

Chapter Four Transportation
Lesson 9 Air Passenger Transport

学习目的和要求

了解航空业的发展、航空客运服务及其推销方面的概况。

学习要点

1. The airline business
 - Advantages of travelling by air
 - Factors in the development of mass travel by air
 - Aircraft significant in the development of the airline industry
 - The Comet
 - The Boeing 747
 - The Boeing 757
2. Airline services
 - Three categories of airline services
 - Scheduled services
 - Charter services
 - Air taxi services
3. The marketing of air services
 - Methods to encourage passengers to use airlines' services
 - "frequent flyer" programmes
 - Air Miles scheme
 - APEX fares
 - "stand-by" fares
 - "shuttle" system
 - Airlines CRSs

重点知识解读

1. Advantages of travelling by air ★

知识点解读: Travelling by air is safe, comfortable, rapid and cheap.

2. Factors in the development of mass travel by air

知识点解读: The first factor in the development of mass travel by air is the enormous growth of aviation technology, especially since the development of the jet airliner after the Second World War. The second factor has been the enterprise and creativity demonstrated both by air transport management and other entrepreneurs in the tourism industry.

3. Aircraft significant in the development of the airline industry ★

知识点解读: The aircraft significant in the development of the airline industry are as follows: the first commercial jet called Comet, coming into service in the early 1950s; the Boeing 747, coming into service in 1970; the Boeing 757 introduced in the early 1980s; short take-off and landing (STOL) aircraft during the 1980s.

4. Three categories of airline services ★

知识点解读: The airline services can be divided into three distinct categories:

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scheduled services, nonscheduled or charter services, and air taxi services.

5. Different airlines

知识点解读: There are many airlines around the world: British Airways, Air France, American Airlines, the United Airlines, the Delta, Northwest, TWA, Alitalia, Swissair, KLM, Lufthansa, Iberia, etc.

6. Method to encourage passengers to use airlines' services

知识点解读: To encourage passengers to use their services, airlines employ different methods as follows: "frequent flyer" programme; Air Miles scheme; APEX fares; "stand-by" fares; "shuttle" system.

常用短语

1. above all 尤其, 最重要的是
2. step up 使增加, 使上升, 使加快
3. cope with 应付, 对付
4. transfer to 转移, 转变, 调动
5. entitle to 使...有权; 给予...的资格
6. fall foul of 同...发生冲突, 争吵

旅游术语

jet airliner	carrying capacity
in-flight magazines	"frequent flyer" programmes
advance Purchase Excursion (APEX) tickets and stand-by fares	
load factors	unit costs
Air France	trunk route airlines
commuter airlines	European Community (EC)
subsidiaries	executive aircraft
be entitled to extra free travel	
the shuttle	American Airlines
the United Airlines	commercial jet
fuel-hungry	fuel-efficient
quieter aircraft	the siting of airports
net inclusive tour basing fares	scheduled services
state-owned airlines	"hub" airports
commuting business people	free air miles

例题讲解

Phrase translation

1. computerized reservations system
2. net inclusive tour basing fares
3. 免费空中飞行里程
4. 包机服务

Answers:

1. 计算机预定系统
2. 净包价旅游票价
3. free air miles

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4. charter services

Lesson 10 Transportation Mode Selection Decisions

学习目的和要求

了解影响人们选择交通工具的因素以及国外火车、轮船、汽车旅行的概况。

学习要点

1. Factors that influence a person's choice of transportation modes
2. Travel by train
 - Brief history of train travel
 - Amtrak
 - Advantages and disadvantages of traveling by train
 - The role of railway as a tourist attraction
3. Travel by water
 - Two main roles played by water transport today
 - Decline of ocean liners
 - Three main categories of cruises
 - Reasons for the growing popularity of short cruises
 - Ferry service
 - The ship as an attraction
4. Travel by automobile
 - Importance of the automobile in tourism
 - Advantages of traveling by automobile
5. Travel by bus/ motor coach
 - Two key roles performed by the coach

重点知识讲解

1. Factors that influence a person's choice of transportation modes

知识点解读: The factors influencing a person's choice of transportation modes are: availability, frequency, cost/price, speed/time, comfort/luxury, safety, convenience, ground services, terminal facilities and locations, status and prestige, and departure and arrival times.

2. Amtrak ★

知识点解读: In October 1970, the Rail Passenger Service Act became law. The act created the National Railroad Passenger Corporation, now commonly known as Amtrak. Amtrak began its operations in May 1971, and it was intended to be a profit-making corporation. Amtrak has the sole national responsibility for marketing and providing intercity passenger rail transportation. Since its inception the organization has been successful in increasing passenger volumes that had been falling continuously beforehand. It has done so primarily by improving the equipment and services it offers, and by promoting the benefits of traveling by train more effectively.

3. Advantages and disadvantages of traveling by train

知识点解读: Travelers select the train as a transportation mode for the following

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reasons: safety, ability to look out of train and see interesting things enroute, ability to get up and walk around, arriving at the destination rested and relaxed, and personal comfort. But there are also some disadvantages traveling by train: slowness in reaching the destination, relatively inflexible departure times, and a lack of quality in food service.

4. Two main roles played by water transport today ★

知识点解读: Water transport today plays two main roles in travel and tourism—ferrying and cruising.

5. The reasons of decline of ocean liners

知识点解读: The introduction of intercontinental commercial airline service caused the decline of ocean liners. The aircraft had by 1958 eclipsed travel by ship in terms of volumes of transatlantic passengers. Cruising, which had taken the place of scheduled liner services, was another cause.

6. Three main categories of cruises

知识点解读: Cruises can be divided into three main categories depending on the duration of the trips: short cruises, intermediate-length cruises and long cruises.

7. Advantages of traveling by automobile

知识点解读: Traveling by automobile has the following advantages: control of the route and the stops enroute; control of departure times; ability to carry baggage and equipment easily; low out-of-pocket expense of traveling with three or more persons; freedom to use the automobile once the destination is reached. Many people perceive the automobile to be a relatively safe mode of transportation and driving to be a recreational experience.

8. Two key roles performed by the coach ★

知识点解读: The coach performs two key roles. The first is to provide a regular schedule of intercity passenger transportation services. The second is to provide charter and tour services.

常用短语

1. put forward 提出, 建议
2. open up 打开; 开发, 开拓
3. put together 组成, 凑成; 把...放在一起
4. point out 指出, 指明
5. tie in with 与...有密切关系, 与...相符
6. bring about 引起, 导致, 造成, 带来

旅游术语

profit-making corporation

cruise lines

empty nesters

seaside resorts

carrier passenger miles

rail Passenger Service Act

transportation

ocean liner

recreation vehicles

transcontinental route

passenger transportation mode

Interstate Commerce Commission

intercity passenger rail

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short-duration train excursion

scheduled liner services

nuclear family

scheduled intercity bus services

ground services, terminal facilities and locations

Phrase translation:

- Answers:

1. 客运交通方式
2. 短途火车旅行
3. passenger volume
4. motor hotel

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