operated at Heron from 1925 to 1929. This factory became a tourist resort in 1932 and it has been subsequently bought and developed by the P&O Company. Additional development on the island includes a research station (established in 1951) now operated by the University of Queensland and a park center for Heron Island National Park (established in 1983).

Heron Island Resort promotes itself as an 'environmentally friendly' eco-tourism facility.

Questions for discussion

1. Does Heron Island Resort meet the criteria of eco-tourism?
2. Will the building of structures result in a reduction in the area available for nesting for both seabirds and turtles? Why or why not?

(The answers are omitted.)

Unit Three

Tourism Attractions

Learning Points

symbolic	adj.	象征的
landmark	n.	(树木、建筑等)地域标志
proximity	n.	接近；亲近
disposable	adj.	可任意使用的
accentuate	vt.	着重强调
archeology	n.	考古学
Oahu	n.	瓦胡岛(美国夏威夷群岛重要岛屿)
Chapultepec	n.	查帕特派克(墨西哥城公园)

PART A SEEING

DRILL 1 Technical Terms

Direction: In this part you will see some technical terms followed by explanations on the screen. They will also be read out for you with the terms highlighted. Watch carefully, read after the reader and then write down their definition in the space provided.

1. attractions

2. primary destination

3. secondary destination

4. artificially created attractions

5. cultural attractions

6. "economic" attractions

7. festivals and events

8. theme parks

9. recreation attractions

10. commercial attractions

11. natural attractions

12. mega shopping malls

DRILL 2

Direction: In this part you will see a passage on the screen. Read it carefully and write down the main idea of each paragraph in the space provided.

Main Categories of Attractions

- 1.
- 2.
- 3.
- 4.
- 5.

DRILL 3

Direction: In this part you will see a passage on the screen. Read the passage carefully and write down your answers to each of the following questions in the space provided.

Artificially Created Attractions

1. What are the above passages mainly about?
2. Why are the Disney creations highly artificial?
3. Why have Disneyland sprung up throughout the Midwest and West of the United States?
4. According to the passages, what attractions can be found in the frontier areas?
5. What does "minor" mean in the sentence "...which attract minors from

one state who are of legal drinking age in the next state"?

PART B LISTENING

DRILL 1

Direction: In this part, you will hear a passage. It will be read twice. Listen carefully and choose the best answer from the choices given.

Symbolic Attractions

1.
 - A. Architectural attractions
 - B. Natural attractions
 - C. Cultural attractions
 - D. Symbolic attractions
2.
 - A. Climate
 - B. Cultural events
 - C. Natural resources
 - D. Architectural landmarks
3.
 - A. Empire State Building
 - B. Golden Gate Bridge
 - C. State of Liberty
 - D. Buckingham Palace
4.
 - A. Opera House
 - B. Radio City
 - C. Eiffel Tower
 - D. Vatican

5.

- A. Whether to change the current architectural landmarks
- B. Whether to renew the existing architectural landmarks
- C. Whether to think about future architectural landmarks
- D. Whether to sustain the existing architectural landmarks

DRILL 2

Direction: In this part, you will hear a passage. It will be read twice. Listen carefully and fill in the blanks with the information you hear.

Impact of Climate and Accessibility on Tourism

Climate is perhaps the most common _____ theme used as the basis for selling a tourism area once it has suitable tourist_____. Although a region in some cases can be sold largely on the basis of _____, for maximum effect the area must be readily accessible to large concentration of population. One reason for the popularity of California's coastline _____ is their proximity via automobile to millions of people.

In addition to ready accessibility, the _____ area should promise something that tourists can not get at home. In a populous center, where most people live with enough disposable _____ income to travel, one market segment may be attracted by warm _____ at a time when it is cold and gloomy at home, while another segment may seek accentuated winter conditions of a _____ resort. Conversely, when the population centers are sweltering with summer heat, one market segment may head for the _____ for cooling breezes, while another segment wants a _____ area.

DRILL 3

Direction: In this part, you will hear a passage. It will be read twice. Listen carefully and decide whether the following statements are true or false. Write T for truth and F for false in the brackets.

What Motivates the Tourists?

1. Attractions can be defined in terms of their drawing power. ()
2. Attractions are only important in the regional level. ()
3. Only accessible natural resources may become attractions. ()
4. Tourists visit a destination to satisfy their needs and desires. ()
5. Culture is one of the characteristics of a destination that attracts tourists. ()

DRILL 4

Direction: In this part, you will hear a passage. It will be read twice. Listen carefully and write down your answers in the space provided.

Supplementary Attractions

1. What is the passage mainly about?
2. According to the passage, what should be planned for each supplementary attraction?
3. What is taken as an example to explain supplementary attractions?

4. What about Mexico City is discussed?
5. According to the passage, what should be done about supplementary attractions on the conceptual planning stage?

PART C ORAL PRACTICES

DRILL 1

Direction: Work in pairs to discuss the characteristics of attractions in terms of their scope, ownership, permanency, and drawing power.

DRILL 2

Direction: Choose or invent a city which attracts large numbers of tourists, and discuss in groups about the features of its attractions..

DRILL 3

Direction: Work in pairs and invent a dialogue held between a travel agency clerk and his client seeking information as to places for travel.

DRILL 4 CASE IN POINT

Direction: Read the following case, and then give your suggestions.

Shopping Only?

The Fantasy land Hotel has 355 guestrooms, but 127 of these rooms have been specially "themed" and decorated to fulfill guests' desires for travel adventures. When it's time to take a break from shopping there are a number of things to do and see, including Galaxyland Amusement Park, World Waterpark, Ice Palace, Wuropa (miniature) golf course, Deep Sea

Submarine Adventure, Dolphin Lagoon and Sea Life Caverns, a full-scale casino, a bowling emporium, three cinema complexes, and a replica of one of the ships of Christopher Columbus.

Questions for discussion

1. Why have the 127 hotel rooms been especially "themed"?
2. Can deciding what to do be as difficult as deciding what to buy? If so, why?

(The answers are omitted.)

Unit Four

Tourism Motivation

Learning Points

Cyprus	n.	塞浦路斯
Cypriot	adj.	塞浦路斯人的
ritzy	adj.	时髦的
stifling	adj.	令人窒息的
socket	n.	插座
filthy	adj.	肮脏的
suspension	n.	暂停
earmarked	adj.	指定用途的
bolster	v.	扶持

PART A SEEING

DRILL 1 Technical Terms

Direction: In this part you will see some technical terms followed by explanation on the screen. They will also be read out for you with the terms highlighted. Watch carefully, read after the reader and then write down their definition in the space provided.

1. *psychology of tourists' behavior*

2. *travel motivation*

3. *motivation*

4. *motivational climate*

5. *motivational house*

6. *psycho-graphics*

7. *physical motivators*

8. *cultural motivators*

9. *interpersonal motivators*