

主题观总 SUNLANDS 2020

旅游英语选读



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第一章 现代旅游 (Modern Tourism)

节	知识点 名称	主观题
第一课	什么是旅游★	a wilderness park——天然公园 chairlift——空架滑车 database——数据库 the foreign exchange receipts——外汇收入 tax revenues——税收 WTO guidelines——世界旅游组织指导准则 internal tourism——境内旅游 outbound tourism——出境旅游 national tourism——国家级旅游 august bodies——权威机构
第二课	大众旅游 与新旅游★★	purchasing power——购买力 mass tourism——大众旅游 market segmentation——市场细分 scale economics——规模经济 paid holidays——带薪假日 oligopoly——寡头垄断 scale economy——规模经济 charter flight——包机航班 tailor-made services——特别服务项目 at the various posts of call——在不同的停靠港 environmentally sound vacations——在不同的停靠港 highly fragmented tourism industry——分工细致的旅游业 package tours——包价旅游 scale economics——规模经济 market segmentation——市场细分
第三课	旅游组织★	frontier formalities——过境手续 baggage checks——行李票 police registration——出境证明 waybills——运货单 contracting/signatory countries/states——签约国 harmonize tourist policies among nations——协调各国的旅游政策 the more democratic spirit——更为民主的精神 the global organization——全球性组织 the annual conference——年度大会

第二章 旅游者 (The Tourist)

节	知识点 名称	主观题
第四课	旅游者的 定义★	permanent immigrant——永久移民 transit traveler——过境旅游者

		<p>en route——在途中</p> <p>transit tourists——过境旅游者</p> <p>an international excursionist——国际短程旅游者</p> <p>the United Nations Conference on Trade and Development——联合国贸易与发展大会</p> <p>the pursuit of employment——追求就业</p> <p>international excursionist——国际短程游览者</p> <p>short-term migration——临时短期移民</p>
第五课	实现旅游活动的条件★★★★	<p>tourist resorts——旅游胜地</p> <p>the life cycle of the family——家庭生命周期</p> <p>travel mode——旅行方式</p> <p>tourist motivation——旅游动机</p> <p>tourist resorts——旅游胜地</p> <p>need deficiency——需求不足</p> <p>support/auxiliary facility——辅助设施</p> <p>net discretionary incomes——可以随意支配的净收入</p> <p>economic recession——经济衰退</p> <p>activity facilities——活动设施</p> <p>accommodation and support facilities——住宿和辅助设施</p> <p>psychic satisfactions——精神上的满足</p> <p>annual average income——年均收入</p> <p>family summer vacation market——家庭暑假市场</p> <p>expenditures for shelter——住宿消费</p> <p>rudimentary support facilities——不太完美/相当简陋的辅助设施</p> <p>executive's needs——商务人员的需要</p> <p>less well-off persons——低收入者</p> <p>living standard(s)——生活水平</p>
第六课	旅游者类型及其需求★★	<p>sleeping bag——睡袋</p> <p>annual holiday——年假</p> <p>business and leisure travel——商务休闲旅游</p> <p>tourist souvenirs——旅游纪念品</p> <p>sharing different value systems——持有不同价值观</p> <p>exotic and unusual holidays——猎奇旅游</p> <p>rare flora and fauna——珍稀植物和动物</p> <p>customized service——量身定制的服务</p> <p>local color——地方色彩</p> <p>the location and type of accommodation——食宿的地点和类型</p> <p>the courier well versed in the language——精通语言的导游</p> <p>the support services——辅助服务</p> <p>the north-south differences in latitudes——南北纬度差</p> <p>pleasure traveler——娱乐型旅游者</p> <p>trekking holidays——徒步旅行</p> <p>on study tours——修学游/进修游/考察游</p> <p>foreign lands and cultures——外国风土人情</p>

		cultural visits——文化旅游 customized services——按顾客需求的服务 price inelastic——无价格弹性
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第三章 旅行社 (The Travel Agency)

节	知识点 名称	主观题
第七课	旅行代理商★★★	capital investment——资本投资 return on sales——销售回报 source of revenue——收入来源 computer reservation system——计算机预订系统 travel retailer——旅游零售商 tour wholesaler——旅游批发商 return on sales——销售回报 air fare quotations——机票报价 multi-stopover independent tours——旅游中多次停留的散客旅游 travel agency skills and competences/duties/functions——旅行社的技巧和职能 the best quotation——最低报价 air fair quotations——机票报价 word of mouth recommendation——口头宣传 to package their own tours——组合自己的包价旅游 local share of the market——当地市场份额 capital investment——资本投资 source of revenue——收入来源 hospitality services——接待服务 package one's own tours——组合自己的包价旅游 word of mouth——口碑 the share of the market——市场份额 brand loyalty——对某一特定品牌的忠诚、信赖 air fares——航空票价
第八课	旅游手册★	insurance coverage——保险范围 tour brochure——旅游宣传册 marketing tool——市场营销工具 long-haul and short-haul——长途和短途 the theme of the tour brochures——旅游宣传手册的主题 intangible product——无形产品 important marketing tool——重要的营销工具

第四章 交通 (Transportation)

节	知识点 名称	主观题
第九课	航空客运★★	scheduled services——定期客运服务 nonscheduled airline services——不定期的航空服务 load factor —— (飞机) 载客率 International Civil Aviation Organization——国际民航组织



		<p>air taxi——出租飞机</p> <p>charter tour——包机旅游</p> <p>clear customs——通过海关检查</p> <p>carrying capacity——运载能力</p> <p>'frequent flyer' programmes——飞行常客奖励计划</p> <p>in-flight magazines——机上杂志</p> <p>air carrier——航空公司</p> <p>jet airliner——喷气式客机</p> <p>average seat cost——平均机座成本</p> <p>extra free travel——额外免费旅行</p> <p>volume of domestic travel by air——国内航空客流量</p> <p>computer reservations system——计算机预定系统</p> <p>frequent flyer——飞行常客</p> <p>flag carrier——（以国际航运为主要业务的）国家航空公司</p> <p>unit cost——单位成本</p>
第十课	<p>运输方式 选择决定 ★</p>	<p>ocean liner——远洋定期客轮</p> <p>transportation mode——交通工具/ 交通方式</p> <p>cruise lines——游轮/邮轮/游船公司</p> <p>motor coach——长途公共汽车</p> <p>empty nesters——空巢家庭；没有孩子拖累的家庭</p> <p>a crew member of a vessel——船员</p> <p>scheduled liner trips——定期班轮旅行</p> <p>flexible routes——灵活的航线</p> <p>people like driving as a recreational experience——人们喜欢体验驾车的乐趣</p> <p>the huge increases in fuel costs——燃料成本大幅增加</p> <p>ground service(s)——地面服务</p>

第五章 饭店业 (The Hotel Industry)

节	知识点 名称	主观题
第十一课	<p>酒店业的历史★★★</p>	<p>caravan routes——商队旅行路线</p> <p>franchise——特许经营权</p> <p>convention hotels——会议饭店</p> <p>resort hotel——度假酒店；度假村</p> <p>the second half of the twentieth century——二十世纪下半叶</p> <p>hospitality industry——旅馆业（接待业）</p> <p>convention hotels——会议饭店</p> <p>international hotel chains——国际酒店连锁集团</p> <p>the concept of franchising——饭店特许经营的概念</p> <p>leading chains——主要的连锁企业</p> <p>all walks of life——各阶层，各行各业，各界人士</p> <p>roadside inn——路边客栈；路边小旅馆</p> <p>hotel chain(s)——连锁饭店</p>

第十二课	饭店的组织结构和员工★★★ ★	<p>managing director——总经理</p> <p>executive housekeeper——客房部主管</p> <p>front-office manager——前厅部经理</p> <p>the lifeblood of a hotel——饭店的命脉</p> <p>room service——客房服务</p> <p>food and beverage department——餐饮部</p> <p>purchasing agent——采购员</p> <p>room(s) department; housekeeping department——客房部</p> <p>personnel director——人事部主任</p> <p>repeat business——回头客带来的生意</p> <p>highly-trained supervisors——受过严格训练的管理人员/主管</p> <p>a coordinated, cooperating team/group——协调合作的团队</p> <p>sales department——销售部</p> <p>well-paid job opportunities——高薪工作机会</p> <p>moderate-priced hotels——中等价位酒店</p> <p>the adoption of the five-day-work week——实行每周五天工作制</p> <p>banquet facilities——宴会设施</p> <p>resident manager——驻店经理（客房部经理）</p> <p>front-office manager——前厅经理</p> <p>the image of the hotel——酒店的形象</p>
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第六章 旅游业的影响 (The Impact of Tourism)

节	知识点名称	主观题
第十三课	旅游业对经济的影响★★★★	<p>a net deficit——净逆差</p> <p>a buoyant level of tourism——蓬勃发展的旅游业</p> <p>destination economy——目的地经济</p> <p>invisible receipt(income)——无形收入</p> <p>balance of payments——收支相抵</p> <p>labor-intensive industry——劳动密集型产业</p> <p>national income; national revenue——国民收入</p> <p>value added tax——增值税</p> <p>a buoyant level of tourism——蓬勃发展的旅游</p> <p>the average consumption level per capita——人均消费水平</p> <p>subsidized exchange rates——补贴兑换率</p> <p>labor-intensive industry——劳动密集型产业</p> <p>financial forecasts——财务预算</p> <p>excess money supply——超额货币供应</p> <p>maintain financial stability——保持经济稳定</p> <p>street vendors——街头小贩</p> <p>commercial interest——商业利益</p> <p>labor-intensive industry——劳动密集型产业</p> <p>achieve sustainable economic growth——获得经济持续发展</p> <p>to constantly improve tourist products——不断改善旅游产品</p> <p>Tourism Income Multiplier——旅游收入增值</p>

		<p>"tourist traps"——“旅游陷阱”</p> <p>labor-intensive industry——劳动密集型产业</p> <p>specialized subsidized exchange rates——特别补贴兑换率</p> <p>the development of world trade——国际贸易的增长</p> <p>the economic effects of tourism——旅游业对经济的影响</p> <p>commercial pressure——商业压力</p> <p>grant exit permits——发放出境证明</p> <p>balance of payment——收支平衡</p> <p>subsidized exchange rates——补贴兑换率</p> <p>non-commodity currency——非商品货币</p> <p>invisible receipt——无形收入</p>
第十四课	旅游业对社会与文化的影响★	<p>economic impact——文化快餐</p> <p>the world's cultural heritage——世界文化遗产</p> <p>impenetrable barrier——难以逾越的障碍</p> <p>arts and crafts——工艺美术</p> <p>lesser developed area——欠发达地区</p> <p>availability of cultural events——文化活动的可得性</p> <p>the sociocultural effects of tourism——旅游业对社会与文化的影响</p> <p>the same value perceptions——相同的价值观</p> <p>deep-seated tradition——根深蒂固的传统</p> <p>value——价值观</p> <p>cultural heritage——文化遗产</p>
第十五课	旅游业对环境的影响★★★	<p>an area of scenic beauty——风景胜地</p> <p>environmental pollution——环境污染</p> <p>inter-office computer linkups——办公室间的计算机联网</p> <p>physical capacity——物理容量</p> <p>sand dune——沙丘</p> <p>visual appeal——视觉魅力</p> <p>visual pollution——视觉污染</p> <p>sustainable development——可持续发展</p> <p>modern man-made attraction——现代人造景观</p> <p>fragile ecosystems——脆弱的生态系统</p> <p>physical environment——自然环境</p> <p>Organization for Economic Co-operation and Development——经济合作与发展组织</p> <p>the environmental effects of tourism——旅游业对环境的影响</p> <p>tourism "enclaves"——旅游“飞地”</p> <p>normal circumstances——常规环境</p> <p>a truly global network——一个真正全球性网络</p> <p>a boom resort——兴旺发展的旅游胜地</p> <p>impulse purchasing——冲动购买</p> <p>the ecological balance——生态平衡</p> <p>tourism boom——旅游业的繁荣</p> <p>skyscraper hotel syndrome——摩天宾馆综合症</p>



		environmental degradation——环境恶化
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第七章 中国旅游 (Tourism in China)

节	知识点 名称	主观题
第十六课	中国旅游资源评价 ★★	culinary arts——烹调艺术 terra cotta warriors and horses——兵马俑 preferential policies——优惠政策 the traditional architectural styles——传统的建筑风格 delicate and delicious Chinese cuisine——精美可口的中国菜肴 tourism resource assessment——旅游资源的评估 (评价) human tourism resources——人文旅游资源 multiethnic culture——多种族文化 ethnic diversity——民族多样性 tourism resources——旅游资源 Eurasian Continent——欧亚大陆 a transportation-centered economic area——以交通运输为中心的经济区 5000-year-old civilization——五千年文明 human tourism resources——人文旅游资源 gourmet dining——美食 9.6 million square kilometers——九百六十万平方公里 the ancient buildings——古建筑群 outstanding accomplishment——杰出的成就 ethnic minority groups——少数民族 nature preserves——自然保护区
第十七课	中国国内旅游: 政策及发展 ★★	make ends meet——使收支相抵 (量入为出) hard currency——硬通货 rates of inflation——通货膨胀率 an open-door policy——对外开放政策 withdraw currency from circulation——回收流通货币 luxury market——豪华市场 supply and demand equilibrium——供需平衡; 供求平衡 on a case by case basis——依据具体情况具体处理的原则 the normalization of diplomatic relations——外交关系正常化 tourist facilities and services——旅游设施和服务 Gross National Product——国民生产总值 all-inclusive package tours——价格全包旅游 (包价游) industry code of conduct——行业行为规范
第十八课	中国旅游业: 机遇、挑战与策略 ★★★★	diversity of landscapes——自然风光的多样性 forecast tourist market——预测旅游市场 host country——东道国 market-oriented reforms——以市场为导向的改革 information facilities——信息设施 target markets——目标市场

		<p>management know-how——管理方面的实际技巧；管理技能</p> <p>launching pads——跳板</p> <p>a certified travel counselor program——持有证书的旅游顾问项目</p> <p>marketing budget——市场营销的预算</p> <p>be a good host——当好东道主</p> <p>special tourism——专项特色旅游</p> <p>tariffs and trade——关税与贸易</p> <p>marketing budget——市场预算</p> <p>enjoy more preferential policies——享受更多的优惠政策</p> <p>the resident tourism market——本国居民旅游市场</p> <p>export-orientated business activity——面向出口的商务活动</p> <p>tertiary industry——第三产业</p> <p>market-oriented reforms——以市场为导向的改革</p> <p>cross-border travel——横穿边境的旅行</p> <p>specialized tourism——专项旅游</p> <p>target markets——目标市场</p> <p>non-profit overseas offices——非盈利性的海外机构</p> <p>densely crowded cities——人口稠密的城市</p>
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第八章 语篇翻译

节	知识点 名称	主观题
段落翻译	英译汉★ ★	<p>1.Translate the following passage into Chinese.</p> <p>The travel agent's role is dissimilar to that of most other retailers, in that agents do not purchase a product for resale to their customers. Only when a customer has decided on a travel purchase do agents approach their principal on their customer's behalf to make a purchase. The travel agent does not, therefore, carry "stock" of travel products. This has two important implications for the business of travel distribution. First, the cost of setting up in business is comparatively small compared to that of other retail businesses, and second, agents are not seeking to dispose of products they have already purchased, so will therefore display less brand loyalty towards a particular product or company. However, in the past few years negotiations between principals and agents have led to higher commissions being paid to agents who achieve target sales, and this is causing agents to become more commercial in their approach to sales.</p> <p>译文：旅行代理商的职能和大多数其他零售商的职能不同，因为旅行代理商并不是买来产品后再销售给顾客，只是在顾客决定参加某项旅游后，代理商代表顾客向经营商预购旅游产品，因此代理商并不“储藏”旅游产品。这对于旅游行业的产品分销有两个重要意义。第一，在旅游行业建立企业比在其他零售行业成本少；第二，代理商无需想方设法处理他们已购置的产品，因此他们对特定的产品或公司没有太多的品牌忠诚度。然而，近些年来，那些完成指定销售的代理商可以通过谈判从经销商那里获取高额的佣金，这使得代理</p>

		<p>商在旅游销售方面更加商业化。</p> <p>2. Visitors can find almost any kind of restaurant in most of the large cities in America. The telephone book lists restaurants for each city according to name, area of the city, or kind of food. Restaurants in large cities vary greatly in price. Many restaurants post their menus in the window so you can have some idea of the price and kind of food before you enter. If the menu is not posted, and you are uncertain about how expensive the place is, ask to see a menu before you are seated at a table, or else just ask about the price range. Appearances from the outside can be misleading —— what looks like a small, informal restaurant may really be very expensive, and what looks like a large, expensive restaurant may be very reasonable.</p> <p>译文：在美国的大多数大城市，游客几乎可以找到各种类型的餐馆。电话簿根据餐馆名字、所在城市位置或食物种类，列出每个城市的餐馆。大城市的餐馆价格差别很大。许多餐馆在橱窗里张贴菜单，让你进去之前就能对食物的价格和种类有所了解。假如没有，而你又不知道那家餐馆的饭菜价格，那么进去之后，先要一份菜单，再入座，要不就直接问价格范围。光看餐馆的外表，可能会产生错误的判断——外表普通的小餐馆，也许实际上极贵，而外表看来昂贵的大餐馆，价钱可能很公道。</p> <p>3. The application of the Internet over the past few decades has been transforming the way that products and services are distributed to customers. Tourism and hospitality are of no exception. Tourists have started to purchase airline tickets and make hotel or tour reservations online. Aside from desktop computers, mobile devices such as smart-phones and tablets are heavily used by travelers to book travel-related products and services. Under the traditional distribution model, travelers rely heavily on traditional travel agencies, to buy the products provided by suppliers (e.g. hotels and airlines) via global distribution systems (GDS). Using the Internet, travelers can now directly get travel information and make their bookings via the websites of suppliers.</p> <p>译文：过去几十年里，互联网的应用一直在改变向顾客配送产品和服务的方式。旅游业和接待业也不例外。游客们开始在网上购买机票、预定酒店和旅程。除了台式机，像智能手机和平板电脑等移动工具被游客广泛地用来订购旅行相关的产品和服务。在传统的配送模式中，游客主要依赖于传统的旅行社，通过全球配送系统来购买供应商(如酒店和航空公司)提供的产品。利用互联网，游客现在可以直接获得旅行信息，并且通过供应商的网站订购。</p>
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