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当代
旅游学

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规划教程

合肥工业大学出版社

赛静 徐艳 沈科 编著

Practical English
for Tourism

当代旅游学规划教程

实用

旅游

英语

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再 版 前 言

本教材初版发行之后,获得热烈的反响。应广大读者的要求,现将初版修订,重新出版。修订版基本保留了原书的结构与框架,主要在以下几方面进行了修改:

第一,书中的 Reading 和 Further Reading 部分只做了局部细微的调整,比如标点符号,字母的大小写,部分单词的拼写以及段落的划分。

第二,为适应当今旅游发展的时事性,特对第五、六、七、八和十六单元的对话部分做了更改。

第三,Reading 后的单词释义也做了局部的修改,以与课文中的单词释义符合,更有利于学生的学习。

第四,对于初版中的 GLOSSARY 部分,考虑到其有一定的冗余性,故将其删除。

修订版已做了不少校正,但是错误、疏漏之处在所难免,请读者继续批评指正。

本教材在校订再版过程中,得到了黄山学院旅游学院院长胡善风教授以及相关人士的鼓励 and 大力支持,在此一并表示衷心的感谢。

编 者

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LESSON ONE

Reading

The Travel and Tourism Industry

The travel industry is a big business. It spans the globe and provides employment and revenue in almost every nation. Furthermore, the travel industry is a dynamic business. According to some sources, it is the largest and the fastest growing industry in the world.

WTO's statistics indicate that the tourism industry has grown at a very accelerated pace over the latter half of the past century and its projections for continuous growth make it an important sector of the world economy which is growing faster than the world trade. Other economic activities haven't managed to maintain such a consistently high growth rate over such a long period of time. In 2000, international tourist arrivals totaled 698 million globally which, in turn, generated US\$ 475 billion in tourism receipts. WTO statistics reveal that the East Asia and the Pacific region would continue to grow and would regain its position as the second most visited region of the world with China becoming the world's leader in international tourist arrivals by 2020.

Ranking fifth amongst the world's top tourism destinations and earning USA \$16.2 billion in tourism receipts in 2000, China is one of the most important players of the international tourism community and a driving force of tourism both in inbound and outbound travel. China's tourism maintained a rapid, sustained growth and registered, in 2000, total visitor arrivals of 83.5



million; and, domestic tourism revenue of RMB 317.6 billion, which corresponded to growths of three, seven and nineteen times respectively, over 1990. Despite the country being in an initial stage of development in tourism, many factors aided China's tourism to grow, particularly, the high growth of China's economy which, in 2000, was about 8% which has improved the living conditions of the Chinese people. In 1998, the Central Government identified tourism as a new economic growth sector and efforts have been made to increase and adjust new public holidays to create new opportunities for tourism. In addition, the increased economic and cultural exchange between China and other nations under the policy of "further opening to the outside world and reform" has promoted tourism growth. The outbound travel of Chinese citizens has complemented the inbound market enabling China's tourism structure to become more complete. By 2020, China aims at receiving 145 million visitors, of which foreign tourists would be 33.5 million generating receipts of US \$75 billion and domestic tourism generating RMB2,700 billion—thus, tourism revenues would represent 8% of China's GDP.

The growth of the travel industry has had a tremendous influence on the economy of nations. Nations have recognized the potential of travel for improving relations among cultures. Because of the economic importance of the travel industry, governments around the world are attaching more and more importance to tourism development and promotional planning. Canada, Australia, New Zealand, France, and Greece are just a few of the countries that have created government departments specifically to oversee their tourism industries.

The travel and tourism industry has become a major contributor to the economy. First, the travel industry offers an unusually broad range of employment opportunities. According to the World Travel and Tourism Council, tourism is the world's No. 1 employer. More than 200 million people worldwide hold jobs directly related to travel, and millions more hold jobs indirectly related to travel. By the year 2005, the number may reach 350 million. Worldwide, one job in every nine is a part of travel and tourism. Some

workers, such as cruise directors, flight attendants, travel agents, and hotel desk clerks, interact with travelers on a daily basis. Others, such as hotel managers, accountants, and housekeepers, are behind the scenes working to ensure the comfort and safety of travelers. Many people have jobs that are indirectly related to the travel industry. These people supply support services for workers who deal directly with the public. Writers and editors for travel publications, researchers for marketing firms, and managers of contract laundry services for hotels are just a few of the many employees in support services. Second, the travel and tourism industry provides profits for hundreds of businesses and corporations. These include airlines and cruise lines; railroad, motor coach, and car rental companies; hotels, motels, and restaurants; amusement and theme parks; shops, museums, and theaters; and intermediaries—travel agents, wholesalers, and tour operators.

Industries generate either products or services. The garment industry manufactures suits, dresses, shirts, blouses, and other items of clothing. These are products. The health care industry, on the other hand, provides services, such as diagnosing illness, relieving pain and discomfort, and setting broken bones. Some authorities say the travel industry provides products, while others say it provides services. Actually, the travel industry provides both products and services. Almost all products are tangible, that is, they can be seen and touched. They have weight and occupy space. Televisions, furniture, clothes, and appliances are all tangible. The travel industry produces a few tangible products such as food and beverages. However, most of its products are intangible, that is, they cannot be seen or touched. Intangible travel products include a flight on an airplane, a stay in a hotel room, a ride on a bus, relaxation on a warm beach, a reunion with family members, fun at a nightclub, a view of the ocean, and much more. None of these things can be weighed or measured or stored in a room. Unlike an old car or washing machine, travel products cannot be junked. They exist as experiences. As service industry, the travel industry is distinguished by three characteristics. First, its employees perform actions that benefit or serve

customers. Second, its employees are professionals. They are expected to perform their duties with a high level of expertise and to be able to give their customers information and counsel. Third, a special attitude or relationship exists between the employee performing the service and the customer receiving it. Members of the travel industry provide travelers with benefits. They help to plan trips, transport passengers to their destinations, arrange a place to stay, and much more.

Since tourism necessarily involves travel, a tourist is usually defined as a person who is visiting some place other than his usual residence for more than 24 hours. A tourist is distinguished by the length of his trip from an excursionist, who is away from his usual residence for less than 24 hours. The question of purpose, however, also must enter into the definition of tourism. Many people, especially those on holiday, travel entirely for the purpose of recreation or pleasure. Some people travel for reasons of health. Other people travel to visit friends and relatives, a reason that has become more important because of increased mobility throughout the world. Still others travel in order to educate themselves in accordance with the old precept that travel is broadening of one's mind and experience. All of these people are generally considered tourists since the primary reason for their trips is recreation. Most tourist statistics also include people who are traveling on business. Among them are businessmen and government officials on specific missions, as well as people attending meetings or conventions. Another kind of business travel is the incentive trip. A bonus or reward is given, for example, to a salesman who has exceeded his sales quota. Many people among those traveling on business often combine pleasure with their work. They also use the same transportation, accommodations, and catering facilities as the holiday tourists.

The moving about of tourists is what defines the tourism industry. The person still must travel to get there, and thus all the different types of transportation are a part of tourism. The traveler may use some kind of travel distribution channel to gather data before departure. A travel distribution channel is the method the traveler chooses to get from point A to point B. Thus travel agencies and tourism offices are

also a part of tourism. Once away from home, the traveler must be serviced by a variety of businesses. Among these businesses, which are included as a part of tourism, are lodging and food service establishments. Upon arrival to a destination, a traveler may also be entertained by various types of attractions, recreational activities, and special events.

The entire world of tourism can be thought of in five major categories:

- Transportation
- Lodging
- Food service
- Travel distribution channels
- Entertainment

Tourism is defined as the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. It is an activity which has grown substantially over the last quarter of the 20th century as an economic and social phenomenon.

Vocabulary

span	to include in space or time; the extent or measure of space between two points or extremities
revenue	<ol style="list-style-type: none">1. the income of a government from all sources appropriated for the payment of the public expenses2. yield from property or investment; income3. all the income produced by a particular source
statistic	<ol style="list-style-type: none">1. a collection of numbers which represent facts or measurements2. a single number which represents a fact or measurement
projection	<ol style="list-style-type: none">1. a calculation of the amount or rate of something as it will be in the future, which is used for making official

	plans
	2. a prediction or an estimate of something in the future, based on present data or trends
sector	1. a part of an area of activity, especially of business, trade, etc.
	2. a part or division, as of a city or a national economy
receipt	1. a written statement that you give to someone showing that you have received money or goods from them
	2. money received by a business, bank, etc.
inbound	moving towards the speaker or the starting place
register	1. a formal or official recording of items, names, or actions
	2. to enroll officially or formally, especially in order to vote or attend classes
correspond	1. to be in agreement, harmony, or conformity
	2. to be similar or equivalent in character, quantity, origin, structure, or function
initial	of, relating to, or occurring at the beginning; first
potential	capable of being but not yet in existence; latent (synonym) possible; (antonym) actual, existent
interact	act or have an effect on each other
intermediary	acting as a mediator or an agent between persons or things (synonym) mediator, go-between, intermediary, intercessor
diagnose	to find out what is wrong with someone or something, especially what illness someone has by examining them carefully
tangible	1. discernible by the touch; palpable
	2. possible to be treated as fact; real or concrete
reunion	the state of being brought together again after a period of



	being separated, e. g. <i>a high school reunion</i>
counsel	1. the act of exchanging opinions and ideas; consultation 2. advice or guidance, especially as solicited from a knowledgeable person
excursionist	people making a short journey/outing (synonym) sightseer, tripper
mobility	1. the quality or state of being mobile 2. the movement of people, as from one social group, class, or level to another
incentive	thing that encourages somebody to do something; stimulus
data	1. (plural of datum) information or facts 2. information in a form that can be stored and used
lodging	a place to stay, e. g. <i>find a lodging for the night</i>
category	a group of people or things that all have the same particular qualities

Discussion Questions

1. Why has the travel and tourism industry become a major contributor to the economy?
2. What kinds of products does the travel industry provide?
3. What is the definition of tourist?
4. What is the definition of tourism?
5. What do you think are the strengths and weaknesses of tourism development in China?

Translation Exercise(E-C)

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development and promotional planning. Canada, Australia, New Zealand, France, and Greece are just a few of the countries that have created government departments specifically to oversee their tourism industries.

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Further Reading

Thomas Cook

Thomas Cook is founder of the world's first travel agency and entrepreneur extraordinaire. No textbook on travel retailers has ever failed to mention this name. As the first travel agent in England as well as in the world, he did some pioneering work in the field of travel retailing and contributed a lot to the growth of today's travel agent industry.

Thomas Cook was born in England in 1808. Cook quit school at the age of ten and worked at a series of jobs, including gardening, fruit selling, and

bookselling. In 1828, at the age of 20, he became a Baptist missionary and an ardent supporter of the temperance movement. It was his interest in the cause of temperance that began his career in travel.

One day, in the early summer of 1841, Cook was on his way to a temperance meeting in Leicester. At the time he was working for a Baptist publisher in Loughborough, about ten miles away. An idea occurred to him: Why not arrange for a special train between Loughborough and Leicester for those who planned to attend the upcoming quarterly temperance meeting in Leicester? Cook approached the Midland Counties Railway Company with his idea. The company agreed, and Cook advertised the arrangement. On July 5, the historic excursion took place—historic because it was the first publicly advertised excursion train to run in England. Thus Thomas Cook can rightfully be recognized as the first rail excursion agent whose pioneering efforts were eventually to be copied widely in all parts of the world.

The success of this venture encouraged Cook to arrange similar excursions using chartered trains. Three years later, the railway agreed to make the arrangement permanent if Cook would provide passengers for the excursion trains. By 1845 he was organizing these trips on a fully commercial basis as a professional travel agent, and his company had come into operation.

The first excursion for pleasure that Cook organized was a tour of Liverpool that took place on August 4, 1845. During the summer, Cook had negotiated with four railway companies and declared that he was to organize a train excursion for pure pleasure. The trip was to start from Leicester and to arrive at Liverpool via Nottingham and Derby. A first-class return ticket cost 14 shillings and a second-class return 10 shillings. Cook did a good deal of advertising, which was so fruitful that all the tickets were sold out a week before the actual departure date. In addition, Cook did a familiarization trip in person—he traveled along the route, negotiated with the innkeepers on the way, made necessary arrangements for accommodation and food, and decided on the sightseeing sites. On his return, he printed a pamphlet containing all relevant information and distributed them to his clients. The excursion proved